

Media Planner

IS

2022



THEMES & TOPICS

Health & Wellness

Climate

(sustainability)

Hybrid

(working + learning + living)

Travel

The Business of Design

Purpose

CHANNELS

Online

Email

Social

Print

Events

Research

JANUARY/FEBRUARY

Advertising Close Date: 1/14

Advertising Material Due Date: 1/21



Health + Wellness

- How to achieve acoustic comfort in interiors
- Spaces that blur the lines between indoors and out
- Materiality: specifying products that support human and environmental health
- How physical space impacts psychological wellbeing
- Lighting design that supports occupants' circadian rhythms
- Why indoor air quality is more important now than ever
- What will healthcare environments look like in a post-COVID world?

Webinar

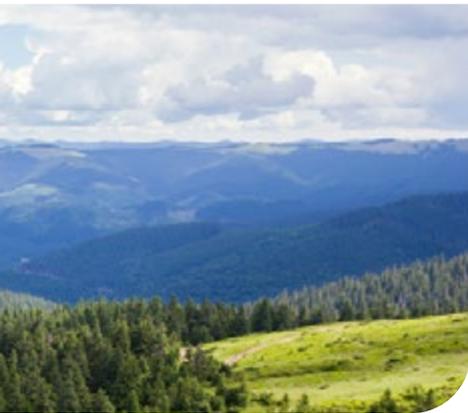
How will telemedicine influence the design of healthcare environments?

COVID-19 has caused a massive acceleration in the use of telehealth. There's been a sudden and immediate need for a safer option for healthcare providers and patients by reducing potential infectious exposures, as well as the need to reduce the strain on healthcare systems by minimizing the surge of patient demand on facilities. This webinar will explore the impact this technology will have on physical space.

eHandbook

The Complete Guide to Indoor Air Quality:

Learn what factors affect IAQ and how designers and facilities professionals can improve the air quality in buildings through the latest strategies and technologies.



MARCH/APRIL

Advertising Close Date: 3/18

Advertising Material Due Date: 3/25

Climate (sustainability)

- Green building certifications - what are the differences and why do they matter?
- Ecolabels - understanding what environmental product ratings measure and how they compare
- Material sampling + waste - how to make your product library more sustainable
- Regenerative design - are your design projects going far enough?
- Strategies for eliminating your next project's carbon footprint
- The benefits of incorporating biophilic design

Webinar—

How greenwashed are your products? Tips for cutting through the crap:

This webinar will explain the differences between third-party product certification systems and help designers and specifiers sort through environmental claims and what various ecolabels mean.

eHandbook—

Strategies for Resiliency and Sustainability:

Today, buildings aren't just pursuing sustainability strategies to be good corporate citizens—they're also looking to make their buildings more resilient against climate-related risks. This eHandbook will look at different ways to make buildings and interiors both greener and more resilient.

MAY/JUNE

Advertising Close Date: 5/3

Advertising Material Due Date: 5/10

Hybrid (working + learning + living)

- How to create flexible offices that respond to occupants' needs
- How COVID is affecting space planning and space use
- Collaboration in the new normal - furnishings and tech for collaborating with a hybrid model
- Classrooms that support in-person and online learning
- Multifamily and mixed-use facilities - interiors that strike the work-life-learning balance
- A multigenerational model for senior living and at-risk youth

eHandbook

Hybrid is the new normal for the workplace:

Strategies and technologies making the workplace work.



JULY/AUGUST

Advertising Close Date: 7/15

Advertising Material Due Date: 7/22

Travel

- Creating a touchless hotel experience for guests
- What will the hotel room of the future look like?
- Restaurant design trends that are making a splash
- Infusing hospitality environments with an authentic touch of local flavor
- How are airports evolving to support safety and comfort for travelers?
- Why outdoor spaces will be essential to hospitality environments

Webinar

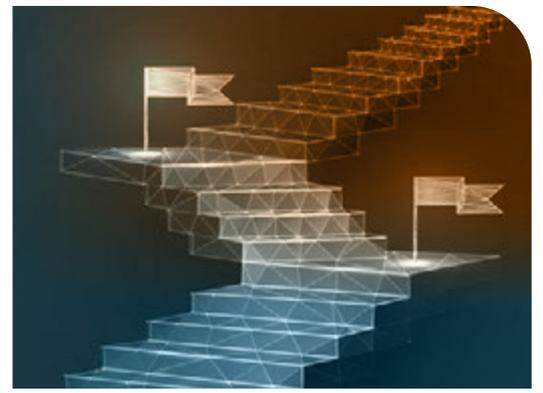
Abandoned real estate:

With many shopping centers and office parks being shuttered, what will building owners, developers and designers going to do with these assets? Find out how designers and facility professionals can take stranded assets and transform them into lively destinations.

SEPTEMBER/OCTOBER

Advertising Close Date: 9/16

Advertising Material Due Date: 9/23



The Business of Design

- Supply chain disruptions and lead times - strategies for getting projects done on time
- Creating client presentations that make an impact
- How to market yourself and your firm in a down economy
- Best practices for working with subcontractors
- Managing client expectations - how to under-promise and over-deliver
- The importance of the mentor-mentee relationship and how to foster one

Webinar

Attracting and retaining talent:

Employers across the country are struggling to find and keep talented people. This webinar will focus on actionable tips for recruiting, training and retaining tomorrow's leaders.

eHandbook

Tenant Amenities for the New Normal:

Bringing people back to the office has proved harder than expected. What amenities will draw people back in? This eHandbook will explore the design elements and amenities that will help attract tenants.

NOVEMBER/DECEMBER

Advertising Close Date: 11/11

Advertising Material Due Date: 11/18

Purpose



- Products that contribute to the circular economy
- Projects that are transforming communities and the people that live in them
- Corporate Social Responsibility - who are the leaders in the industry?

- What role does the built environment play in fostering equity?
- Adaptive reuse - finding new purpose for old buildings
- Finding your building's purpose - ideas for how existing facilities can give back to their communities

eHandbook

Redefining healthcare design and materials in a post-pandemic world.