Business of Furniture

2027 MEDIA KIT

REVISION 12.0.2 - OCTOBER 15, 2026

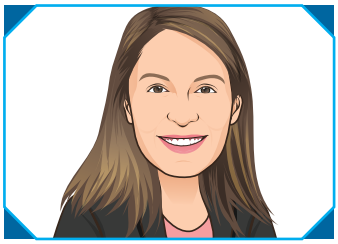
BELLOW PRESS

BELLOW

noun. to shout in a deep voice.

THE VOICE OF THE INDUSTRY

Business of Furniture, is the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.



VP, Sales & Marketing

Melissa Skolnick

Melissa is someone who truly works with her customers to find the best fit.

MELISSA@BELLOWPRESS.COM

Melissa Skolnick

VP, Sales & Marketing

Bellow Press

PO Box 25147
Sarasota, Florida 34277

cell: 305-520-7500

melissa@bellowpress.com

bellowpress.com

WHEN IT COMES TO OFFICE FURNITURE, WE'LL GIVE YOU THE BEST SEAT!

Business of Furniture	Workplaces Magazine	MID POINT
BELLOW PRESS		
WEEKLY	MONTHLY	ALWAYS ONLINE

Copyright © 2015-2027, Bellow Press

Pricing good through January, 2028.

Contact us for special pricing and contract rates.

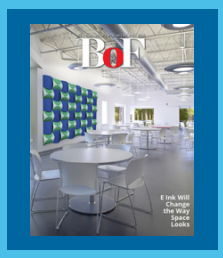
See https://bellowpress.com for more information.

ALIGNED DEALERS.
INDEPENDENT DEALERS.
REP GROUPS.
FACILITY MANAGERS.
DESIGNERS.
ARCHITECTS.

COMPLETE REACH OF THE ENTIRE INDUSTRY.

ONE AD BUY. ONE SUBSCRIPTION.

ALL OF THE DECISION MAKERS.



Business of Furniture

Work is changing at a rapid pace and Business of Furniture is your front row seat to this shift. It is a business tool to help you make decisions, carefully follow trends, stay connected with colleagues, learn about new products and track the finances of the industry.

Business of Furniture keeps you connected each week with valuable information collected by a team of experienced industry journalists who cut through the fluff and present you the facts. The contract furnishings industry is shaped by trends near and far and Business of Furniture is committed to collecting news from around the world. Business of Furniture brings you the pulse of the industry each week so you can engage more fully with your customers.

Weekly

Everything that's happening in the industry every Monday evening, year round.

Digital - PDF, Online & Tablets

First Issue: January 6, 2016

FURNITURE MATTERS

Workplaces *still* won't function without it.

It happened in the early 1970s with the advent of open plan systems furniture. By the year 2000, office furniture had grown into a $13 billion industry comprised of more than 400 manufacturers and a distribution channel of over 3,000 dealers. Today, "office furniture" is evolving again, this time from a cubicle-based environment to a shared, sometimes communal space, with less furniture but more function. Today's new office design will be a major focus of corporate strategic planning for the next decade.

Interior designers, specifiers, facility managers and corporate end-users now realize their choice of furniture - and their ability to plan, purchase and manage it effectively - can dramatically impact the outcome of their corporate initiatives.

For years, the contract furnishings industry's idea of how to cover itself was through trade publications such as Interior Design and Contract magazine. Publications were not viewed as strategic. Most were boring and had little useful information about the business of the office / contract furnishings industry.

The increasingly critical role of office planning - driven by some of today's hottest concepts - has forever changed the way interior designers and facility managers choose, specify, purchase and manage furniture and related services. Facility managers, end-users, specifiers, interior designers and even dealers and manufacturers need a source of objective, comparative and holistic information to help them make informed decisions in this complicated and changing corporate environment. In addition, new issues including sustainability, benching and distributed work have increasingly made their way into the vocabulary of the office furniture industry.

We deliver a platform to reach facility managers, specifiers, interior designers, reps and dealers who seek insightful, strategic coverage of the contract furnishings industry as a front-and-center concern. We cover the industry from a strategic point of view, concentrating on quality analysis and independently written articles, helping you understand the business better.

98.9%
industry reach

100+ BLN
workplace commerce

24/7
purchasing decisions

BUSINESS OF FURNITURE

AN OBJECTIVE, CRITICAL SOURCE OF INFORMATION THAT HELPS CONTRACT INDUSTRY PROFESSIONALS MAKE INFORMED DECISIONS ABOUT WHAT IS WORKING TODAY AND WHAT THEY NEED TO PLAN FOR THE FUTURE.

