

**interior
design
community**

Media Kit 2026



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Who We Are

Interior Design Community (IDC) is a nonprofit built to close the business gap in the interior design industry so more designers can earn real money, faster, and with less guesswork. Founded in 2012 by Laurie Laizure, IDC shares practical education and industry intel freely, advocates for better working conditions, and creates high impact networking that helps designers win clients, price with confidence, and run profitable projects. Today, IDC reaches over **3 million Instagram views per month**, serves a **100,000 designer database**, connects with **50,000 email subscribers** through its newsletter and website, and amplifies business education through a top-ranked podcast and our Design Edge Conference, plus hundreds of panels, events, and community activations. For brands, IDC is a direct line to an engaged global network of working designers, and for designers, it is a mission-led home base that turns connection into momentum, and momentum into measurable growth.

Join us as we shape the future of interior design!



Our Board



Laurie Laizure



Nile Johnson



Cheminne
Taylor-Smith



Jeanne Chung



Austin Handler



Wendy Estela



Rose Dostal



Sarah Daniele



Amy Benton Fein



Shannon Ggem



Sharon Sherman

Why Partner With Us?

Relationships That Endure

IDC is built on trust, not transactions. For years we have created an authentic, relationship-driven community where designers feel seen, supported, and connected, which is exactly why brands show up here differently. When you partner with IDC, you align with a nonprofit that values the designer relationship, protects it, and helps you build credibility through consistent, human engagement.

Everyone's Engaged

Our members participate because we advocate for designers and share practical business education that helps them thrive. That mission creates a highly responsive audience, and real two-way dialogue for brand partners across our channels: 3 million Instagram views per month, a 100,000 designer database, 50,000 email subscribers, a top-ranked podcast, and Design Edge Conference, plus year-round panels and events designed to deepen trust and strengthen long-term brand affinity.

The logo for the Interior Design Community (IDC) is a circular emblem. It features the words "interior", "design", and "community" stacked vertically. "interior" and "community" are in a black, lowercase, sans-serif font, while "design" is in a larger, bold, lowercase, sans-serif font with a red dot for the letter 'i'. The entire text is enclosed within a thin white circular border.

interior
design
community

A Community-Centric Approach

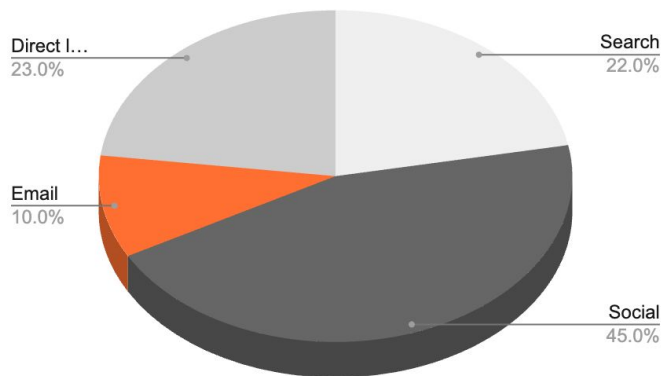
IDC helps brands earn trust through real collaboration with the people shaping the industry. We co-create programs that educate, spark conversation, and strengthen loyalty across our podcast, blog, social, newsletter, and community initiatives, so your message lands as support, not noise. Together, we lift the profession, grow demand, and expand market share for brands that show up with substance.

Impactful Opportunities

We offer partner programs built for measurable outcomes, flexible formats, and smart budgets, without the disconnect of traditional media. From integrated digital campaigns to event and experience sponsorships, IDC turns visibility into credibility and credibility into preference, connecting your brand to a loyal, engaged audience through trusted channels that consistently perform.

IDC by the Numbers

Traffic Sources



+123k



+21k



+40k

We have global reach!

84% - North America

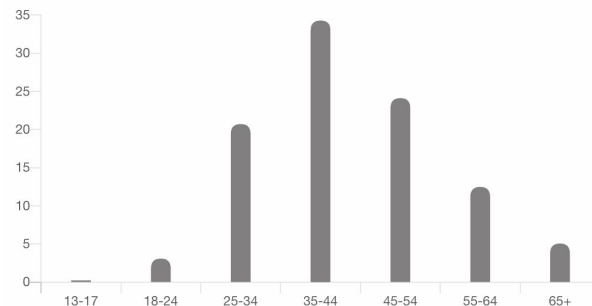
11% - Europe

4% - Australia

1% - Asia

85% female - 10% Male - 5% n/a

Age



3mil

IG Views
Monthly

+80k

Newsletter
Subscribers

+60k

Monthly Website
Views

Sponsorships Levels

Level 1 - Visionary Partner Deep strategy support plus one meaningful activation per quarter at markets you already attend.

