

# editorial calendar 2009

# INTERIOR DESIGN®

issue	editorial features	market	advertising programs	bonus distribution
jan	<p><b>OFFICIAL 100 DESIGN GIANTS</b> THE ISSUE THAT DEFINES THE INDUSTRY</p> <p><b>NEW</b> Expanded GIANTS Coverage Kitchen + Bath Magazine-within-a-Magazine Top Hospitality Projects – 2009 Kick-Off</p> <p><i>InteriorDesign.net: Top 100 GIANTS Research, K+B, Best of Year 2008, Interior Design tv</i></p>	<p><b>Market Special:</b> Seating Fabrics High Point Review Kitchen + Bath Office Furniture</p>	<p>Hospitality Supplement I with HOTELS magazine Ad Performance Study GIANTS Program New Products eBlast</p>	<p>GIANT firms special distribution HOTELS magazine +36,000 circulation</p>
feb	<p><b>BEST OF THE WEST</b> CONTRACT, RESIDENTIAL AND RETAIL MEET CALIFORNIA COOL</p> <p><b>NEW</b> Healing by Design <b>NEW</b> Health Care GIANTS Research Outdoor Exposed</p> <p><i>InteriorDesign.net: Health Care, Offices, Outdoor, Interior Design tv</i></p>	<p><b>Market Special:</b> Carpet/Flooring/Tile/Stone Fabrics Health Care Outdoor</p>	<p>New Products eBlast</p>	<p><b>closing 12.17 &gt; materials due 12.19</b></p>
mar	<p><b>BIG IDEA ISSUE</b> 25 GREAT BIG ONES, FROM HIGH-MINDED TO HIGH TECH</p> <p>Eco Special Section – Projects, Products, News Kitchen + Bath Magazine-within-a-Magazine</p> <p><i>InteriorDesign.net: Designer Interviews, Eco, K+B, Interior Design tv</i></p>	<p>Fabrics Furniture Kitchen + Bath</p>	<p>Ad Performance Study New Products eBlast</p>	<p>Coverings, Chicago, IL, April 21-24 Design Exchange Conference, New York, NY Kitchen + Bath Industry Show (K/BIS), Atlanta, GA, May 1-3 NKBA Partnership, member distribution</p> <p><b>closing 2.09 &gt; materials due 2.16</b></p>
buyers guide	<p><b>THE INDUSTRY RESOURCE IN PRINT AND ONLINE</b> DEEPER CONTENT, MORE USABLE FORMAT, A-Z COMPANY INDEX, PRODUCT INDEX, EVENTS CALENDAR, TRADE BUILDINGS, ASSOCIATIONS AND DESIGN SCHOOLS</p> <p>The most user-friendly, comprehensive guide in the industry</p> <p><i>InteriorDesign.net: Buyers Guide, the Ultimate Online Product and Company Database, Interior Design tv</i></p>	<p><b>Category Spec Guides:</b> Carpet Eco Lighting Seating Wallcoverings</p>	<p>Kitchen + Bath Gallery Hospitality Gallery Healthcare Gallery Eco Gallery Online Category Sponsorships New Products eBlast</p>	<p>Expanded Resource Directors Association distribution (RDA) Educators Outreach</p> <p><b>closing 2.13 &gt; materials due 2.20</b></p>
apr	<p><b>FASHION WATCH</b> INSPIRING RETAIL, SHOWROOMS AND BEYOND</p> <p>Hospitality Special Section Previews – ICFF/Milan Furniture Fair Feature: Lighting</p> <p><i>InteriorDesign.net: Retail/Fashion, HD Expo, ICFF Previews, Lighting, Interior Design tv</i></p>	<p><b>Market Special:</b> Fabrics Contemporary Furniture Hospitality Lighting Wallcoverings</p>	<p>Vegas Event – HD Expo, Las Vegas, NV, May 13-16</p>	<p>IALD member distribution Lightfair Int'l, New York, NY, May 5-7 Brooklyn Designs, Brooklyn, NY, May 8-10 ICFF, New York, NY, May 16-19</p> <p><b>closing 3.10 &gt; materials due 3.13</b></p>

spring  
market  
tabloid

## THE OFFICIAL PRODUCT GUIDE

PRODUCTS, PRODUCTS, PRODUCTS: A COMPREHENSIVE RESOURCE FEATURING PRODUCTS IN ALL CATEGORIES

**NEW TOP TEN LISTS:** Best of New Products  
Editor's Choice – NeoCon  
Original Photography Feature

### Categories:

Accessories  
Building Products  
Eco  
Fabrics  
Flooring  
Furniture  
Kitchen + Bath  
Lighting  
Outdoor  
Seating  
Wallcoverings

