

COMMERCIAL DESIGN

The definitive guide to successful commercial spaces

Media Pack
2018

92%
of our readers have used Commercial Design to help make purchasing decisions and get an update on the latest trends

Market leading title for the Facility and Project Management Industry

2,09,648
Total Brand Readership - print and digital

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COMMERCIAL DESIGN

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SWITCH TO A BETTER WORLD!
presents

THE BEST OF THE BEST

A PEEK LEADING INTO THE FACILITY MINDS OF THE COUNTRY'S MANAGERS

4th Anniversary Special

COMMERCIAL DESIGN

The definitive guide to successful commercial spaces and facilities management

DESIGN CORP WORK

COMMERCIAL DESIGN

The definitive guide to successful commercial spaces and facilities management

BUILDING ON A SOLID FOUNDATION

CHAIRMAN, COSE INDIA, ON KEY DIFFERENTIATORS THAT HAVE PROVEDED THE FIRM AHEAD IN THE RACE FOR MARKET LEADERSHIP

POWERED BY ALUPLEX

COMMERCIAL DESIGN

The definitive guide to successful commercial spaces and facilities management

INTERACTIVE COLLABORATION

LEGISLATOR Pritvi Mann, former portfolio manager, Microsoft India believes in spaces that promote interaction and collaboration for better productivity

91,356*

Chief decision makers read
COMMERCIAL DESIGN*

*includes all print copies as well as digital editions and app downloads

Commercial spaces are witnessing exponential growth as the brightest brains in the country are combining creativity with utility to come up with world-class projects.

With ever-changing demands, evolving tastes and global exposure, interior designers are going beyond the tried and tested in search of newer ideas, better ways and more sophisticated tools to redefine commercial interiors.

Commercial Design, ITP Publishing India's latest offering, aims to be the ultimate guide for designers in their endeavour to excel. 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.

Provocative, eclectic or simply stylish, every aspect of today's sophisticated workspaces and commercial projects will be showcased in **Commercial Design**, a contemporary, well laid out and design-driven publication. The publication will revolve around the cosmos of commercial design and will cover everything from projects and products to productivity. 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.

Commercial Design will be an essential read for interior designers, architects, facility managers, PMCs, real estate consultants, specifiers and all stakeholders – including CEOs, COO, MDs, GMs, directors and purchase heads – involved in the creation of commercial spaces.

Commercial Design looks at everything – including breakout zones, bathrooms, pantries, flooring, office furniture, lighting, fixtures and fittings, HVAC – that interior designers need to conjure impressive commercial spaces.

The publication is positioned as a primary source of information for the industry and aims to provide the right tools to create better workspaces. It carries insightful interviews with interior designers, in-depth profiles of suppliers, showcase outstanding commercial spaces – both Indian and international – highlight latest market trends and present the newest products in the market.

Commercial Design is an ideal platform for suppliers to promote their products and services across all segments of commercial design space. It serves as a forum for interior designers to connect, network and share information with industry professionals through periodical reports, event coverage and roundtables.

OVERVIEW

THE FACTS

- **Commercial Design** is the leading source of ideas, inspiration and product information for industry professionals across the country.
- **Commercial Design** covers all aspects of commercial interiors, from industrial and office spaces to retail outlets, hotels to healthcare and everything in between.
- Cleaning equipments, bathrooms, flooring, office furniture, lighting, fixtures and fittings all have a home in **Commercial Design**, along with everything else that industry professionals need to create attractive and profitable commercial structure.
- **Commercial Design** is the essential monthly read for FM professionals across India.
- **Commercial Design** is the most effective medium for reaching the professional design sector across the country.
- Advertising in **Commercial Design** works – it delivers visibility to your brands and generate sales.
- **Commercial Design** is one of the titles published by ITP Business, the largest business, technology, hospitality and construction trade publisher in the Middle East.

READERSHIP SURVEY 2017

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.

PURCHASING DECISIONS*

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

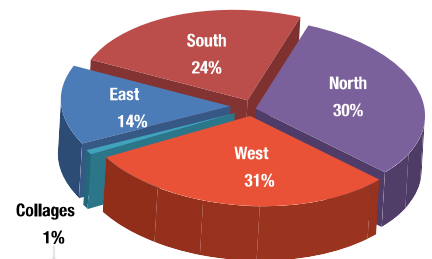
READER SPEND*

- **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.

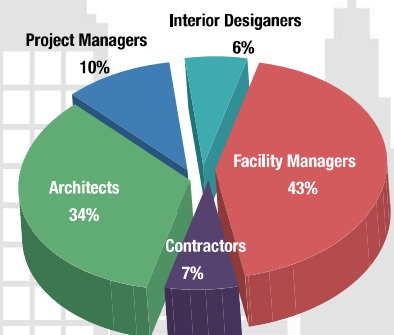
READER PROFILE*

- **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.

CIRCULATION BY GEOGRAPHY



READERSHIP PROFILE BY SECTOR



2018 EDITORIAL CALANDER

MONTH	SLUG	TOPICS
January	Feature Trends Focus	Seating Systems Lighting & Automation iFHRA Awards
February	Feature Trends Special	Elevators & Escalators Facades Sun Control
March	Feature Trends Special	LED in Odffice HVAC in Offices Smart Office Special
April	Feature Spotlight Special	Office Design & Build Walls & Flooring Retail Design
May	Feature Spotlight Special	Security Systems in Commercial Spaces Plywood, Laminates & Veneers Hotel Design
June	Feature Spotlight Special	Washrooms Cleaning Equipments Hospital Design
July	Feature Spotlight Special	Innovations in Facade Design Doors & Entry Systems Sustainable Design
August	Feature Spotlight Special	Office Furniture AV Solutions Institutional Design
September	Anniversay Issue	Best in Facility Managment
October	Feature Spotlight Special	Generators Elevators & Escalators Acetech Special
November	Feature Spotlight Special	Lighting Design Office Equipments Airport Infrastructure Design
December	Feature Spotlight Special	Commercial Exterioirs Sun Control Best Sellers of the Year

SMART OFFICE SUMMIT



After three successful editions of The Smart Office India Summit, we are proudly launching the Fourth Annual edition of this business-critical conference: Smart Office India Summit 2017.

Smart offices are fast becoming the new trend in the business and corporate world and India is fast catching upto the trend. The main reason is that these smart offices can be rented by the month, week, day or even hour with all kinds of features and advantages at an affordable rate.

By choosing smart offices, one can actually spend more time and money growing their business and allow the virtual team to handle all mundane yet critical tasks.

The modern office, today, is entirely IT savvy, eco friendly, where electronically driven appliances work hand-in-hand with office workers. Records are digitally driven and the communication is precisely and accurately handled with less human energy and errors as well.

Whether you're a big business man or a one-man band, modernisation have revolutionised the way we do business and transformation has enabled the organisations to be even more profitable and productive.

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, to name a few , who represent the entire ecosystem of the Office Space Industry, Corporate and Commercial Real Estate and Facility Management industry in India.



ROUNDTABLE INITIATIVES

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.

