

COMMERCIAL DESIGN

Minds behind the best workspaces in India.



Media Pack
2024

An informative guide for
FMs, Project Heads, Architects,
Designers & Building Owners

ABOUT US

COMMERCIAL DESIGN

Commercial Design is a monthly magazine circulated across India to the principal decision-making executives – including architects, interior designers, consultants, planners, facilities managers, project heads, developers, etc.

The magazine is committed to reporting the latest news, trends, products and technologies, which make it a must-read for the industry professionals.

It delves into:

- how to implement change in the workplace,
- the current disruption, changes, and innovation in the segment,
- understanding and address operational challenges,
- exploring Alternative Workspace Strategies
- the impact of disruptive technologies, etc.

A source of innovative ideas, the publication provides up-to-date news, in-depth analyses and incisive features on all aspects of commercial interior design, helping designers and facility and project managers at every step of their project.

The publication will revolve around the cosmos of commercial design and will cover everything from projects and products to workspace strategies.

What's more, it will be the preferred platform of industry experts to share their vast knowledge and discuss real human issues that ultimately decide the success of a workspace design.

It is an ideal platform for suppliers to promote their products and services across all segments of commercial design space.

“I saw a perfect balance of right knowledge given to the right Learners. I commend the team at ITP Media Group, for the vision and its subsequent execution. The itinerary was specific, rich in content and the way it was actioned was bewitching. I look forward to more such knowledge oriented discussion”.

Rahul Lal, National Infrastructure & Facilities Head, Dalmia Group

ADVISORY BOARD

Our distinguished advisory board has been assembled to help guide Commercial Design to become even more representative of its community. Members have been invited from the highest levels of the industry to ensure that the magazine continues on its path of success.



Ajay Bhatt
AVP and head, Facilities and Estate, Godrej Industries



Col Ashok Prabhakar
Joint Secretary - Governance & Ethics, GACS



Fancy George
CEO
Thomas Workplace Design



Jagvinder Pinny Mann
FM Expert



Kartik Punjabi
Principal architect, VPCPL



Ar. Ninad Tipnis
Principal, JTCPL Designs



Cptn. Rajesh Sharma
Head - Facilities & Administration
HDFC Bank



Rajat Malhotra
Chief Operating Officer
- West Asia, IFM, Jones Lang LaSalle



Haraprasad Panda
President, Kapston



Renuka Rajagopal
Senior director, Real Estate and Workplace, VMware Inc



Sameer Saxena
India Real Estate Services Leader, Marsh & McLennan



Dr Shakti Chauhan
Country Head - Facilities Management, 32nd



Ar. Swapnil Sawant
Director and co-founder, Workspere Architects



C T Sadanandan
FM Expert



Rajesh Shetty
Senior National Director, Facilities Management, Colliers International

FACTS

READERSHIP

- On average, each copy of Commercial Design is read by 3.3 people.
- **88%** of subscribers have their copy read by two people or more.

EDITORIAL*

- **95%** of readers consider Commercial Design editorial to be good or better than other publications that focus on the FM and design sector in the country.

COMPETITIVE ADVANTAGE*

- As an overall magazine **91%** of readers consider Commercial Design to be a superior or better publication than others in the same industry.

READER SPEND*

- **10%** of Commercial Design readers are either solely or jointly responsible for a budget of more than \$10 million annually.
- An additional **29%** of Commercial Design readers are either solely or jointly responsible for a budget of between \$1 million to \$10 million annually.
- **61%** of Commercial Design readers have responsibility for signing off spending within their company.

PURCHASING DECISIONS*

- **92%** of our readers have at some point used Commercial Design to make purchasing decisions based on its editorial and advertising content.

READER PROFILE*

- **90%** of Commercial Design readers are decision makers, are responsible for purchasing decisions, or influence purchasing decisions.
- **71%** of Commercial Design readers are either decision makers or decision influencers for their companies.

