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inspiring commercial design solutions

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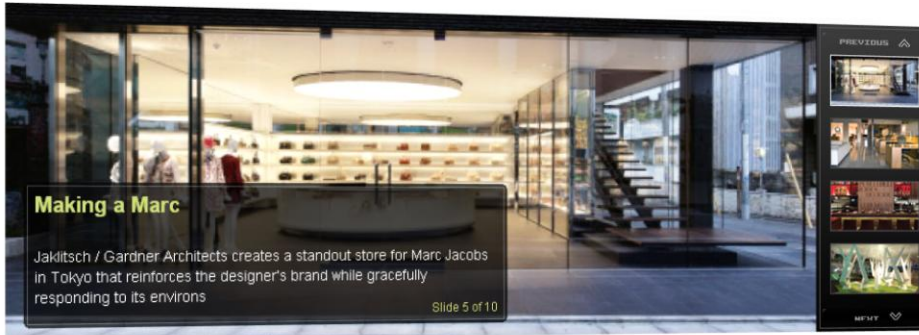
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Inspiring commercial design solutions...

For over 50 years, *Contract* has been the hub of commercial design knowledge, connecting professionals, processes, products, and projects. *Contract* elevates the relevance and value of commercial design by focusing on its power to transform business, educational, healthcare, retail, and hospitality environments.

Contract is the most valuable resource for the A&D community. And it is the only publication that regularly presents the value of these concepts, practices, and trends, from the client's perspective, demonstrating the business return of design.

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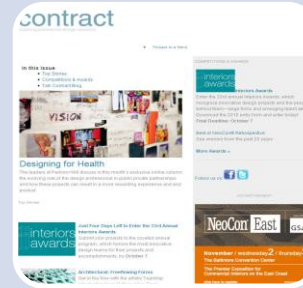
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Contract's Digital Audience



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100,000 +
monthly
pageviews

28,000 monthly
visits

23,000 monthly
uniques

Digital Edition-
100,000+
pageviews
2,000 visits

Product Alert-
16,000+ opt-ins
26% open rate
Monthly
frequency

Contract NL-
18,000+ opt-ins
33% open rate
Weekly
frequency

E-blast-
32,000+ opt-ins

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Digital Display

Digital display advertising is available run of site. Run in 20% share of voice increments per placement.

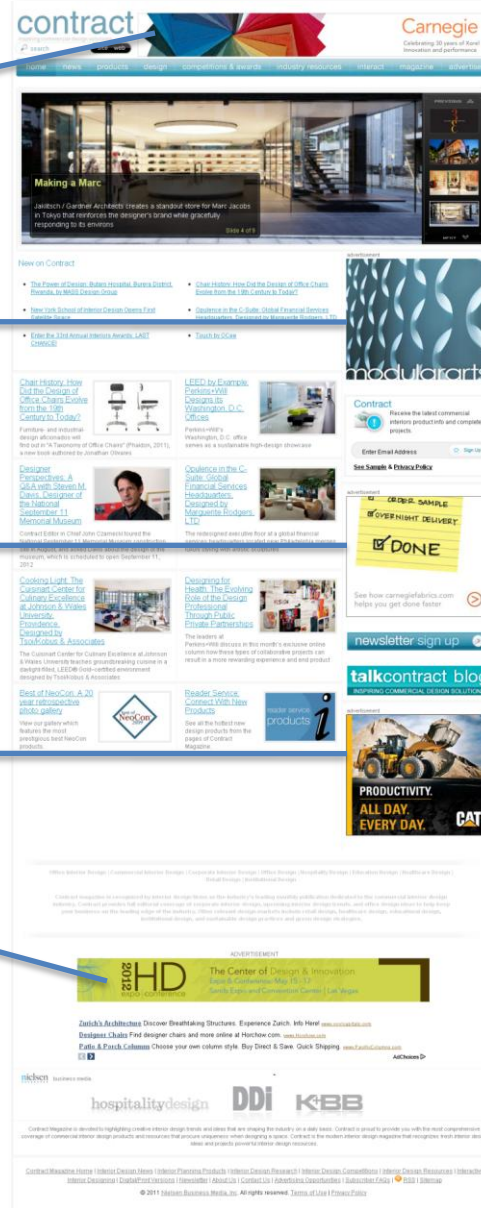
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728x90
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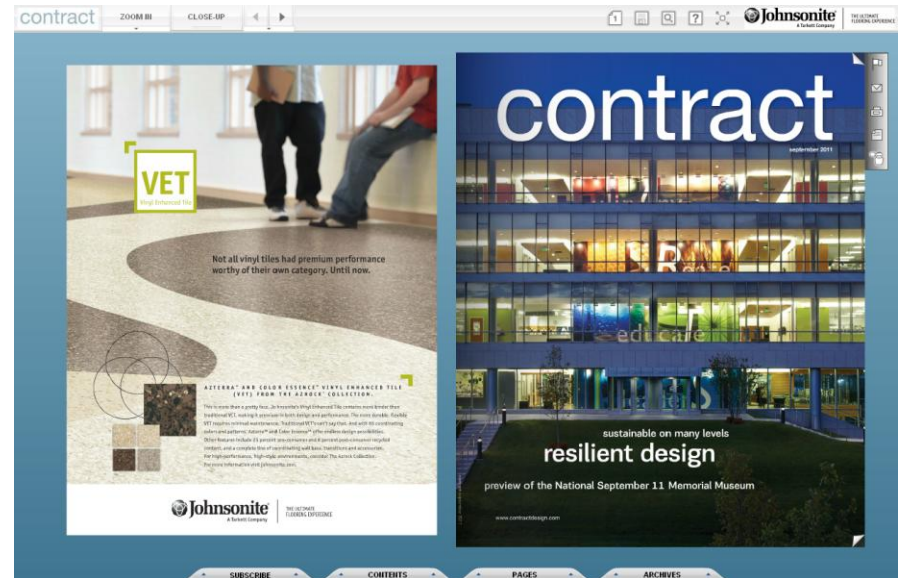
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Contract's digital edition is the mirror image of the print issue. Each digital edition issue has over 2,000 readers and 100,000 pageviews. Engagement rates range from 6-10 minutes.

