

COMMERCIAL DESIGN

Minds behind the best workspaces in India.

MEDIA KIT 2025

ABOUT US

Commercial Design is a monthly magazine circulated across India to the principal decision-making executives – including architects, interior designers, consultants, planners, facilities managers, project heads, developers, etc.

The magazine is committed to reporting the latest news, trends, products and technologies, which make it a must-read for the industry professionals.

It delves into:

- how to implement change in the workplace,
- the current disruption, changes, and innovation in the segment,
- understanding and address operational challenges,
- exploring Alternative Workspace Strategies
- the impact of disruptive technologies, etc.

A source of innovative ideas, the publication provides up-to-date news, in-depth analyses and incisive features on all aspects of commercial interior design, helping designers and facility and project managers at every step of their project.

The publication will revolve around the cosmos of commercial design and will cover everything from projects and products to workspace strategies.

What's more, it will be the preferred platform of industry experts to share their vast knowledge and discuss real human issues that ultimately decide the success of a workspace design.

It is an ideal platform for suppliers to promote their products and services across all segments of commercial design space.

"I saw a perfect balance of right knowledge given to the right Learners. I commend the team at ITP Media Group, for the vision and its subsequent execution. The itinerary was specific, rich in content and the way it was actioned was bewitching. I look forward to more such knowledge oriented discussion".

**Rahul Lal, National Infrastructure & Facilities Head,
Dalmia Group**



ADVISORY BOARD

Our distinguished advisory board has been assembled to help guide Commercial Design to become even more representative of its community. Members have been invited from the highest levels of the industry to ensure that the magazine continues on its path of success.



Ajay Bhatt
AVP and head, Facilities
and Estate, Godrej
Industries



Col Ashok Prabhakar
Joint Secretary -
Governance & Ethics,
GACS



Fancy George
CEO
Thomas Workplace
Design



Jagvinder Pinny Mann
FM Expert



Kartik Punjabi
Principal architect,
VPCPL



Ar. Ninad Tipnis
Principal, JTCPL
Designs



Cptn. Rajesh Sharma
Head - Facilities &
Administration
HDFC Bank



Rajat Malhotra
Chief Operating Officer
- West Asia, IFM, Jones
Lang LaSalle



Haraprasad Panda
President, Kapston



Renuka Rajagopal
Senior director, Real
Estate and Workplace,
VMware Inc



Sameer Saxena
India Real Estate
Services Leader, Marsh
& McLennan



Dr Shakti Chauhan
Country Head - Facilities
Management, 32nd



Ar. Swapnil Sawant
Director and co-founder,
Workspere Architects



C T Sadanandan
FM Expert



Rajesh Shetty
Senior National
Director, Facilities
Management, Colliers
International

FACTS



READERSHIP

- On average, each copy of Commercial Design is read by 3.3 people.
- **88%** of subscribers have their copy read by two people or more.

EDITORIAL*

- **95%** of readers consider Commercial Design editorial to be good or better than other publications that focus on the FM and design sector in the country.

COMPETITIVE ADVANTAGE*

- As an overall magazine **91%** of readers consider Commercial Design to be a superior or better publication than others in the same industry.

PURCHASING DECISIONS*

- **92%** of our readers have at some point used Commercial Design to make purchasing decisions based on its editorial and advertising content.

