



Interior Designers Institute  
OF BRITISH COLUMBIA

## IDIBC NEWSLETTER, DETAILS DEMOGRAPHIC

### **BRIEF PRODUCT DESCRIPTION:**

The IDIBC Newsletter, *Details: News for Interior Designers* is the quarterly newsletter that is issued to the IDIBC membership. It is considered a benefit to both membership and sponsorship. *Details* covers recent news, articles, and happenings in the British Columbian, National, and International Interior Design community. The newsletter contains sections such as: articles of interest (not product based), advertising, calendar of events, happenings and events organized by the IDIBC, announcements, and news relating to the progress and development of the IDIBC.

### **FORMAT OF NEWSLETTER:**

*Details* newsletter is issued four times annually by season – Spring, Summer, Fall, and Winter. The Spring edition is a colour stock printed edition, approximately 16 pages saddle stitched booklet style, in 8 ½” x 11” format. The Summer, Fall, and Winter editions are in email format with PDF’s available for download. Link ads and advertorials are available for sale.

### **DEMOGRAPHIC AND DISTRIBUTION:**

All sponsors and members, including students, pre-professional, associates, professionals, and fellows receive one copy of each issue of the newsletter. Membership to the IDIBC is required in order to receive the newsletter. Annual Edition is delivered via Canada Post, and other editions are delivered via email.

The majority of distribution occurs in the lower mainland, with approximately a 15% distribution to the Interior and Vancouver Island. The mail-out includes the following breakdown: approximately 286 Interior Designer members, 100 sponsors, and 20 contributors. These numbers can change as membership fluctuates from year to year.