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CUSTOM METAL FIXTURES MADE IN THE USA FOR OVER 75 YEARS

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SEARCH **GLOBALSHOP**

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ARCH+DESIGN JOB MARKET
www.archdesignjobs.com

Arch+Design Job Market
Nielsen Expositions Design Group has launched the Arch+Design Job Market—a premier career resource for architecture and design professionals. Click here to check it out.

DDi SHOW ISSUES FOR GLOBALSHOP
January—Pre-show Issue (ad close: Nov 29, 2011)
Feb/Mar—Show Issue (ad close: Jan 17, 2012)

LEDge LIGHT
LED lights designed for display shelves
Proven 33 week ROI
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Nielsen Expositions Design Group Launches Arch+Design Job Market
Nielsen Expositions Design Group recently launched its Arch+Design Job Market—a premier career resource for architecture and design professionals with more than 5,000 jobs and an audience of more than 100,000 architectural and design professions for employers and recruiters to tap.

Tony Mancini Appointed President of Alex Cannon
USGBC Announces New Board Directors
Macy's Named 2011 Mobile Marketer
PAVE Awards \$15,000 to Schools
Premier Store Fixtures Hires John Kernan

DDi
The Stuff That Stores Are Made Of

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The Stuff That Stores Are Made Of

In every aspect, *DDI* takes the lead to deliver news, analysis, and trend information that impacts and drives the retail design industry. As a result, *DDI* is the most-read industry publication in the market.

Fewer than half of *DDI* readers read competitive publications. Our subscribers choose *DDI* first over the competition for their information needs, including sourcing vendors. This audience involvement offers suppliers the best marketing environment to increase sales and market share.



DDi

The hub of retail design...



DDi

DDi's Digital Audience



Website-

150,000+ monthly pageviews

35,000+ monthly visits

25,000+ monthly uniques

Digital Edition-

50,000+ pageviews

1,500+ visits

Product Alert NL-

Monthly frequency

New for 2012!

DDi NL-

14,000+ opt-ins

27% open rate

Week daily frequency

E-blast-

31,000+ opt-ins



ROS Digital Display

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

728x90
Leaderboard

Top
300x250

300x100

Middle
300x250

728x90
Anchor

The screenshot shows the DDi website interface with several digital display placements highlighted by blue lines and labels:

- 728x90 Leaderboard:** Located at the top of the page, above the main content area.
- Top 300x250:** Located below the main article, above the 'Holiday Sales to Reach \$469.1 Billion' section.
- 300x100:** Located below the 'Holiday Sales' section, above the 'Dunkin' Donuts' section.
- Middle 300x250:** Located in the middle of the page, above the 'INDUSTRY EVENTS' section.
- 728x90 Anchor:** Located at the bottom of the page, above the footer.

DDi

High Impact Display

Make a big impact and stand out from other marketers through high impact placements. We offer the following:

300x600

Expandables

Video

Corner Peels

Prestitials

Interstitials

Sliding Billboards

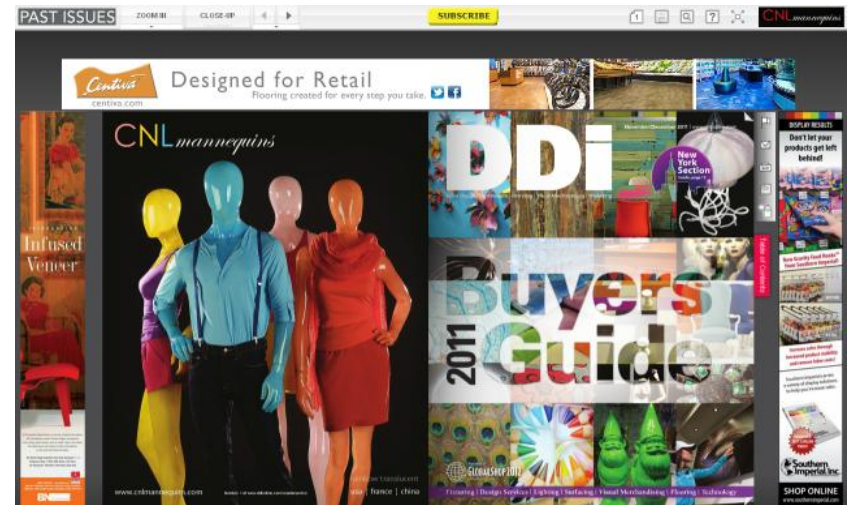
Wallpaper Companion Ads



Digital Edition Sponsorship

DDI's digital edition is the mirror image of the print issue. Each digital edition issue has over 1,500 readers and 50,000 pageviews. Engagement rates average 10 minutes per session.