NeoCon SELECT Program  
Ad Performance Study  
Library Reference Guide  
NeoConNavigator.com  
Special Insert Program

NeoCon, Chicago, IL, June 15-17  
Expanded Resource Directors Association  
distribution (RDA)

**closing 4.02 > materials due 4.09**

may

## OFFICE BUZZ:

THE DEFINING OFFICE ISSUE:  
COMMERCIAL FULL SPECTRUM

The Official NeoCon Preview  
IIDA Winners  
NeoCon Preview – Exclusive Photo Essay of NeoCon Prototypes and Firsts

Eco  
Fabrics  
Flooring  
Office  
Seating

Post K/BIS Product eBlast  
Post-HD Expo Product eBlast  
Post-ICFF Product eBlast  
NeoCon SELECT Program  
NeoConNavigator.com

NeoCon, Chicago, IL, June 15-17  
GIANTS Celebration

**closing 4.14 > materials due 4.20**

neocon  
show  
daily

## 3 DAYS. 3 EDITIONS.

THE SHOW DAILY: THE OFFICIAL NEWSPAPER OF NEOCON

The Must Read Daily Chronicle With News, Product, Showrooms  
and Designer Interviews

**NEW** Expanded Showroom Coverage

### Categories:

Accessories  
Building Products  
Eco  
Fabrics  
Flooring  
Office Furniture  
Seating  
Wallcoverings

NeoCon SELECT Program  
NeoConNavigator.com  
LEED-CI/USGBC Program

Exclusive distribution on all floors and at  
NeoCon-affiliated hotels 50,000+ circulation  
GIANT firms direct distribution

**closing 4.15 > materials due 4.22**

neocon  
show  
directory

## THE OFFICIAL GUIDE

EXCLUSIVE LISTING OF ALL SEMINARS, FORUMS,  
SHOW HIGHLIGHTS AND SPECIAL EVENTS

**PLUS** Exhibitor Booths, Showroom Locations, Floorplans,  
Health Care and Hospitality Exhibitor Listings

**SPECIAL GREEN PAGES FLIP SECTION:** The essential green  
source for NeoCon

Hospitality  
Milan Furniture Fair Review  
Wallcoverings

NeoCon SELECT Program  
GREEN PAGES Program  
LEED-CI/USGBC Program  
NeoConNavigator.com

Distributed at registration and  
throughout all show floors

**closing 4.15 > materials due 4.22**

jun

## AT WORK. AT PLAY.

COMMERCIAL, RESIDENTIAL AND  
ALL POINTS IN BETWEEN

Special Hospitality Section  
Eco Special Section – Projects, Products, News + Issues  
**NEW** Green GIANTS

**Market Special:** Carpet/Flooring/Tile/Stone  
Best of K/BIS  
Fabrics  
Hardware  
Health Care  
High Point Review

Hospitality Supplement II with  
HOTELS magazine  
New Green Products eBlast  
NeoConNavigator.com  
NeoCon LEED-CI eBlast

HOTELS magazine +36,000 circulation

**closing 5.08 > materials due 5.13**

jul

## GOING OVERBOARD

OUT OF THIS WORLD: OVERSEAS DESIGN TOUR

2nd Top 100 GIANTS  
Kitchen + Bath

Ad Performance Study  
New Products eBlast  
NeoConNavigator.com

GIANT firms special distribution

**closing 6.08 > materials due 6.15**

**InteriorDesign.net: IIDA winners, NeoConNavigator.com, Interior Design tv**

**InteriorDesign.net: NeoConNavigator.com, Interior Design tv @ NeoCon**

**InteriorDesign.net: NeoConNavigator.com, Interior Design tv @ NeoCon**

**InteriorDesign.net: Green GIANTS, Eco, NeoConNavigator.com, Interior Design tv**

**InteriorDesign.net: Design GIANTS 2 Research, K+B, Carpet/Flooring/Tile/Stone, Interior Design tv**

aug

## THE ART OF DESIGN

ART'S INFLUENCE ON INTERIORS: OFFICE, HEALTH CARE, HOSPITALITY, INSTITUTIONAL, RESIDENTIAL

The Official NeoCon Wrap  
Feature: Lighting – Architectural & Decorative

### Market Special:

Fabrics  
Flooring  
Furniture  
Lighting

NeoCon Wrap  
Seating  
Wallcoverings

NeoCon Wrap Product eBlast  
NeoConNavigator.com  
NeoCon SELECT Gallery  
NeoCon GreenCap  
100% Design Package