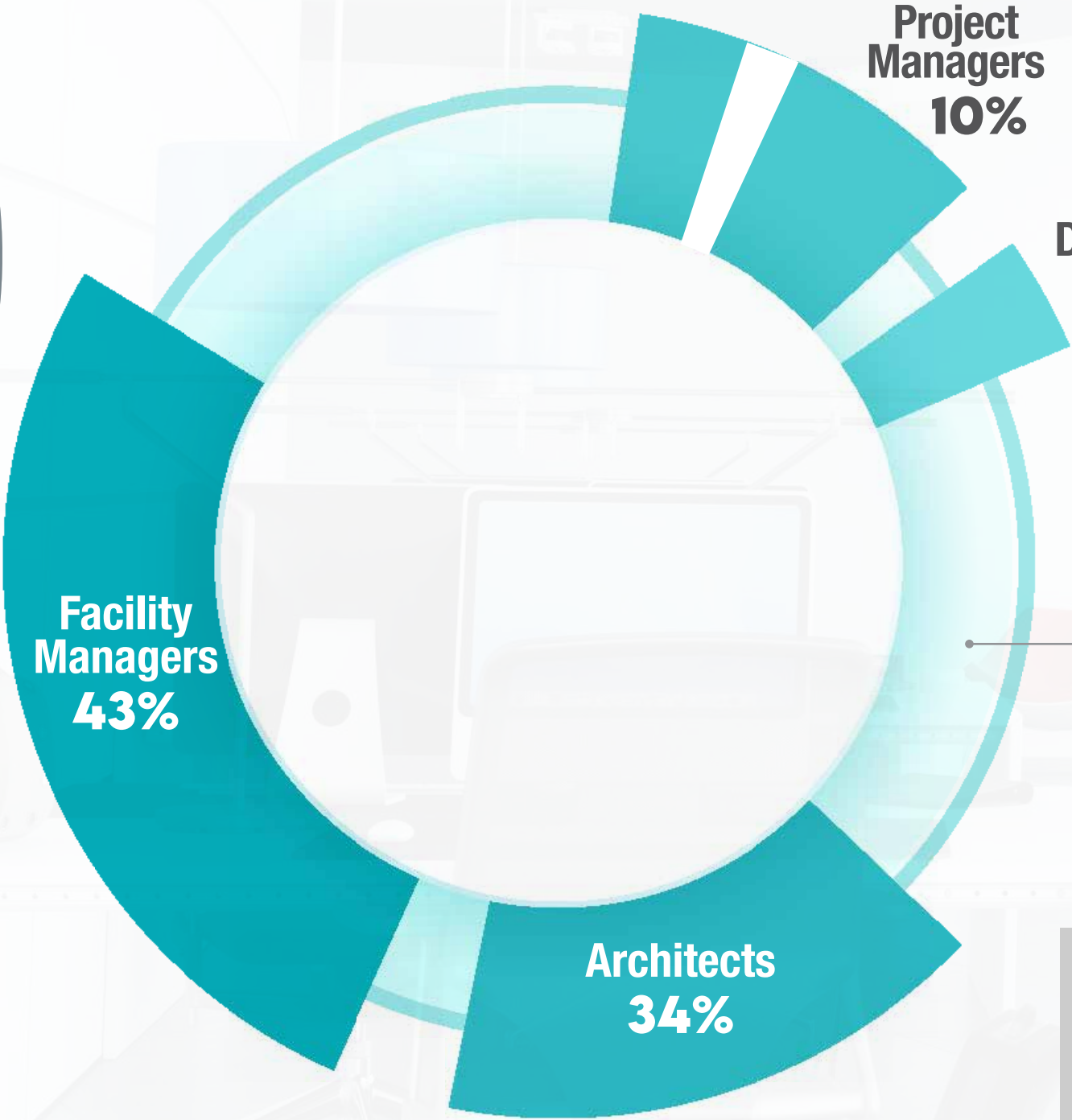
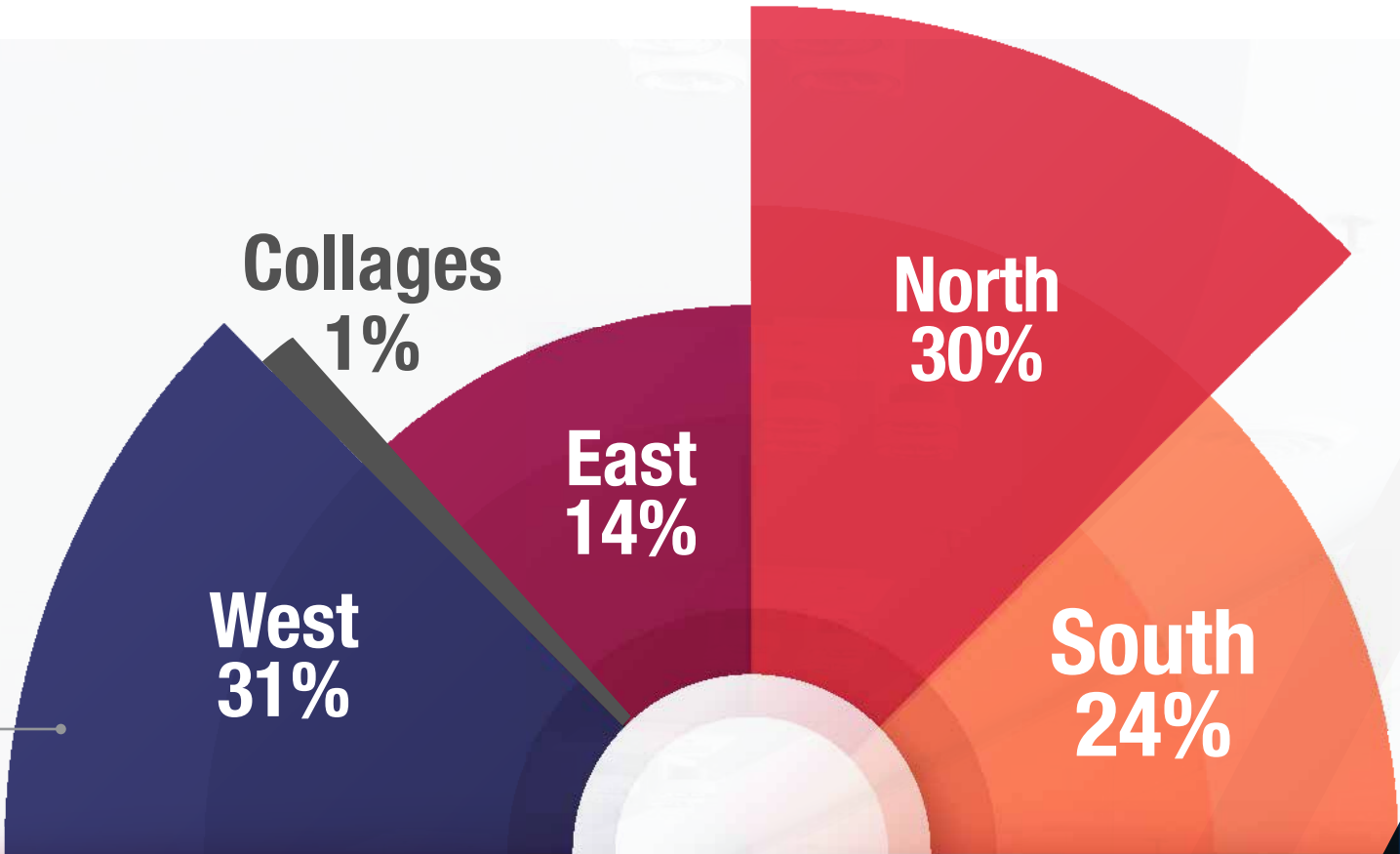
READER PROFILE*