Level 2 - Strategic Market Partner Multiple events per quarter, stronger planning rhythm, and ongoing visibility that supports those activations.

Level 3 - Enterprise Partner Everything above, plus serious data enrichment, sales training, and quarterly podcast integration.

Visionary Partner

Package Price: \$5,000/month

Brand Strategy Support

Up to two working sessions per month with your marketing or sales team to sharpen designer messaging, plan trade show or dealer activations, and align internal training with what designers actually respond to.

Quarterly Activation at an Event IDC Attends

One sponsored activation per quarter at a trade show where IDC is already on-site, options include a panel, hosted dinner, showroom tour, or designer roundtable. If the event requires additional travel outside IDC's planned schedule, travel is billed separately.

Pre-Show Audience Polling and Report

Two polls per show to identify attending IDC designers and top topics, then a simple report shared with your team to prioritize meetings, outreach, and on-site strategy.

Included Visibility

Listed on the IDC sponsor page. Social support is tied to the quarterly activation and polling, not an ongoing content package.

Activation Promotion

Event listing on the IDC events page, inclusion in at least two promotional emails, plus at least one social post or story tied directly to the activation. travel is billed separately.

Strategic Market Partner

Package Price: \$10,000/month

Strategy and Internal Support

Up to four working sessions per month with your marketing or sales team to refine designer messaging, plan activations, support dealer education, align internal training, and build plans around product launches, loyalty programs, sales enablement, or content priorities.

Expanded Trade Show and Event Support

Up to two sponsored activations per quarter at existing trade shows and markets where IDC is already on-site, options include panels, hosted dinners, showroom walk-throughs, VIP meetups, designer roundtables, or virtual trainings. Travel outside IDC's planned schedule is billed separately.

Promotion and Follow Up for Each Activation

Event listing on the IDC events page, pre-event email mention plus one short post-event recap mention, and at least one social post or story tied directly to each activation.

Audience Polling and Simple Reporting

One audience poll per activation (attendance, topic interest, or post-event feedback), plus a simple lead and feedback summary after each activation to guide follow-up and next steps.

Social Touchpoints

One Instagram feed post or reel aligned with your current focus, up to two Instagram stories or polls positioning you as a featured partner, plus one Facebook group post or poll when appropriate.

Included Visibility

Listed on the IDC sponsor page. Content focuses on education first, using design business tips, workflow improvements, or case studies that naturally include your products.

Enterprise Partner

Package Price: \$15,000/month

Strategy and Sales Enablement

Up to 4 working sessions per month with your marketing or sales team (messaging, launches, loyalty, sales enablement, dealer education, internal training), plus up to 2 hours per month of rep or sales training and pre-market briefings.

Events and Activations

Up to 2 sponsored activations per quarter in markets where IDC is already on-site (panel, hosted dinner, showroom walk-through, VIP meetup, designer roundtable, or virtual training). Travel outside IDC's planned schedule billed separately.

Promotion and Follow Up Per Activation

For each activation: IDC events page listing, 1 pre-event email mention, 1 short post-event recap mention, and at least 1 social post or story tied to the activation.

Audience Intelligence and Reporting

For each activation: 1 audience poll (attendance, topic interest, or post-event feedback) plus a simple lead and feedback summary to guide outreach and next steps.

Social Partnership Touchpoints and Education

Monthly: 1 Instagram feed post or reel, up to 2 IG stories or polls, 1 Facebook group post or poll when appropriate, plus IDC sponsor page listing. Content is education-led (business tips, workflow improvements, case studies) with your brand naturally integrated.

Data Enrichment, DM Strategy, and Anchor Storytelling

Designer lead enrichment delivered as a spreadsheet or CRM-ready file (match names to Instagram and LinkedIn, add available context like follower count, location, firm size estimates, and primary focus where possible), plus DM and community-building guidance. Includes 1 podcast integration per quarter with supporting promotion (show description and blog mention, plus at least one clip where appropriate and at least one tagged social promotion), and 1 quarterly anchor campaign around a key initiative (up to 2 feed posts or reels, 3 to 4 stories or polls, and link-in-bio support up to 2 weeks).