BoF

EXCLUSIVELY SERVES ALL ASPECTS OF THE CONTRACT FURNISHINGS INDUSTRY ON A DAILY AND WEEKLY BASIS.

From office furnishings manufacturers and their suppliers, to dealers and the various distribution channels, and finally to end-users. Our readers are key consumers in this multi-billion dollar market.

IN-DEPTH ANALYSIS AND GUIDANCE

Focused exclusively on the contract furnishing industry, a singular source of strategic and practical information on selecting, deploying and managing interior furnishings.

UP-TO-THE-MINUTE INDUSTRY NEWS

Weekly issues include several feature articles focused on the various participants of this vibrant market - manufacturers, dealers, component suppliers and service providers.

REGULAR COLUMNS OFFER EXPERT ADVICE

On issues that matter most to contract furnishings professionals, giving industry specialists the information they need to set strategy, make key decisions and manage effectively.

Everything that's happening in the industry every Monday evening, year round.

Business of Furniture

EDITORIAL CALENDAR

SPECIAL EVENT EDITORIAL FOCUS

Issue Date	Special Issue Focus / Reporting
January 4, 2027	***Anniversary*** Special Edition of BoF (Offices of Today & Tomorrow Review)
March 8, 2027	Design at Work NYC 2027 - Pre Show Coverage
March 15, 2027	Design at Work NYC 2027 - Post Show Coverage
March 22, 2027	CIFF China International Furniture Fair 2027 - Pre Show Coverage
April 5, 2027	CIFF China International Furniture Fair 2027 - Post Show Coverage
April 12, 2027	Salone del Mobile Milano 2027 - Pre Show Coverage
April 19, 2027	Salone del Mobile Milano 2027 - Live & Post Coverage from Show
April 26, 2027	Salone del Mobile Milano 2027 - Post Show Coverage
May 10, 2027	NeoCon 2027 - Pre Show Coverage I 2027 NYCxDESIGN Festival- Pre Show Coverage
May 17, 2027	Clerkenwell Design Week 2027 - Pre Event Coverage NeoCon 2027 - Pre Show Coverage II 2027 NYCxDESIGN Festival- Live Show Coverage
May 24, 2027	Clerkenwell Design Week 2027 - Live Event Coverage NeoCon 2027 - Pre Show Coverage III 2027 NYCxDESIGN Festival- Post Show Coverage
May 31, 2027	Clerkenwell Design Week 2027 - Post Event Coverage NeoCon 2027 - Pre Show Coverage IV
June 7, 2027	NeoCon 2027 - Pre Show Coverage V Orgatec Tokyo 2027 - Post Show Coverage
June 14, 2027	NeoCon 2027 - Live from Chicago Coverage of NeoCon (Updating)
June 21, 2027	NeoCon 2027 - Post Show Coverage I
June 28, 2027	NeoCon 2027 - Post Show Coverage II
July 5, 2027	NeoCon 2027 - Post Show Coverage III
July 12, 2027	NeoCon 2027 - Post Show Coverage IV
July 19, 2027	NeoCon 2027 - Post Show Coverage V
September 6, 2027	CIFF (Shanghai) China International Furniture Fair 2027 - Pre Show Coverage
September 13, 2027	CIFF (Shanghai) China International Furniture Fair 2027 - Live Event Coverage
September 20, 2027	CIFF (Shanghai) China International Furniture Fair 2027 - Post Event Coverage
October TBD, 2027	Healthcare Design Conference + Expo (HCD Expo) 2027 - Pre Show Coverage
October TBD, 2027	Healthcare Design Conference + Expo (HCD Expo) 2027 - Post Show Coverage
October 25, 2027	EDspaces 2027 - Pre Show Coverage
November 1, 2027	EDspaces 2027 - Post Show Coverage
November TBD, 2027	International Contemporary Furniture Fair (ICFF) 2027 - Pre Show Coverage BDNY 2027 - Pre Show Coverage
November TBD, 2027	International Contemporary Furniture Fair (ICFF) 2027 - Post Show Coverage BDNY 2027 - Post Show Coverage

RATES AND PRODUCTS

Our competitive edge lies within its highly targeted and fully paid subscriber base - you're investing to reach an extremely qualified audience. It's more affordable on a per-page basis than broad interior design based monthly publications, and it's more affordable on a CPM basis than in-market publications. Better yet, none of your media buy is wasted: we pinpoint the industry professionals who are specifically focused on contract furnishings.

We also offer significant savings with our unparalleled frequency discounts.

MAIN PUBLICATION - DISPLAY ADVERTISING

Appears in the front section of the publication. Placements are based on commitment dates.