GIANT firms special distribution  
100% Design, London, UK, September  
IINDEX/NeoCon Canada, Toronto, ON,  
September 24-25

**InteriorDesign.net: NeoCon Wrap, NeoConNavigator.com, Lighting, Interior Design tv**

**closing 7.13 > materials due 7.17**

sep

## WE ♥ NEW YORK

THE HEART OF GREAT DESIGN:  
ENTERTAINMENT, OFFICE, RESIDENTIAL, RETAIL

Best Offices  
Seating Special Feature  
City Living  
Kitchen + Bath Magazine-within-a-Magazine

Designer Carpets  
Fabrics  
Kitchen + Bath

Kitchen + Bath/NKBA Program  
NeoCon East Program  
K+B Research Study  
Miami Event – HD Boutique, Miami, FL  
New Products eBlast

NKBA Partnership, member distribution  
NeoCon East, Baltimore, MD, October 28-29

**InteriorDesign.net: Announcement of Hall of Fame Inductees, K+B, Seating, Interior Design tv**

**closing 8.10 > materials due 8.14**

## neocon east directory

closing 9.09 > materials due 9.14 Baltimore, MD, October 28-29 Distributed to all registered and throughout show floor

oct

## DESIGN 360°

ALL PERSPECTIVES IN EVERY SEGMENT

Hospitality GIANTS; Gold Key Awards IV  
Government/Workplace 2009  
Spas/Kitchen + Bath  
Eco Special Section – Projects, Products, News

Eco  
Fabrics  
Hospitality  
Office Furniture  
Tile/Flooring

Hospitality Supplement III with  
HOTELS magazine  
Gold Key Sponsorships  
Kitchen + Bath Program  
GreenBuild Program  
Eco Product eBlast

HOTELS magazine +36,000 circulation  
Hotel/Motel Show (IH/M&RS), New York, NY,  
November 7-10  
USGBC GreenBuild, Phoenix, AZ, November 11-13  
Healthcare Design Show '09

**InteriorDesign.net: Eco, Hospitality Giants, Interior Design tv**

**closing 9.09 > materials due 9.14**

fall  
market  
tabloid

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RESOURCE FEATURING PRODUCTS IN ALL CATEGORIES

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Flooring  
Furniture  
Kitchen + Bath  
Lighting  
Outdoor  
Seating  
Wallcoverings

Library Reference Guide  
Special Insert Program

Expanded Resource Directors Association  
distribution (RDA)

**InteriorDesign.net: Expanded New Products, Interior Design tv**

**closing 9.09 > materials due 9.14**

nov

## BUSINESS OF DESIGN

THE ONES AT THE TOP AND THE ONES TO WATCH

Best of Health Care  
Health Care GIANTS

Market Special: Seating  
Building Products  
Lighting  
Systems and Casegoods

Health Care Product eBlast

Health Care GIANT firms distribution  
Best of Year Awards event distribution,  
New York, NY, December 3

**InteriorDesign.net: Health Care Giants, New Office, Interior Design tv**

**closing 10.12 > materials due 10.16**

dec

## BEST OF YEAR

Best of Year Awards IV  
Best Projects [B.O.Y.]  
Best Products [Designers' Choice]  
Interior Design's Hall of Fame Supplement — 25th Anniversary

All product & project categories

Hall of Fame – Sponsorships  
Best of Year Awards – Sponsorships  
New Products eBlast

Hall of Fame Supplement distributed at the  
event, New York, NY, December 2  
[Space and materials close: 10.28]

**InteriorDesign.net: Hall of Fame, Best of Year Award Winners, Interior Design tv**

**closing 11.06 > materials due 11.11**