Events

design—
| edge

BD | NY

MAISON&OBJET

Interior Design Community (IDC) builds events the way designers actually want them, starting with listening. Before markets like High Point, Maison&Objet, or Las Vegas Market, we run multiple polls across Instagram and our newsletter to identify which designers are attending, what they care about, and what they want more of, then we use that data to shape the experience and build a real attendee list. In parallel, we produce panels and talks that reflect what the community is asking for right now, plus curated activations, dinners, and parties that feel intentional, welcoming, and worth showing up for. The goal is value for both designers and brands, not surface-level exposure, we create high-trust settings where people share what's working, learn from each other, and leave with genuine relationships that turn into long-term collaboration.

HPMKT
High Point Market

NKBA | KBIS

LAS VEGAS MARKET
ANDMORE

Event Promotion Pricing

Platform	Promotion Type	Rate (USD)
Multi-Channel Packages	Starter Package: 4 Instagram Polls, 4 Direct targeted emails, including on Event Page, 2 Story Promos, 1 Instagram Post	\$6,500
Multi-Channel Packages	Premium Package: 4 Instagram Polls, 4 Direct targeted emails, including on Event Page, 2 Story Promos, 1 Instagram Post PLUS: after trade event data nurturing of leads and DM strategy to follow up with designers.	\$12,000

Design Council

We offer partner programs built for **measurable outcomes**, **flexible formats**, and **smart budgets**, without the disconnect of traditional media. From integrated digital campaigns to event and experience sponsorships, IDC turns visibility into credibility and credibility into preference, connecting your brand to a loyal, engaged audience through trusted channels that consistently perform. IDC design councils are built to deliver **brand-ready insight** with real-world relevance. We hand-select designers with a **collaborative work ethic** and **strong business footing**, then balance the group across **regions, backgrounds**, and **lived experiences** so you get a wide lens on what is working, what is changing, and what designers actually need from you. The chemistry is intentional, so conversations go deeper than surface opinions and produce clear takeaways you can act on, from messaging and education gaps to product feedback and relationship-building opportunities. It is also a win for the designers, they gain peer-level collaboration and shared learning, which keeps participation strong and the feedback honest. **For brands, the ROI is faster**, better decisions powered by a trusted micro-community, plus a repeatable “insight engine” that improves relevance, strengthens loyalty, and helps you earn more market share.

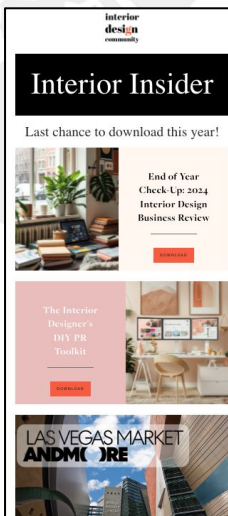
Our Media Channels

Instagram

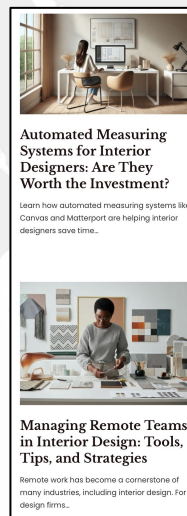
**HOW
DO YOU
STREAMLINE
PROCUREMENT
PROCEDURES?**



Newsletter



Blog



Podcast



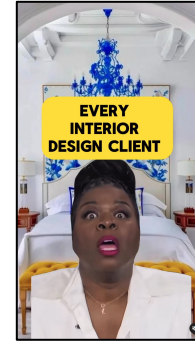
Instagram Editorial

The Interior Design Community (IDC) Instagram account acts as a lively hub for interior design professionals and enthusiasts. Our content engages users with daily questions, interactive polls, and shareable viral memes that connect designers worldwide. We also feature captivating product storytelling videos, offering brands a chance to stand out while inspiring our audience. There is no membership fee to join this community—our goal is to make interior design resources and inspiration available to everyone. Whether you're looking for community interaction or industry insights, IDC's Instagram is the top spot for designers shaping the future of the interior industry.

