

W I N D O W F A S H I O N
VISION

WINDOW TREATMENTS & INSPIRED DESIGN

2023 MEDIA KIT



PHOTO: HORIZONS

**THE NO. 1 RESOURCE FOR THE WINDOW
COVERING INDUSTRY**

SINCE 1986



TABLE OF CONTENTS



3
**ABOUT VISION
& AUDIENCE**

4
**PRINT & DIGITAL
REACH**

5
**EDITORIAL CONTENT
& 2023 EDITORIAL
CALENDAR**

6
PRINT ADVERTISING

7
ADVERTORIALS

8-9
DIGITAL ADVERTISING

10
**DIGITAL MAGAZINE
OPTIONS**

11
**STRATEGIES TO
REACH YOUR TARGET
AUDIENCE**

12
CONTACT



MISSION STATEMENT

Window Fashion VISION magazine is designed to serve as the window treatment industry's must-read.

With a mix of industry profiles and information, how-to articles, design trends and its coverage of topics that directly impact the window treatment industry, it serves as a source for both informational and inspirational content.

***Window Fashion VISION* – No. 1 Resource for the Window Covering Professional**

Since 1986, *Window Fashion VISION* has been a trusted source of information for the window covering industry. We are the go-to source of news and information specifically for the window treatment professional, including retailers, interior designers, workrooms, installers, fabricators and manufacturers. Our editorial content focuses on the needs of our readers, covering business, design, fabrication and product information.

Put *Window Fashion VISION* to Work for You

Using *VISION* as part of your content distribution and inbound marketing strategy, you can positively affect your lead generation efforts. *VISION* is more than the industry's trade magazine, it is a trusted source of information that offers you many opportunities to reach the industry's qualified customers. Let's dig deeper into what your industry magazine has to offer.

Window Treatment Trade Professionals

RETAILER/STOREFRONT

DESIGNER/DECORATOR

**INTERIOR DESIGN FIRM/
SHOWROOM**

CATALOG/E-RETAILER

FABRICATOR

DISTRIBUTOR

FRANCHISOR/FRANCHISEE

MANUFACTURER

WORKROOM

INSTALLER

ARCHITECT/CONTRACTOR

STUDENT

PRINT & DIGITAL REACH



Reach qualified buyers who are subscribing to *Window Fashion VISION* magazine, digital newsletters and product information news!

- 25,000** Print & Digital Subscribers
- 10,000** Website Active Monthly Visitors
- 4,614** Facebook Followers
- 3,200** Pinterest Monthly Views
- 2,847** Instagram Followers
- 1,101** Twitter Followers
- 725** LinkedIn Page Followers



let's get social

Let our social media followers get to know your products and services!

EDITORIAL CONTENT

IN EVERY ISSUE

- **MOTORIZATION, WORKROOM, DESIGNER & RETAILER/DEALER**
- **SALES, MARKETING & BUSINESS DEVELOPMENT**
- **EXTREME & CHALLENGING WINDOW INSTALLATIONS**

2023 EDITORIAL CALENDAR

January + February

WELLNESS: THE IMPORTANT ROLE WINDOW TREATMENTS PLAY

- Light control, temperature control, comfort, aesthetics
- The importance of wellness in design
- **STATE OF THE INDUSTRY:** A look at where we've been, where we are and where we are going
 - Trends & forecasts/market reports from High Point
- Product & consumer buying trends
- International Window Coverings Expo (IWCE) sneak peak

AD/MATERIAL CLOSE: 12/9

March + April

IWCE SHOW ISSUE

- Product highlights
- Exhibitor spotlights
 - Selecting the right supplier

AD/MATERIAL CLOSE: 2/8

May + June

OUTDOOR LIVING & EXTERIORS

- Performance fabrics
- Window treatments that enhance outdoor spaces
- Exterior shades
- **ECO-FRIENDLY: ENVIRONMENT & ENERGY**
 - Eco-friendly window treatments
 - Sustainability with fabrics
 - Energy saving solutions

AD/MATERIAL CLOSE: 4/12

July + August

SMART WINDOWS, MOTORIZATION & AUTOMATION

- Fabric showcase
- Winners of design competition
- Winners of workroom design competition