Ad Unit	24x	12x	6x	3x	1x
Front cover	n/a	$3,200	$3,600	$3,950	$4,300
Inside page 2	$2,400	$2,700	$3,050	$3,350	$3,700
Full page	$1,950	$2,100	$2,350	$2,650	$3,000
2/3 page	$1,450	$1,700	$1,950	$2,250	$2,600
Half page	$1,075	$1,300	$1,500	$1,800	$2,075
1/3 page	$800	$925	$1,050	$1,200	$1,450

"MARKETPLACE" SECTION - DISPLAY ADVERTISING

Appears in the Job Marketplace & Services section at the end of the publication.

Ad Unit	52 week package	26 week package	Per week
Market half page	$5,160	$3,200	$225
Market 1/4 page	$4,120	$2,350	$175
* Package pricing allows for unlimited weekly ad rotation / changes			

"ADVERTORIAL" & PRODUCT SPOTLIGHTS

Appears alongside editorial copy throughout the publication.

Ad Unit	6x	3x	1x
Half page product spotlight	$1,950	$2,350	$2,900
Inline sponsored content	* contact sales		

WEB SITE ADVERTISING - BELLOW PRESS

Strategic placements on the bellowpress.com website, along with email communications

Ad Unit	6 months	3 months	1 month	2 weeks
Banner Ads (multi-placement)	$8,700	$5,700	$3,850	n/a
E-mail Edition Ad (weekly & breaking news)	$9,900	$7,200	$4,100	$3,400

CREATIVE SPECIFICATIONS

All creatives should be delivered as a PDF file, following the size guidelines below.

Files may be emailed, or uploaded directly using our advertising upload portal.

The highest quality PDF settings provided by your program should be used, with JPEG 2000 “lossless” compression and downsampling only to 600 ppi, to ensure graphics will look spectacular on high-ppi (Retina, 4k) devices.

BUSINESS OF FURNITURE - DIGITAL PUBLICATION

Please ensure files meet quality requirements as outlined above. Contact us with any questions.

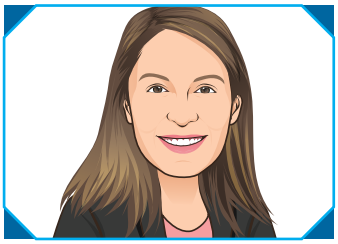
Ad Unit	Creative Specifications
Front cover	**Trim Size (Actual Size) | Width:** 8.5” (215.9 mm), **Height:** 11” (279.4 mm) **Bleed:** 0.125” (3.175 mm) on all sides **Bleed Size | Width:** 8.75” (222.25 mm), **Height:** 11.25” (285.75 mm) *Proof required to ensure adequate space for “Business of Furniture” masthead.* *Contact your ad sales rep to arrange a pre-production proof.*
Inside page 2 Full page	**Width:** 8.5” (215.9 mm) **Height:** 11” (279.4 mm) **Bleed:** not required
2/3 page	**Width:** 5” (127 mm) **Height:** 10” (254 mm) **Bleed:** not required
Half page	**Width:** 7.5” (190.5 mm) **Height:** 4.75” (120.65 mm) **Bleed:** not required
1/3 page	**Width:** 2.5” (63.5 mm) **Height:** 10” (254 mm) **Bleed:** not required
Market half page	**Width:** 3.66” (92.96 mm) also available as **Width:** 7.52” (191 mm) **Height:** 9.44” (239.78 mm) **Height:** 4.52” (114.8 mm) **Bleed:** not required
Market 1/4 page	**Width:** 3.66” (92.96 mm) **Height:** 4.72” (119.89 mm) **Bleed:** not required
Web / Online	**Still Banner:** 1280 px x 180 px (jpeg, webp, gif, heif, png) **Video Banner:** 1280 px x 180 px (mp4, webm) **Video Inlay (web + digital publication):** 4k or 1080p @ 16:9 or 4:3 ratio (mp4)

WE CAN HELP

Contact us to get started.

THE VOICE OF THE INDUSTRY

Business of Furniture, is the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.



VP, Sales & Marketing

Melissa Skolnick

Melissa is someone who truly works with her customers to find the best fit.

MELISSA@BELLOWPRESS.COM

Melissa Skolnick

VP, Sales & Marketing

Bellow Press

PO Box 25147
Sarasota, Florida 34277

cell: 305-520-7500

melissa@bellowpress.com

bellowpress.com

MID POINT

The Business of Furniture BoF Workplaces

BELLOW PRESS

Bellow Press
PO Box 25147
Sarasota, Florida 34277
877-BELLOW9 | 305-520-7500