Come for the Memes.
Stay for the Conversation!



**IF YOU WERE
PLANNING
YOUR DREAM
DESIGN
CONFERENCE,
WHAT WOULD
YOU WANT
COVERED?**



**ANYTHING
NEW IN
YOUR
BIZ YOU
WANT TO
SHARE?**



**HOW
IMPORTANT
IS BUYING
MADE
IN THE USA?**

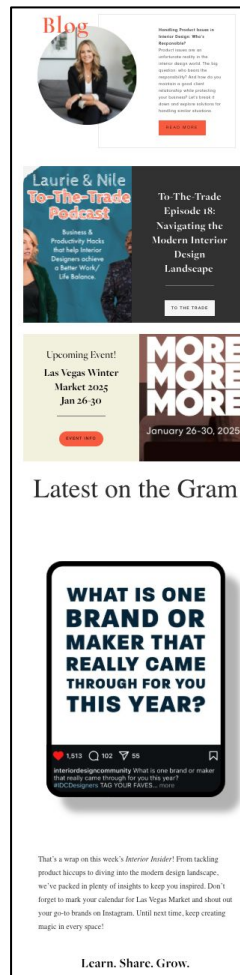
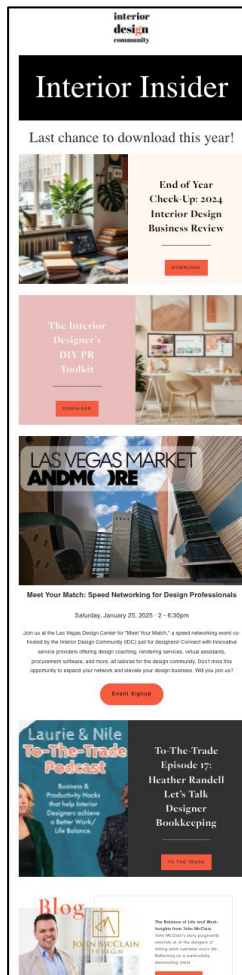
Instagram Gross Rates

Content Type	Details	Rate
Sponsored Post	Branded static image post created by IDC.	\$1400/post
Sponsored Carousel	5 Slide Carousel post created by IDC.	\$2,200/post
Sponsored Story (Single)	A single branded story slide with a link	\$1300/story
Sponsored Story Series	A multi-slide branded story series (up to 5 slides).	\$2,200/series
Sponsored Reel	A short video (15–60 seconds) showcasing the sponsor's product or service.	\$1,550/reel
Questions of the Day Sponsorship	Daily question branded with sponsor mention.	\$1,600/post
Poll Sponsorship	Branded polls integrated into Stories for interaction.	\$1,450/post
Branded Meme	Fun, shareable memes featuring the sponsor's branding.	\$1,550/post/reel

*Content must be approved by IDC and in organic style

Newsletter

The Interior Insider newsletter is your go-to resource for actionable insights, expert advice, and tools designed specifically for interior design professionals. Curated by Interior Design Community, each issue includes exclusive content such as in-depth blogs, engaging podcast episodes, business strategies, must-attend events, and creative solutions to inspire and support your design journey. With Interior Insider, you'll stay informed, gain new perspectives, and elevate your business every step of the way.



+80k
Newsletter
Subscribers

40%
Open Rate

15%
Click Rate

Newsletter Gross Rates

Ad Placement	Details	Weekly Rate	Monthly Rate (4 weeks)
Top Banner Ad	Premium visibility at the top. Includes image, text, and link.	\$1,800	\$5,400
Highlight Post	Your event, content, or promotion listed as content of the newsletter	\$1,700	\$5,100
Center Tile (1 of 3 slots)	Embedded with content for high engagement. Includes image, text, and link.	\$1,500	\$4,500
Footer Banner Ad	Full-width placement at the bottom. Includes image, text, and link.	\$1,000	\$3,000

Website Editorial

Twice a week, we publish posts based on numerous questions submitted by our community on Instagram. Each question is sent via direct message, with names and details changed to protect the submitter's privacy. We review comments on our posts, quoting and linking the best answers in the blog. Sometimes, we feel inspired to write a blog about a podcast, highlight an event, introduce a new product or service, or simply explore an interesting topic in the design industry.