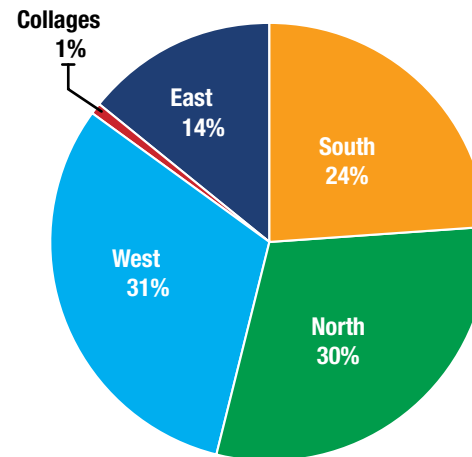
READERSHIP BY INDUSTRY

- FM Service Providers / Consultants
- In-house facilities managers
- Architects
- Interior Designers
- Contractors
- Project Management Companies
- Developers/ Building Owners

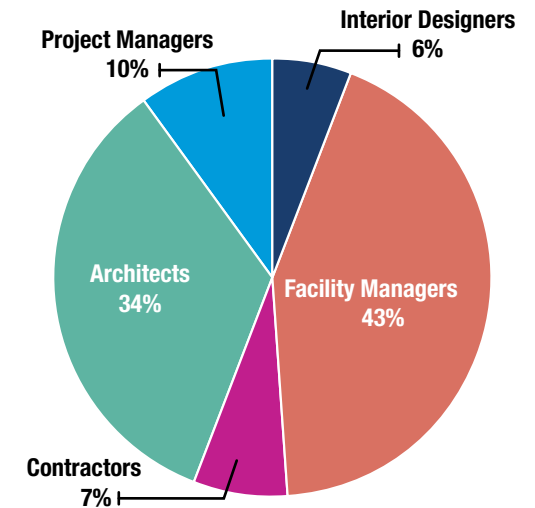
READERSHIP BY JOB PROFILE

- Architect
- Asset manager
- BDM
- CEO
- Consultant
- Contracts manager
- Director / CIO / CTO & and team
- Engineer
- Estates manager
- Facilities manager
- Health & safety & security heads
- Human resources manager
- Interior designer
- IT manager
- Maintenance manager
- MEP manager

CIRCULATION BY GEOGRAPHY



READERSHIP PROFILE BY SECTOR



95%

of our readers have used Commercial Design to help make purchasing decisions and get an update on the latest trends

2,29,648

Total Brand Readership
- print and digital

Advertising in Commercial Interior Design works! It delivers visibility to your brands and generates sales

LOOKING FOR EDITORIAL COVERAGE?

CONTENT MARKETING

Commercial Design offers numerous opportunities to work with its editorial and sales team to help you create relevant, contextual messaging within the editorial environment of the publication, including roundtables, brandviews and special reports on a number of topics.

BRANDVIEW

Articles provide a content marketing platform with more credibility than a typical supplier-written 'advertorial'.

COLUMN

Offer industry leaders a chance to share their views on an industry problem and position their organisation as a potential solution provider.

CASE STUDY

The section gives readers a peek into some of the best executed projects in the industry. The article details delves into the best practices and strategies adopted to deliver spaces that integrate wellness, comfort and aesthetics.

SPECIAL REPORTS

It comprises most premium content marketing opportunity. The reports inform our readers with an in-depth view of the current challenges and opportunities in a specific segment of the interior design sectors. The Special Report platform provides an opportunity for market leaders to communicate their essential brand values and expertise to the market while also presenting them as 'thought leaders' and subject matter specialists.

For more information on how to get involved in Commercial Interior Design's content marketing opportunities, please contact the sales team.

2024 EDITORIAL CALENDER

MONTH	EDITORIAL TOPICS	FEATURE	FOCUS
JANUARY	Commercial Design Awards Special		
FEBRUARY	Impact of IoT & Automation	Trends in Office Furniture	Cleaning & Maintenance Equipments
MARCH	The Advancements in Building Information Modelling	Lighting Design	New design trends in Institutional Design
APRIL	Emerging Trends in Retail Design	Latest in HVAC	Top Design & Build Firms
MAY	Top Suppliers That You Should Know	Flooring Design	Plywoods and Laminates
JUNE	How are companies going Green and Sustainable?	Latest in Security Solutions	Best Green Projects
JULY	Facility Managers Special - Strategies adopted by facility management teams	AV Systems	Vertical Transportation - Elevators & Escalators
AUGUST	Top Players in Coworking Industry	Comtemporary Facades Design	Commercial Washrooms
SEPTEMBER	Anniversary Issue - Pathfinders: Minds behind the best workplaces in India		
OCTOBER	Emerging trend in Workplace Design	Doors & Windows Systems	Transport & Logistics
NOVEMBER	Project Managers Special - How has the smart revolution changed office design and execution	Technological updates in Office Automation	Latest in LED technology
DECEMBER	Commercial Design Awards - Post Event on Jury and Shortlisted Nominations -Sneak Peak	Material check: Ceiling & Acoustics	Office Partition Systems - Glass, Gypsum, etc.