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NEW *Contract* app sponsorship is available in 2012!

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Product Alert NL

Build brand dominance and product awareness as readers receive the latest in-depth coverage of highly sought after commercial interiors products in Product Alert.

This monthly email newsletter publishes to over 16,000 opt-in subscribers at an average 26% open rate.

Sponsorship includes:
728x90 leaderboard
Sponsored by logo tile
(2) 250x250 product placements

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The image shows a screenshot of the TOTO Product Alert newsletter. At the top, the TOTO logo is displayed with the website URL www.totousa.com. Below the logo, the newsletter title "contract Product Alert Innovation for Design Leaders" is shown, along with the date "September 2011" and the website "contractdesign.com". The newsletter content includes a main article titled "Designers Select: Boardroom Furnishings" by Janet Simpson, with a sub-headline "Janet Simpson, senior associate at tvdesign in Atlanta, and Enca Godun, AIA, LEED AP BD+C, project architect and associate at FXFOWLE Architects in New York, tell Contract readers about their favorite new conference room furnishings and accessories." Below this, there are several product placement tiles, each with a small image and a caption: "Teardrop by Nathan Allan Glass", "Conner by Made Goods", "Delaine by Designtex", "BeoVision 10 by Bang & Olufsen", "Delta Cedar Stool by Karim Rashid", "WL07 Tretable by Joe Doucet", "Inge Collection by Beaufum", "1950s Belle Aire by LeRoy Brooks", "Birdie by Foscarini", and "Tea Leaves by Weitzner Limited". The TOTO logo is also visible in the bottom right corner of the newsletter content area. At the very bottom, there is a footer with links: "SUBSCRIBE | MEDIA KIT | ADVERTISING OPPORTUNITIES | ABOUT US | CONTACT US | VISIT CONTRACTDESIGN.COM".

Weekly NL

Reach industry decision makers through their inboxes! *Contract's* NL covers the week's latest news, products, competitions, and awards.

Contract's Weekly NL publishes to over 18,000 opt-in decision makers at 33% open rate.

Available placements:

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300x250 Top Medium Rectangle

Product Spotlight

300x250 Middle Medium Rectangle

728x90 Anchor

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- Top Stories
- Competitions & Awards
- Talk Contract Blog

Raising the Bar
Designed by Hideo, New York Presbyterian Hospital's new pediatric emergency department brings high-tech, family-friendly care to upper Manhattan

Seating: Duo Bench by Forma + Surfaces
Suitable for indoors or out, the Duo Bench combines, of course, two distinct materials that form a natural pairing.

Architectural Products: Jewel Box by Tracy Glover
Fragile and artistic, the new line of hand-blown Jewel Box glass orbs from Tracy Glover adds a touch of class to interiors.

Design: Less Clinical, More Hospitable
WHR Architects designs a centralized outpatient facility, already an icon in Houston's skyline, that can stand up to fine hotels.

Design: Urban Sanctuary
ZGF creates an unexpectedly serene chemotherapy treatment center in Brooklyn.

Perspective: GSA with David Watkins, WHR Architects
A founding principal of WHR Architects, Watkins is a leading advocate for evidence-based design, as demonstrated in the firm's Methodist Hospital Outpatient Center in Houston. Contract Editor in Chief John Czarnecki asks him about his approaches and thoughts on the future of evidence-based design and the industry in general.

The Sukhan City STL Design Competition Announces Its Winning Design

New York School of Interior Design Opens First Satellite Space

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COMPETITIONS & AWARDS

Save the Date: Interior Awards Breakfast
The 33rd annual Interior Awards, which honor innovative design projects and the people behind them, is the industry's most coveted recognition of design intelligence. This year's annual Interior Awards Breakfast takes place on January 27 at Cipriani in New York.

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TALKCONTRACT BLOG

Memorial Shines Light on Civil Rights
How many Americans take our civil rights for granted? As President Obama officially dedicates on October 18 the Martin Luther King, Jr. National Memorial, designed by ROMA Design Group, the importance of civil rights and the continuing battle for racial equality and diversity will gain a permanent stance in the public eye.

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