

Retail Design International

Meet the Designers

PARTICIPATION INFORMATION

Meet The Designers will be a series of supplements to *Retail Design International*. The plan is to publish a total of four supplements throughout the year on a first come, first completed basis. Each supplement will consist of seven, six-page profiles of leading store design firms.

You provide information about your firm

Each participating firm selects the work they want to appear in the book and supplies hi-resolution images. We do all the rest.

1. Design and lay out your six-page spreads to appear in RDI's *Meet the Designers*.
2. Our editor, Martin Pegler, in collaboration with a member of your staff, will write all your text.
3. Provide a color print of your profile for your review before printing so you can make any changes you feel necessary.

Distribution

Subscribers to *Retail Design International* and a select international list of Retail CEO's and store planning executives of major retail chains and shopping center developers:

Meet the Designers will also be published in a digital format and be available to view at no charge on www.vrpubs.com. The digital publication uses rich media that allows the viewer to read the issue online as if he were reading the magazine.

Additionally upon completion of your profile, your profile will be included in www.vrpubs.com free e-newsletter for a three-month period.

What you will receive

1. FIFTEEN COPIES OF MEET THE DESIGNERS (additional copies, if pre-ordered, at \$10.00 per copy).
2. PDF files of your profile, one in high resolution for printing, and the other low-resolution for the internet, for you to use without restrictions.
3. A 18-month "Store Designer Partner Listing" on www.vrpubs.com home page, as well as a Store Designer Partners Listing on the *Retail Design International* landing page.
4. Your own E-catalog which will include your 6-page profile plus all past and future store reviews that have appeared in *Retail Design International* within the past two years.
5. Option to add new projects to your e-catalog at a price of just \$100 per two-page spread.
6. A unique URL address so you can have a link on your website that will allow visitors to your website to go to your Partner Listing and Section on www.vrpubs.com's website.

What it will cost to participate

\$2200, 25% (\$550) payable upon signing the reservation form, 25% (\$550) upon the completion and your approval of your profile, 50% upon publication and your receipt of your printed copies

Reprints will also be available at a nominal cost.

Meet the Designers

FAQ

Frequently Asked Questions

Q: How does the process of writing my profile work?

A: Please allow four to six weeks to complete your profile. Upon receipt of your Reservation Form, you will be contacted by our publisher John Burr, who will work with your designated representative to produce your profile.

John will email your representative a questionnaire to fill out and return to him. Additionally, we will ask your representative to send us a CD of the images you wish to include in your profile. John will then forward your answers to our editor Martin Pegler who will write your profile. If Martin has any questions he will email you directly. When the first draft is completed, it will be sent to you for your review. We will make the necessary editorial changes until you are completely satisfied with the text of your profile.

When the text is completed our art director, Judy Shepard, will layout your profile. We will then send you a low-resolution color printout of your profile for review. Within reason, we'll make whatever changes you request.

Q: What is the format for each profile?

A: Your profile will be six pages—three spreads. An established but flexible format for each profile has been established. Typically the format is as follows:

Pages 1-2 will be a two-page spread consisting of background information about your firm, your corporate culture, and how your firm approaches each new design project. We will show two to four images per page. We suggest that the work you submit for these pages show a variety of designs you've done rather than showcase one particular project. At your option, this section can continue to page 3 or pages 3 and 4.

Pages 3-5 will showcase some of your recent work with photos and captions. Captions will provide, store name, location, a concise description (fewer than 100 words) of the project and any awards the project received (optional). Assume two to three images per page.

Page 6, which is the last page of your profile, is very flexible. A quarter of the page is reserved for listing

your headquarters and any other location, plus address(s), phone and fax numbers, key executives, email address, and website. The contents of the remaining 3/4 of the page are at your option. You can continue the presentation of work as shown on the preceding pages, you can bio your key executives, list awards, whatever you would like to include.

Q: How much control do I have?

A: You have just about complete control. Every step of the way we ask for your approval before we continue forward. This is your story and we want you to be 100% satisfied with the copy and layout.

Q: Can I get reprints of my section?

A: Yes, we can provide you with reprints at an additional cost. (Please contact John Burr for details). Your reprint would be eight pages, page one would be a reprint of the cover; however for a minimal cost we could change the cover to showcase one of your projects or you can design your own cover and simply provide us with a PDF of it. The back cover will mostly be blank with a color of your choice, and your company's name address, website, etc., centered at the bottom. You will also have the option of supplying us with your own back page by sending us a PDF. Your reprint can be printed once we complete your section for a nominal additional charge.

Q: Can we order additional copies of the supplement?

A: You will receive 15 copies of the supplement. Prior to the printing of the supplement you can pre-order additional copies at \$10, per copy. After the supplement has been printed copies can be ordered at \$20 per copy, based on availability.

Q: What's the deadline for profile reservations?

A: ASAP! We're accepting only a limited # of reservations, so time is of the essence.

Q: Whom can I talk to if I have questions?

A: Contact John Burr, Publisher, at 212-279-7000, 800-251-4545, ext. 15, or by email at jburr@vrpubs.com