

circulation overview

Contract is the only U.S. publication dedicated to your core business with an audience developed specifically for the commercial market.

Our circulation is the only product that has been carefully designed and stringently monitored to match your marketing efforts—including International Interior Design Association professional membership¹, Top 200 U.S. A&D firms², and Fortune 1000 companies¹.

When evaluating your marketing plan, it's important to consider:

- Your marketing plans are developed from the core out...rather than from the fringe in
- Your sales teams do not call on residential decorators or newsstand or allied to the field circulations
- Your time, postage, event, and collateral costs are expensive investments that must be maximized by reaching the core of the industry

Contract's 30,000¹ subscribers are vital to the industry.

They specify products for the largest and most active segments including the two fastest growing markets: healthcare and education³.

100% are classified by name and title ¹

58% retention rate of architects and designers documenting the most critical component of advertising: frequency ²

69% specify more than \$1 million annually in commercial products ³

57% work for firms of 11 or more ³

40% work for firms that specify \$5 million or more for commercial/institutional space ³

Only one magazine in design publishing can state:
100% of our subscribers specify commercial interior furnishings.⁴

Source

1- BPA Statement, 6/2008

2- Publisher's Own Data

3- Preston/Rogers Associates 5/2008

4- Hallmark Data Systems, 6/2007—based on qualification form respondents received from 6/2007–5/2008

contract

inspiring commercial design solutions

