

IFDA
INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION
NEW ENGLAND CHAPTER

reflections IN DESIGN

2026–2027 MEDIA KIT



THE MAGAZINE THAT APPRECIATES

good***design***

INTRODUCTION

The International Furnishings & Design Association (IFDA) connects creative professionals, who provide services or design products, to the furnishings and design industry. It enhances professionalism worldwide through various programs and serves as the “voice” of the industry, offering tools and resources to its members. IFDA advocates for the benefits of working with its professionals and welcomes members from all areas of the design fiel

Reflections in Design magazine is the largest publication in the International Furnishings and Design Association, featuring industry news, trends, educational resources, events, and member highlights. Published quarterly, it serves as a key resource for professional designers, both members and non-members alike.





THE MAGAZINE THAT APPRECIATES

*design*views

WHY ADVERTISE?

Targeted Audience Reach:
Precise targeting based on demographics, interests, and behaviors, ensure your ad reaches the most receptive audience.

Enhanced Engagement:
Digital ads are more interactive than print, featuring videos, and clickable links, which can increase engagement and brand awareness.

Cost-Effectiveness:
Digital advertising is more cost-effective than traditional print, particularly for sole entrepreneurs or campaigns with specific targeting needs.

BUSINESS



AUTUMN ISSUE
- Reflection -
Award Winning Designs

Ad Reservation Deadline
08.11.26
Ad Design Materials Due
08.19.26
Calender & Ad Artwork Due
09.15.26
Online Publication Date
11.05.26

SPRING ISSUE
- Renewal -
Fresh Perspective on Outdoor Living

Ad Reservation Deadline
02.09.27
Ad Design Materials Due
02.17.27
Calender & Ad Artwork Due
03.16.27
Online Publication Date
03.31.27

WINTER ISSUE
- Quality of Life -
Designing for Well-Being

Ad Reservation Deadline
11.10.27
Ad Design Materials Due
11.18.27
Calender & Ad Artwork Due
12.15.27
Online Publication Date
01.07.27

SUMMER ISSUE
- Connection -
Design That Bring Us Together

Ad Reservation Deadline
05.11.27
Ad Design Materials Due
05.19.27
Calender & Ad Artwork Due
06.15.27
Online Publication Date
06.30.27

SCHEDULE

CONTENT

EDITORIAL
- Innovative designs, trends and news

CALENDAR
- Current chapter events and industry listings

BUSINESS
- New showrooms, new hires, new product, new techonolgy

EDUCATION
- Designer business tools and resources to grow and manage clientele

MEMBER HIGHLIGHTS
- Noteworthy projects and news from IFDA-NE Chapter Members

The International Furnishings and Design Association - New England (IFDA-NE) chapter's digital publication may contain third party advertisements and links to third party sites. The International Furnishings and Design Association and IFDA-NE does not make any representation as to the accuracy or suitability of any of the information contained in those advertisements or sites and does not accept any responsibility or liability for the conduct or content of those advertisements and sites and the offerings made by the third parties. IFDA-NE does not explicitly or implicitly endorse third parties in exchange for advertising and advertising does not influence editorial content, products, or services. IFDA-NE reserves the right to not print submitted content, artwork or materials at their own discretion.

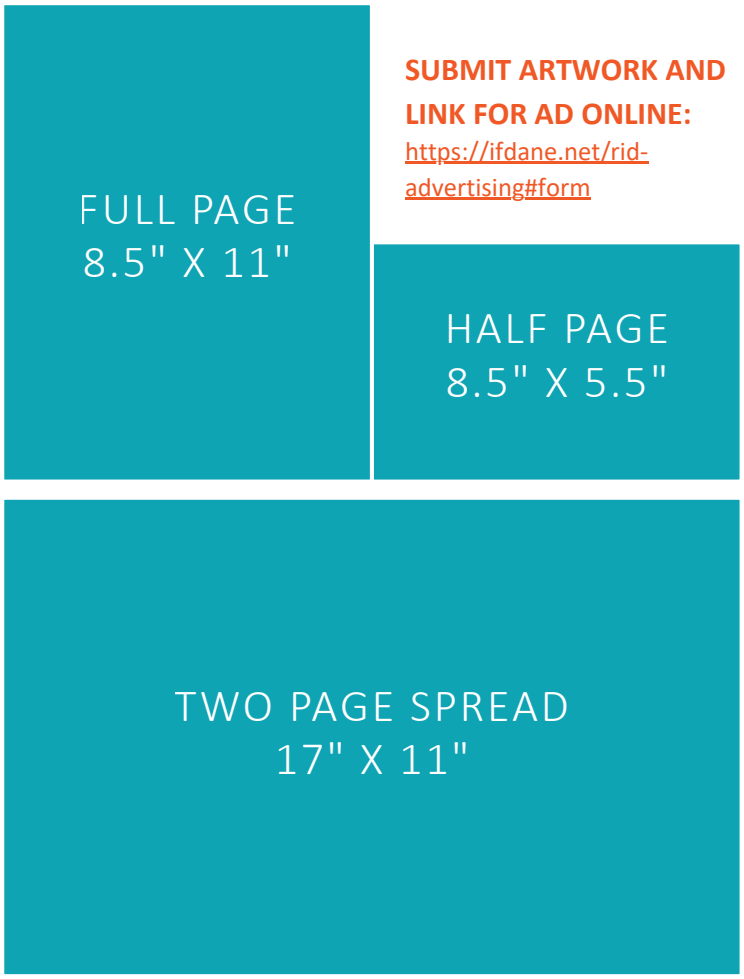
CIRCULATION

Reflections in Design magazine will be published digitally on a quarterly basis with a digital circulation to over 3,000 design trade professionals globally. Free subscriptions are available online.

Viewers include:

- Architects
- Builders
- College & Universities
- Cultural Institutions
- Contractors
- Developers
- Event Planners
- Furniture Designers
- Art Galleries
- Kitchen Designers
- IFDA-NE Chapter Members
- Interior Designers
- Showrooms
- Suppliers





SUBMIT ARTWORK AND LINK FOR AD ONLINE:
https://ifdane.net/rid-advertising#form

4x Member Advertisers receive a 20% Discount

3x Member Advertisers receive a 10% Discount

All multi-issue ad placements must be reserved together and paid in full prior to publish date.

ADVERTISEMENT RATES

Inside Front Cover

8.5” x 11” (jpg, png, or pdf)
Add quarter inch for bleed
IFDA Member $1,600
Non-Member $2,000

Full Page

8.5” x 11” (jpg, png, or pdf)
Add quarter inch for bleed
IFDA Member $1,200 Non-Member $1,500

Half Page

8.5” x 5.5” (jpg, png, or pdf)
Add quarter inch for bleed
IFDA Member $650
Non-Member $800

Two Page Spread

17” x 11” (jpg, png, or pdf)
Add quarter inch for bleed
IFDA Member $1,500
Non-Member $1,900

DESIGN EVENT CALENDAR LISTING

SUBMIT INFO, IMAGE AND LINK FOR LISTING ONLINE:
https://ifdane.net/rid-advertising#form

Premium Event Listing

Date and Name of Event
50 word event description
1 image (jpg, png, or pdf)
Event location name of business/venue and address
Link to event website or registration

$500 per listing (only applicaple for IFDA Members)

General Event Listing

Date and Name of Event
Event location name of business/venue and address
Link to event website or registration

$300 per listing (only applicaple for IFDA Members)



CONTACT

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