- **90%** of Commercial Design readers are decision makers, are responsible for purchasing decisions, or influence purchasing decisions.
- **71%** of Commercial Design readers are either decision makers or decision influencers for their companies.

READER SPEND*

- **10%** of Commercial Design readers are either solely or jointly responsible for a budget of more than \$10 million annually.
- An additional **29%** of Commercial Design readers are either solely or jointly responsible for a budget of between \$1 million to \$10 million annually.
- **61%** of Commercial Design readers have responsibility for signing off spending within their company.

CIRCULATION
BY GEOGRAPHY



READERSHIP PROFILE
BY SECTOR

95%
of our readers have used Commercial
Design to help make purchasing
decisions and get an update on the
latest trends

2,29,648
Total Brand Readership
- print and digital



ADVERTISING IN COMMERCIAL INTERIOR DESIGN WORKS! IT
DELIVERS VISIBILITY TO YOUR BRANDS AND GENERATES SALES

LOOKING FOR EDITORIAL

CONTENT MARKETING

Commercial Design offers numerous opportunities to work with its editorial and sales team to help you create relevant, contextual messaging within the editorial environment of the publication, including roundtables, brandviews and special reports on a number of topics.

BRANDVIEW

Articles provide a content marketing platform with more credibility than a typical supplier-written 'advertorial'.

COLUMN

Offer industry leaders a chance to share their views on an industry problem and position their organisation as a potential solution provider.

CASE STUDY

The section gives readers a peek into some of the best executed projects in the industry. The article details delves into the best practices and strategies adopted to deliver spaces that integrate wellness, comfort and aesthetics.

SPECIAL REPORTS

It comprises most premium content marketing opportunity. The reports inform our readers with an in-depth view of the current challenges and opportunities in a specific segment of the interior design sectors. The Special Report platform provides an opportunity for market leaders to communicate their essential brand values and expertise to the market while also presenting them as 'thought leaders' and subject matter specialists.

For more information on how to get involved in Commercial Interior Design's content marketing opportunities, please contact the sales team.

EDITORIAL CALENDER 2025

MONTHS	EDITORIAL TOPICS	TRENDS
JANUARY	Commercial Design Awards 2024	
FEBRUARY	Innovations in Coworking Spaces	The Latest in Modular Furniture for Workspaces
MARCH	The Rise of Sustainable Workplaces	Smart Lighting Systems: Bright Ideas for Workplace Efficiency
APRIL	Designing for Employee Wellness and Productivity	Green Building Materials: Vendors Leading the Sustainability Movement
MAY	Smart Buildings and Future-Ready Workspaces	Acoustic Solutions for Dynamic Workspaces
JUNE	The Evolution of Retail and Mixed-Use Spaces	Future-Proof Technology for Smarter Workplaces
JULY	Adaptive Reuse: Revitalizing Old Spaces for Modern Needs	Flooring Innovations: Style Meets Durability
AUGUST	Global Inspiration: Workplace Design from Around the World	High-Performance HVAC Systems for Workplace Comfort
SEPTEMBER	Top 50 - Developers, Architects, Projects Heads, Facility Managers	
OCTOBER	"Tech-Driven Collaboration: Enhancing Teamwork through Design"	Ergonomic Office Products: Prioritizing Employee Well-Being
NOVEMBER	The Future of Commercial Real Estate Investments	Security and Surveillance Solutions for Modern Workplaces
DECEMBER	Celebrating Excellence in Workplace Design	Energy-Efficient Facades and Glazing Systems