AD/MATERIAL CLOSE: 6/10

September + October

COLOR & DESIGN

- Customization
- Latest trends from TOP color authorities
- **BACK TO NATURE** – Shutters, wood blinds, woven woods
- Window safety
- Hardware highlights

AD/MATERIAL CLOSE: 8/16

November + December

GLAMOUR/LUXURY

- International influence
- Sumptuous fabrics
- Luxury shades
- Holiday decorating

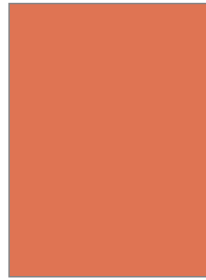
AD/MATERIAL CLOSE: 10/8

PRINT ADVERTISING



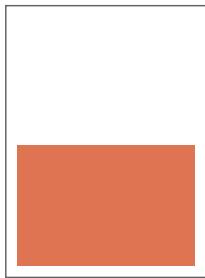
TWO-PAGE SPREAD

Trim size: 16.75" x 10.875"
Live area: 16.25" x 10.625"
Bleed: 17.255" x 11.125"



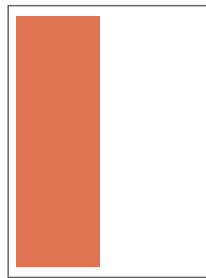
FULL PAGE

Trim size: 8.375" x 10.875"
Live area: 8.125" x 10.625"
Bleed: 8.625" x 11.125"



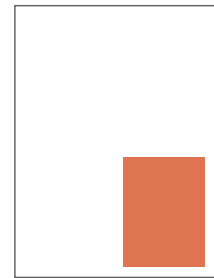
HALF-PAGE HORIZONTAL

Size: 7.45" x 4.5"



HALF-PAGE VERTICAL

Size: 3.6" x 9.75"



QUARTER PAGE

Size: 3.6" x 4.5"

Ad Sizes & Placement

TWO-PAGE SPREAD

FULL PAGE

- BACK COVER
- INSIDE FRONT COVER
- INSIDE BACK COVER

HALF PAGE (HORIZONTAL OR VERTICAL)

QUARTER PAGE

PRODUCT SPOTLIGHT (1/6 PAGE)

Created by *VISION* magazine

- Please send ad copy in a Microsoft Word document or .txt format, 50-word limit.
- Images must be at a resolution of 300 ppi at 100% of final output size in one of the following formats: tiff, jpeg or eps.

Ad Specifications/Mechanical Art

- Supply artwork as a press-quality PDF [preferred].
- All file formats must be 300 ppi at 100% of final output.
- Do **not** use crop or trim marks.
- We recommend keeping all live matter at least .25 inches away from trim.
- Bleed size is .125 inch.
- If using Rich Black, the swatch should be defined as 50% Cyan, 40% Magenta, 40% Yellow, 100% Black.

ADVERTORIALS

2023 Business Q&A Advertorial

Boost the effectiveness of your ad with a Q&A Advertorial

An advertorial (also known as sponsored content) looks like an article in the magazine, but you get much more control over what goes in it. New for 2023, *Window Fashion VISION* is offering you the opportunity to tell clients your story in your own words so they can get to know you and your products better. Advertorials are available in two, four or six pages.

Here's what we need to create your Q&A advertorial:

- At least two high-resolution photographs of your window covering products
- A high-resolution photograph of the person doing the Q&A
- An eps file of the company logo

Let's get started! Schedule your interview today!

CERTIFIABLY Efficient

For more than 40 years, the international company Rollease Acmeda has delivered cutting-edge window covering solutions that provide privacy and energy savings to a home's indoor and outdoor windows and spaces.

As a leading manufacturer of motor-operated shades, and advanced window solutions, Rollease Acmeda has a proven track record of energy efficiency—thanks to energy-efficient—energy-saving products. This is evident in the award-winning Rollease Acmeda Energy Saving Collection (ESCC).

Since 1980, Rollease Acmeda has been working to advance the window covering industry by providing energy-efficient products for and products designed for energy-efficient homes.

