

BIDA review



MEDIA INFORMATION

About the BIDA

The British Design Association exists to promote and support the interior design and decoration professions. The BIDA is the only association in the UK committed to the advancement of the professional practice of interior design and to the creation of a comprehensive vision for the design challenges of the future.

The BIDA continues to promote high standards throughout the profession, encouraging and fostering proven design ability and emphasising the environmental and aesthetic implications of good design in all aspects of life.

BIDA is a membership organisation with over 1,200 members. Members of the organisation includes designers and suppliers to the design industry. To the potential client, membership of the BIDA ensures a guarantee of professional quality interior design.

About the Review

The Review magazine is the publication for BIDA members. It is dedicated to presenting the very latest industry innovations and trends while educating, entertaining and inspiring its readers.

Published three times a year – March, September and December – each edition operates as a design reference, supplier directory, educational resource and source of industry news and as such, is a highly effective tool for promoting your company to interior design professionals.

Readership information

Review readership encompasses

- Professional interior designers
- Architects
- Educators
- Developers and contractors
- Industry suppliers
- Providers of professional business services
- Interior design students

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Surface showroom
Battersea, London.



Hyperwave Stream,
from Limestone Gallery



Mark Bithrey of B3 Designers

Axon Publishing contact details

For further information on advertising opportunities within the Review contact:

Lucie Inns
Creative Development Manager
Tel: 0207 684 7111
Lucie_inns@axonpublish.com

Stuart Charlton
Commercial Director
Tel: 0207 684 7109
Stuart_charlton@axonpublish.com

Advertisement copy
production@axonpublish.com

Advertisement rates

Type	Member	Non-member
Full-page colour	£410	£710
DPS	£530	£830
IFC	£605	£905
OBC	£605	£905
IBC	£605	£905
DPS Advertorials*	£855	£1,155
FP Advertorials*	£658	£958
Loose inserts per '000	£190	£360

Distribution

The total distribution of the Review is 2,400. This comprises of a combination of complimentary subscriptions to a constantly maintained database of named individuals. In addition copies are also distributed at leading industry events: London Design Week, 100% Design, Decorex International, Focus, and Design Interiors.

*Advertorial and design service

Advertiser supplies content and images. Additional costs are supplied upon application.

Copyright

- There are no copyright restrictions on the layout and a high resolution PDF may be requested for future advertising use or your own website.

Artwork format

All advertisements should be supplied as PDF, Indesign or Illustrator files on CD or emailed. Please ensure all fonts are embedded or outlined and a colour proof is supplied. All colours are CMYK.

Mechanical data

	A4 page	A4 double page spread
Trim	297x210mm	297x420mm
Bleed	303x216mm	303x432mm + 4.6 mm gutter
Type	275x210mm	275x420mm

BIDA logo use

- BIDA Corporate members will have the BIDA Corporate Logo added to their advert, 5mm from one of the four corner edges.



Axon Publishing, 11 Plough Yard, London EC2A 3LP