COMMERCIAL DESIGN IS NOW DIGITAL

Website

The Commercial Design website has been developed with cutting edge tools to keep our readers informed on the go. The website is equipped with state-of-the-art architecture that ensures quick load times so that you can get your updates on smart devices, and with cross platform optimisation you can read at leisure on a PC. Our editorial team works round the clock on compelling editorial to cement our position as the leading online channel for the region's facilities management sector.

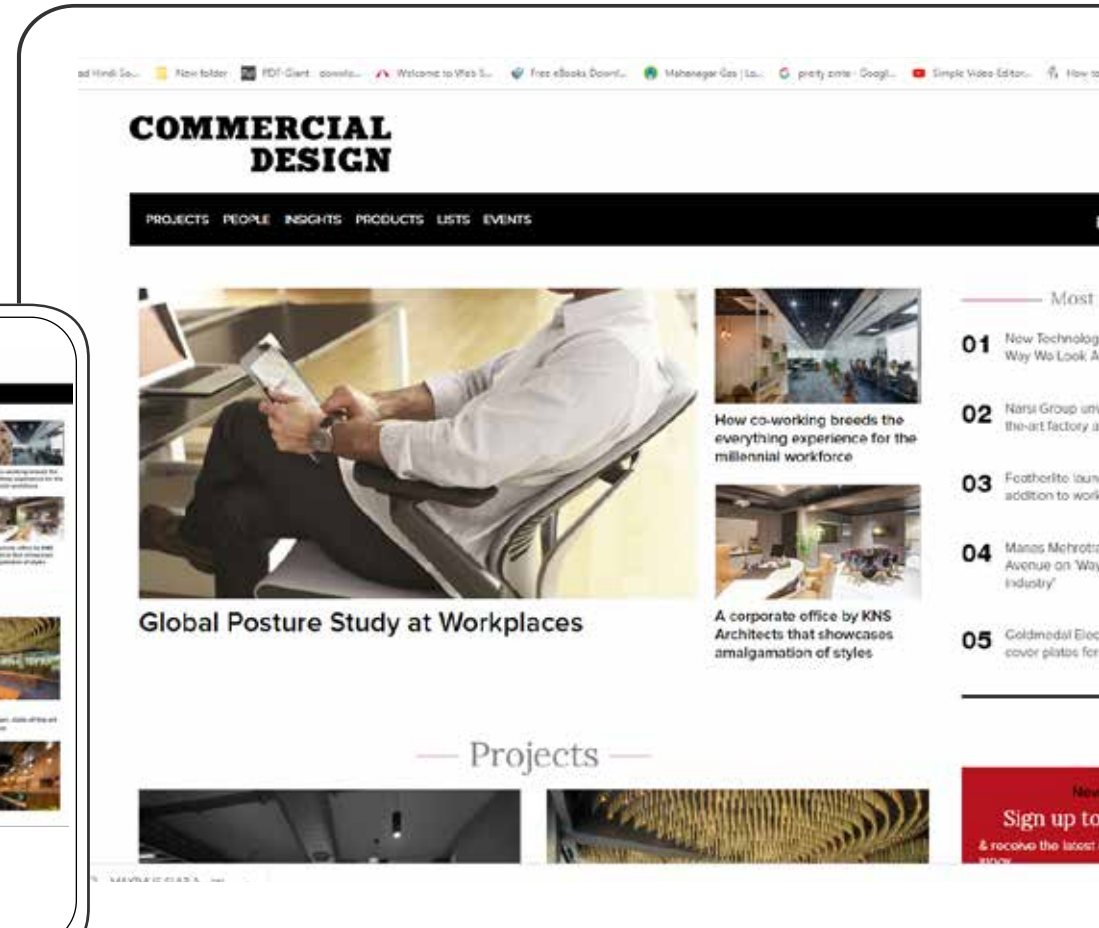
Newsletter

The Commercial Design daily eNewsletters is sent out to a dedicated database with regular updates and exclusive news and features. Just like the website, our newsletter is also optimised to be quick and easy to use whether on smart devices or desktop computers.

Digital campaigns and email shots

Commercial Design has a premium database of top FM / asset / real estate professionals thoroughly vetted and active on our platforms. All of the brand's digital platforms have advertising packages structured around them. There are multiple ad-get opportunities on the Commercial Design newsletter and the website. The dynamic nature of the banner and MPU positions ensures maximum engagement with the target audience.

For more information on how Commercial Design's digital products can help you to achieve your marketing goals, please contact our Advertising team.



EVENTS 2024

SMART OFFICE INDIA SUMMIT

Smart offices are fast becoming the new trend in the business and corporate world and India is fast catching up to the trend.