The U.S. Department of Energy (DOE) has awarded Rollease Acmeda the Energy Star award for its ESCC window coverings. This award is a testament to the energy efficiency of Rollease Acmeda's products.

There are several advantages to using Rollease Acmeda's energy-efficient window coverings. First, they help reduce energy consumption by blocking out heat during the summer and retaining heat during the winter. Second, they provide privacy and security for your home. Third, they are easy to operate and maintain.

For more information, visit www.rollease.com.

—Mike Schrotz

ROLLEASE ACMEDA'S RESIDENTIAL CERTIFIED PRODUCTS

Rollease Acmeda's products have received AIAA certification, which means they are energy-efficient and able to reduce heat gain and heat loss through windows. This is achieved through innovative materials and construction techniques.

The 2009 AIAA certification is a testament to the energy efficiency of Rollease Acmeda's products. This certification is based on a rigorous testing process that evaluates the energy performance of window coverings.

Through the Rollease Acmeda's Residential Certified Products program, Rollease Acmeda offers a variety of products that are certified by AIAA. These products are designed to provide energy efficiency and comfort for your home.

The Rollease Acmeda's Residential Certified Products program is a testament to the company's commitment to energy efficiency and innovation. For more information, visit www.rollease.com.

AHEAD OF THE GAME:

MARKET LEADER COULISSE FULLY COMPLIANT WITH NEW SAFETY STANDARDS

Being Proactive

Coulisse is a market leader in window coverings and is proud to be the first to introduce the new safety standards. This is a testament to the company's commitment to safety and innovation.

The new safety standards are designed to protect children and pets from the cords of window coverings. This is a significant improvement over previous standards.

Coulisse's new safety standards are a testament to the company's commitment to safety and innovation. For more information, visit www.coulisse.com.

Future-Proof With Motionblinds

All Coulisse Absolute systems are designed to be cord-free, including Motionblinds. This is a significant improvement over previous window coverings.

Motionblinds are designed to provide privacy and security for your home. They are also easy to operate and maintain.

For more information, visit www.coulisse.com.

Advanced Systems, Smart Technology, Performance Fabrics

Coulisse offers a wide range of advanced window coverings. These coverings are designed to provide privacy and security for your home. They are also easy to operate and maintain.

For more information, visit www.coulisse.com.

Visit Experience Center

Visit our Experience Center to see our advanced window coverings in person. This is a great opportunity to see the quality and craftsmanship of our products.

For more information, visit www.coulisse.com.

DIGITAL ADVERTISING

EMAIL MARKETING: e-Spotlight Dedicated email campaign

Companies wishing to reach our audience with a single product idea are invited to participate in e-Spotlights. Each email features a single company and goes out to 10,000 *VISION* subscribers.

Space reservation deadline: Reserve e-Spotlights at least one month prior to the desired send date.

Materials due: One week prior to scheduled send date.

e-Spotlight specs

For each e-Spotlight, please send:

- Subject line
- Introduction or headline
- 100 words of body copy
- Image: 620 x 620 pixels at 72 dpi or higher, jpeg or gif format, RGB
- Links to your website
- Contact information (phone and email)



**Let Insolroll Embedded Battery Motors
Make Your Job Easier!**



Insolroll Embedded Battery Motors

**Motorization Has
Never Been Easier!**



Insolroll offers 2 Somfy embedded battery motors to provide solutions for a wide range of roller shade applications.

- BAT-L1 and BAT-L2 quiet, rechargeable shade motors simplify motorization jobs
- Charge embedded Li-ion battery once a year
- No electrician or wiring needed
- The quality and finishing options you expect from Insolroll
- Somfy Solar Panel charging option
- 5 working day lead-time for most non-contract orders


[Watch Video](#)

Insolroll Window Shading Systems
637 S. Piece Ave., Louisville, CO
tel: 303.665.1207 | fax: 303.665.1209 | www.insolroll.com




[View Email in Browser](#)

SheerWeave Basic 1% is Available Now!





With the trend continuing towards denser and wider fabrics, Phifer is announcing an expansion of our innovative SheerWeave BASIC line with the addition of a new 1% open fabric as well as transitioning all SheerWeave Basic fabrics (1%, 3%, and 5%) to 126" width. SheerWeave BASIC 1% fabrics are currently in stock and available in the same five color options.