Automated Measuring Systems for Interior Designers: Are They Worth the Investment?

Learn how automated measuring systems like Canvao and Matterport are helping interior designers save time...



Managing Remote Teams in Interior Design: Tools, Tips, and Strategies

Remote work has become a cornerstone of many industries, including interior design. For design firms...



We release a new podcast weekly. Most episodes feature industry guests, while others include witty insider banter between Nile and Laurie. We invite guests from various parts of the industry to share insights with our audience. Some are icons in interior design, and others focus on innovative technology. Topics we've covered include finance, data trends, new technologies, work-life balance, the business of design, and the stories behind designers. Laurie and Nile delve beyond surface-level questions to uncover the human stories behind design. Many guests comment on our unique and in-depth questions.

+60k

Page Views
Monthly

+20k

Visitors
Monthly

+23

Posts
Monthly

Website Ads Gross Rates

Ad Placement	Ad Format	Display Terms	Rate
Top Banner Ad (Sitewide, Across Top of Page)	Display	1 month shared	\$2,200 mo
Center Banner on Blog and Podcast Posts (Between Content)	Native	1 month shared	\$1,450 mo
Sidebar Tile (Above the fold) on Blog and Podcast Posts	Display	1 month shared	\$1,400mo
Sidebar Tile (below the fold) on Blog and Podcast Posts	Display	1 month shared	\$1,300 mo
Footer Banner Ad (Sitewide, bottom of Page)	Display	1 month shared	\$1,000 mo

To-The-Trade Podcast

"To-The-Trade' is the top podcast for interior designers, sharing business tips, productivity hacks, trends, strategies, and practical advice to improve work/life balance, manage clients, build your brand, and stay updated with the latest technology for success and fulfillment.

***"Laurie and Nile did a wonderful job of keeping things flowing and asking great questions. They have a remarkable operation going on. ANYONE lucky enough to be invited to participate should just jump at the chance."
- Mary Douglas Drysdale***

Season 2

+60

Guests

60

Episodes

Season 3

+60

Guests

+4

Episodes a
Month

Higher
Production
Quality

74%

Conversion Rate

96%

Female
Listeners

700

Consumption
hours

To-The-Trade Sponsor

Ad Placement	Display Terms	Rate
Episode Sponsorship(pre-roll, mid-roll, post-roll, logo on podcast post)	1 episode	\$2,000
Episode Sponsorship(pre-roll, mid-roll, post-roll, logo on podcast post)	2 episode	\$3,000
Episode Sponsorship(pre-roll, mid-roll, post-roll, logo on podcast post)	1 month	\$5,000

Ad Specifications

Accepted File Types: JPG, PNG, or, WebP

Placement	Submit at Resolution	Location
Top Banner Ad	1456 x 180 px	Sitewide, Across Top of Page
Sidebar Tile	600 x 500 px	Blog and Podcast Posts (Above the fold)
Sidebar Tile Tall	320 x 1200 px	Blog and Podcast Posts (Above the fold)
Center Banner	672 x 560 px	Blog and Podcast Posts (Between Content)
Newsletter Banner	1200 x 400 px	Inline with content
Newsletter Square	1200 x 1200 px	Inline with content
Podcast Sponsor Card	3840 x 2160 px	Pre,Mid,Post-roll

Let's Build Something Incredible Together

At Interior Design Community, we believe in the power of collaboration to inspire, connect, and elevate the interior design industry. Our community provides an unmatched platform to showcase your brand, engage with an enthusiastic audience, and forge lasting connections. Whether through Instagram, newsletters, events, or the "To-The-Trade" podcast, we're here to help you achieve your goals while celebrating the creativity that propels our industry forward.

Ready to get started? Let's join forces and turn your vision into reality. We can't wait to collaborate with you!

Laurie Laizure

Email: laurie@interiordesigncommunity.com

IG: [@interiordesigncommunity](https://www.instagram.com/interiordesigncommunity)

A black and white photograph of a modern living room interior. In the foreground, there is a large, round, low-profile coffee table with a wood grain finish. Behind it, a light-colored sofa is visible. In the background, there is a staircase with a glass railing and a large window. A large white circle is overlaid on the right side of the image, containing the text "interior design community" in a serif font. The word "interior" is in black, "design" is in black with a red dot on the 'i', and "community" is in black.

**interior
design
community**