Workplace evolution is extremely dynamic. New-age concepts get outpaced by strides in technology enablement, challenging the design intellectuals. While the fundamental drive comes from cost optimisation – productivity is the key word which cuts through the verbiage. The willingness of all stakeholders to readily accept the revolutionised layouts from 'My to Ours' has positively impacted the optimal utilisation of the workspace. The new-age workplace strategy was now a reality, and the Smart Office Summit address every aspect of its design, execution and operations.

WHO WILL YOU MEET ?

This exclusive Summit is dedicated to the CEOs, Country Heads, Directors, Project Heads, Corporate and Commercial Real Estate Heads, Facility Heads of some of India's top companies, Project Management and Property Management Consultants, Architects working in commercial space segment, Consultants, etc, who represent the entire ecosystem of the Office Space Industry, Corporate and Commercial Real Estate and Facility Management industry in India.

ROUNDTABLE INITIATIVE

There are various topics and challenges that haunt the commercial design segment in our country. In order to address these issues and explore further on various topics, the Commercial Design magazine gathers together some of the great minds in the architectural, facility management and project management industry to understand from them, how the evolving technology and industry dynamics is affecting different functional groups and how the foundation of any building design and management as a whole is overlooked.

For the previous editions of our roundtable we successfully brought together decision makers from companies like Microsoft, Dell, Airtel, Tata Communication, Reliance Projects, Accenture, IBM, Mahindra Group, Aditya Birla, and many more. And look forward to carrying on this drive successfully in the upcoming year too.



“Thank you ITP Media Group for organising a great event and keeping the day so engaging, wishing you success always”

Jagvinder Pinny Mann, Former Sr. Portfolio Manager India Real Estate and Facilities, Asia, Microsoft India”

“It was a pleasure to interact with all the panellists and to exchange thoughts. Such platforms really help us to connect well and share knowledge in our domain of D&B/FM/ CRE from all different perspectives.”

Sathish Rajendren, COO – India, Facilities & Asset Management Services



COMMERCIAL DESIGN AWARDS



ADVERTISING RATES

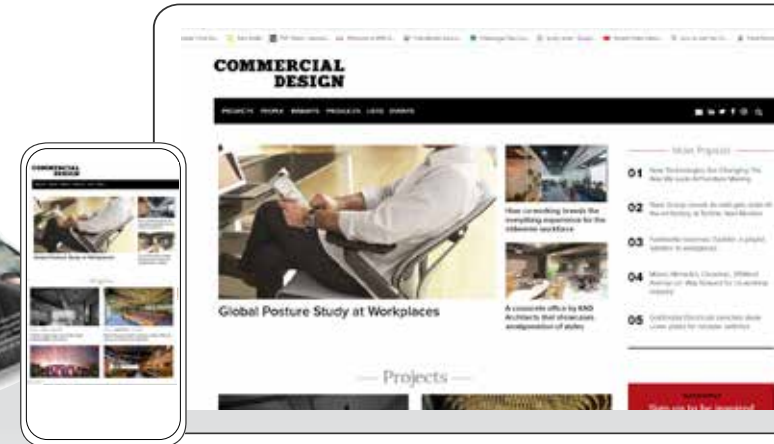
Magazine Position	Specifications	Cost
Cover on Cover	22.5 x 30cm	3,68,500
Gatefold	44.5 x 30cm	2,80,500
Back Cover	22.5 x 30cm	2,53,000
Double Spread Page	45 x 30 cm	2,47,500
Inside Front Cover	22.5 x 30cm	2,31,000
Inside Back Cover	22.5 x 30cm	1,98,000
Full Page 1 st 20 pgs	22.5 x 30cm	1,65,000
Run of Page	22.5 x 30cm	1,32,000
Half Page	20.1 x 13.2cm	71,500
Advertorial	45 x 30 cm	2,53,000

Display Name	TRIM (wxh cm)	BLEED (wxh cm)	NON-BLEED (wxh cm)
Double Spread Page	45 x 30	46 x 31	44 x 29
Full Page	22.5 x 30	23.5 x 31	21.5 x 29

- This rate card applies from January 2024 to December 2024
- Taxes are applicable.

RATE CARD FOR WWW.COMMERCIALDESIGNINDIA.COM

Display Name	Dimensions	File Size	Ratecard (INR)
Leaderboard Banner	728px x 90px	50 KB	1,20,000
Skyscraper/Whitespace Banner (Vertical Rectangle)	220px x 550px	50 KB	97,500
Email Direct Marketing	640px widemax, HTML	100 KB	64,000



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ADVERTISING CONTACT

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