SheerWeave BASIC combines all of the benefits, certifications and technical specifications you have come to expect from SheerWeave but provides an economical alternative to traditional screen fabrics making it an ideal choice for your spec-driven projects.

[Learn More About SheerWeave Basic](#)



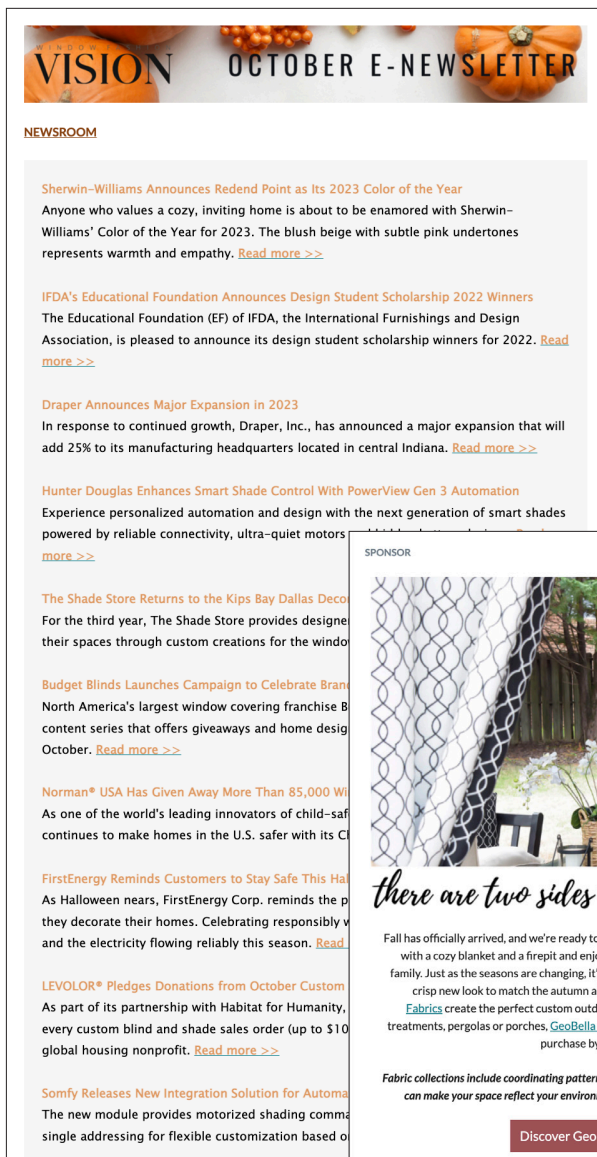
DIGITAL ADVERTISING

EMAIL MARKETING: e-Newsletter VISION monthly business e-Newsletter advertorial and banners

The VISION business e-Newsletter goes out to 20,000 industry professionals monthly and features updates on industry news, events and promotions. Add your press release and banner to this well-read industry newsletter to reach new buyers.

Horizontal banner: 280 x 160 pixels at 72 dpi, RGB, jpeg or gif format

Materials due: One week prior to scheduled send date.



VISION OCTOBER E-NEWSLETTER

NEWSROOM

Sherwin-Williams Announces Redend Point as Its 2023 Color of the Year
Anyone who values a cozy, inviting home is about to be enamored with Sherwin-Williams' Color of the Year for 2023. The blush beige with subtle pink undertones represents warmth and empathy. [Read more >>](#)

IFDA's Educational Foundation Announces Design Student Scholarship 2022 Winners
The Educational Foundation (EF) of IFDA, the International Furnishings and Design Association, is pleased to announce its design student scholarship winners for 2022. [Read more >>](#)

Draper Announces Major Expansion in 2023
In response to continued growth, Draper, Inc., has announced a major expansion that will add 25% to its manufacturing headquarters located in central Indiana. [Read more >>](#)

Hunter Douglas Enhances Smart Shade Control With PowerView Gen 3 Automation
Experience personalized automation and design with the next generation of smart shades powered by reliable connectivity, ultra-quiet motors. [Read more >>](#)

The Shade Store Returns to the Kips Bay Dallas Decor
For the third year, The Shade Store provides design their spaces through custom creations for the window.