ADVERTISING RATES & SIZES

MAGAZINE

Magazine Position	Specifications	Cost
Cover on Cover	22.5 x 30cm	3,68,500
Gatefold	44.5 x 30cm	2,80,500
Back Cover	22.5 x 30cm	2,53,000
Double Spread Page	45 x 30 cm	2,47,500
Inside Front Cover	22.5 x 30cm	2,31,000
Inside Back Cover	22.5 x 30cm	1,98,000
Full Page 1 st 20 pgs	22.5 x 30cm	1,65,000
Run of Page	22.5 x 30cm	1,32,000
Half Page	20.1 x 13.2cm	71,500
Advertorial	45 x 30 cm	2,53,000

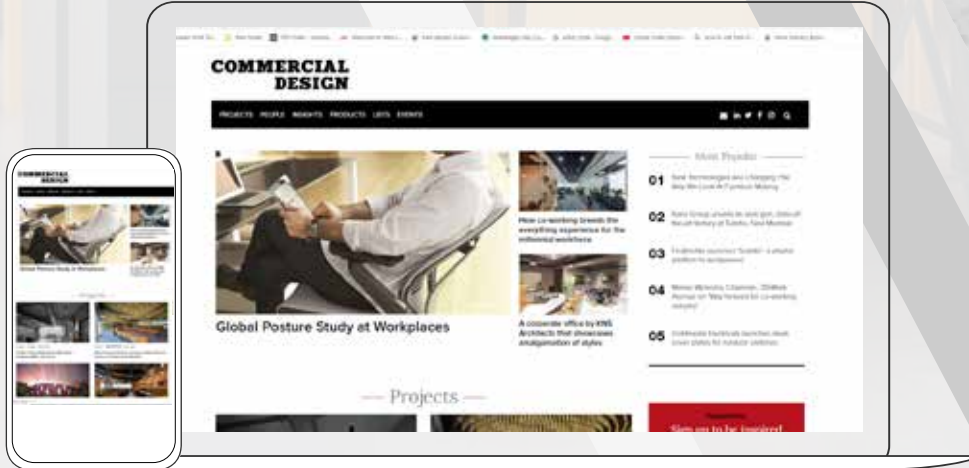
Display Name	TRIM (wxh cm)	BLEED (wxh cm)	NON-BLEED (wxh cm)
Double Spread Page	45 x 30	46 x 31	44 x 29
Full Page	22.5 x 30	23.5 x 31	21.5 x 29

- This rate card applies from January 2024 to December 2024
- Taxes are applicable.



DIGITAL

Display Name	Dimensions	File Size	Ratecard (INR)
Leaderboard Banner	728px x 90px	50 KB	1,20,000
Skyscraper/Whitespace Banner (Vertical Rectangle)	220px x 550px	50 KB	97,500
Email Direct Marketing	640px widemax, HTML	100 KB	64,000



FLAGSHIP EVENTS & AWARDS

SMART OFFICE INDIA SUMMIT

Smart offices are fast becoming the new trend in the business and corporate world and India is fast catching upto the trend.

Workplace evolution is extremely dynamic. New-age concepts get outpaced by strides in technology enablement, challenging the design intellectuals. While the fundamental drive comes from cost optimisation – productivity is the key word which cuts through the verbiage. The willingness of all stakeholders to readily accept the revolutionised layouts from ‘My to Ours’ has positively impacted the optimal utilisation of the workspace. The new-age workplace strategy was now a reality, and the Smart Office Summit address every aspect of its design, execution and operations.



SPONSORSHIP DETAILS

Presenting partner: Rs 30 lakh
 Powered by partner: Rs 25 lakh
 Associate partner: Rs 20 lakh
 Category partner: Rs 15 lakh
 Exhibit partner: Rs 10 lakh

FLAGSHIP EVENTS & AWARDS

COMMERCIAL DESIGN AWARDS

Commercial Design India Awards 2025 is about the celebration of the creative best and foremost from India’s workplace design industry. It celebrates and recognises the talent powerhouses in the country across the verticals of office design, project management and facility management. The award ceremony with various categories will strive to recognise individual excellence, company strengths, project success, and the leading design experts.



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CONTACT US

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