Digital edition sponsorships are available across multiple devices.



DDi

Product Alert Email Newsletter

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

This monthly email newsletter publishes to over 14,000 opt-in subscribers.

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



DDI Email Newsletter

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

DDI's NL publishes to over 14,000 opt-in decision makers at 27% open rate.

Available placements:

728x90 leaderboard

300x250 top medium rectangle

468x60 top banner

468x60 middle banner

728x90 anchor



To ensure delivery of our emails, please add general@installationsolutions.com to your address book.

ADVERTISMENT (IS) **INSTALLATION SOLUTIONS INC.**

DDi Dec. 16, 2011

PROJECT GALLERY
John Lewis Kids, London
A new concept design features carefully crafted in-store shops
More Galleries+

IN THIS ISSUE

- Project Gallery
- Latest News
- Blog Update
- Latest Issue
- GlobalShop

ADVERTISMENT

Retail Ready-To-Go FRANK MAYER HARDWARE LTD. 855-294-2875

LATEST NEWS

Holiday Sales to Reach \$469.1 Billion
The National Retail Federation (NRF) has revised its holiday forecast, expecting holiday sales to rise 3.8 percent this year to a record \$469.1 billion.

Duane Reade Expands New York Store
New York-based Duane Reade Inc. has completed a major expansion of one of its stores in New York, which was unveiled Dec. 16.

Dunkin' Donuts Opens 10,000th Restaurant
Dunkin' Donuts, a subsidiary of Canton, Mass.-based Dunkin' Brands Group Inc., opened its 10,000th restaurant on Dec. 15.

More News »

ADVERTISMENT

Visit our new website: www.rcymetalinc.com
Looking for a great Black Chrome finish?
We now have it available for you! and more...

BLOG UPDATE

when bad gifts happen to good people

Remember when grandma gave you that extra large fuzzy sweater for Christmas a few years ago or that hard-as-a-rock loaf of fruit cake from Aunt Nancy? While the holidays present an opportunity to get everything we do want, we can also end up with some stuff we would never want in a million years ... more »

INDUSTRY NEWS

- Royal Promotion Group Changes Name to RPG
- Ralph Pucci Int. Releases New Book
- Mitsubishi Plastics Composites America Plant Celebrates 20 Years
- Tony Mancini Appointed President of Alex Cannon

ADVERTISMENT

Northern Metal Products
CREATING CUSTOM WOOD AND METAL DISPLAYS

DDi GlobalShop Show Issue DON'T MISS IT!
FEB/MARCH ISSUE Ad Close: Jan. 17
Contact your DDI account executive today!

LATEST ISSUE

- DDI Buyers' Guide 2011
- From the Editor
- New York Section 2011

DDi Digital Edition
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GLOBALSHOP 2012

GlobalShop Returns to Las Vegas

GlobalShop brings you the latest in retail and store design.

GLOBALSHOP 2012

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ADVERTISMENT

FLY VISION
Professional In-store marketing

MAKE YOUR VISION FLY

E-blast Program

Reach over 31,000 opt-in architects, designers, planners, and other specifiers through *DDI's* e-blast program.

We publish your HTML creative on behalf of your company to your specified volume. Title, industry, and geo targeting available.



Introducing +portal™

HOSPITALITY MIRROR TV FEATURES,
NO THIRD PARTY PROTOCOL.


+portal
TV CONFIGURATION SOFTWARE

+Portal puts the hotel in control of all mirror TV settings. Including:

- Channel Mapping
- Welcome Message
- Volume Levels

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OMNI Dallas Hotel



This November, Omni Dallas Hotel will open its doors to guests as well as a new hospitality mirror TV technology introduced by Electric Mirror.

[Read more >>](#)

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Thank you

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