Budget Blinds Launches Campaign to Celebrate Brand
North America's largest window covering franchise B content series that offers giveaways and home design October. [Read more >>](#)

Norman® USA Has Given Away More Than 85,000 Wi
As one of the world's leading innovators of child-saf continues to make homes in the U.S. safer with its C

FirstEnergy Reminds Customers to Stay Safe This Ha
As Halloween nears, FirstEnergy Corp. reminds the p they decorate their homes. Celebrating responsibly v and the electricity flowing reliably this season. [Read](#)

LEVOLOR® Pledges Donations from October Custom
As part of its partnership with Habitat for Humanity, every custom blind and shade sales order (up to \$10 global housing nonprofit. [Read more >>](#)

Somfy Releases New Integration Solution for Automa
The new module provides motorized shading comm single addressing for flexible customization based o

CUSTOMIZED WEBINARS

Webinars are an excellent way to reach hundreds of interested dealers across the country. You develop and deliver a one-hour PowerPoint webinar detailing how your product or service can help dealers increase their business. We promote this to our dealer base and you receive the list of all registered attendees.

SOCIAL MEDIA

Let our digital marketing experts spread the word about your brand and products through our social media platforms.

WEBSITE

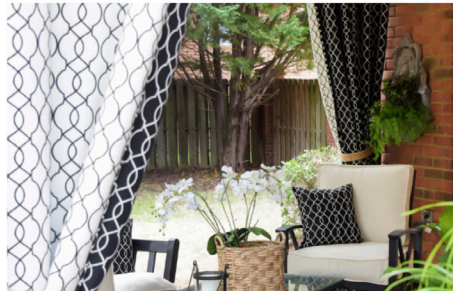
Leaderboard Top Banner Ad

The VISION home page receives more than 10,000 unique page views every month. Get maximum exposure with a leaderboard ad located at the top of the VISION home page. All banners should be a gif, static jpeg or png format. 72 dpi, RGB, 1048 x 214 pixels.

Leaderboard Middle Banner Ad

Get excellent exposure with a leaderboard ad located in the middle of the VISION home page. All banners should be a gif, static jpeg or png format. 72 dpi, RGB, 1048 x 214 pixels.

SPONSOR



there are two sides to every window...

Fall has officially arrived, and we're ready to snuggle up in our favorite outdoor spaces with a cozy blanket and a firepit and enjoy some s'mores along with friends and family. Just as the seasons are changing, it's time to freshen up outdoor spaces for a crisp new look to match the autumn air. Look no further: Phifer's **GeoBella Fabrics** create the perfect custom outdoor curtains. Whether it's for window treatments, pergolas or porches, **GeoBella offers a wide array of fabrics** available for purchase by the yard.

Fabric collections include coordinating patterns in both neutral and bold colorways, so you can make your space reflect your environment or stand out from its surroundings.

[Discover GeoBella Fabrics](#)



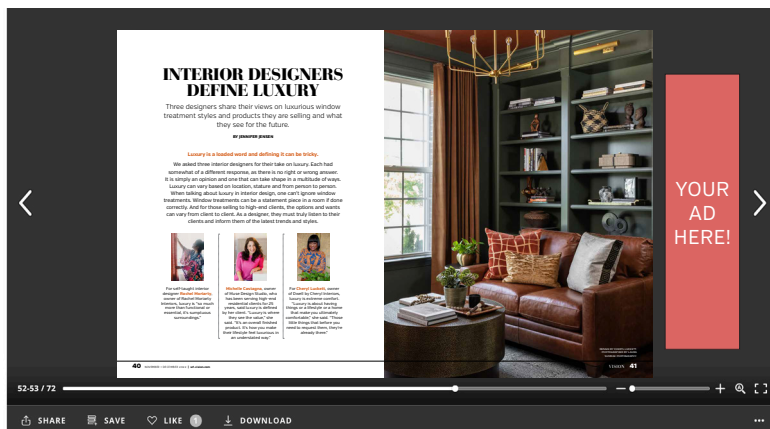
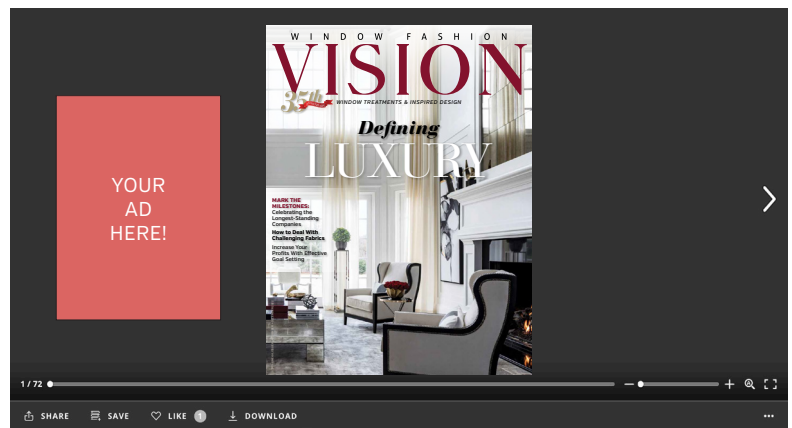
SPONSOR



DIGITAL MAGAZINE OPTIONS

DIGITAL ISSUE PRESENTATION PAGE

Available for the space to the left of the front cover, as well as to the right of the back cover. This can be any size up to 1065 x 1375 pixels.

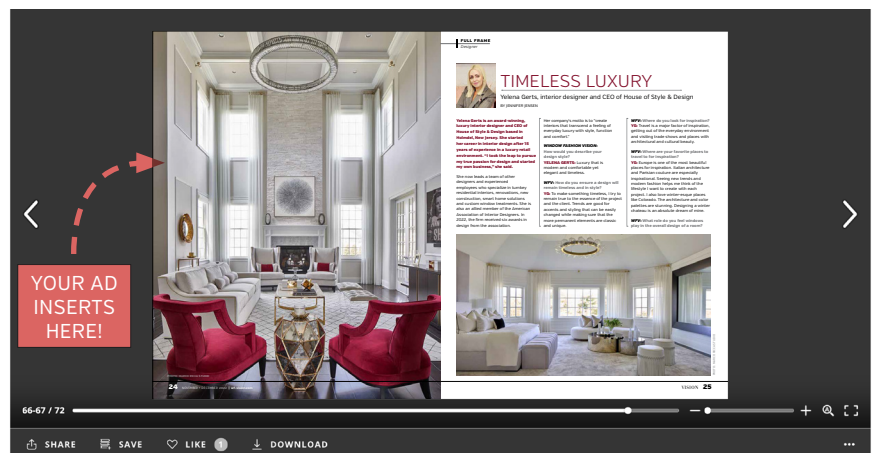


MARGIN ADS

Place your message next to one of our popular columns so our readers see your company and products while they read the information—motivating them to buy your products!

PAGE INSERTS

We'll insert your article into the pages of *VISION's* digital issue! Tell your story however you'd like and readers will see your content as part of the issue you select. Add a video for even more impact. Article text must be in either a Word or .rtf document.



STRATEGIES TO REACH YOUR TARGET AUDIENCE

DESIGNERS

Interior designers are looking for the top-quality products that have the function and aesthetics for their customer. They read *VISION* because they get creative ideas that they can share with their clients. Designers are looking for products and designs that set them apart from their competition and can't be shopped.

- Design your ad with eye-catching color and images they will save in their idea files.
- Run a dedicated e-Spotlight that showcases your product.
- Let us run an e-Marketing campaign targeting designers.
- Schedule a dynamic 30-minute webinar showing them how to use your product—we'll invite the designers.
- Invite customers to submit their projects using your products for publication in our designer section.
- Let your products be seen in the world of social media, inspiring designers with a single post.
- Blogs are one of the top online services to influence a purchase, so create buzz through sponsored blog content.

RETAILERS/DEALERS

Retailers read *VISION* for savvy business advice and to look for the best vendors that increase sales and business growth.

- Position your ad next to one of our popular business or marketing columns.
- Offer a special to try your products through our business e-Newsletter or dedicated email blasts.
- Add a video to our digital edition explaining how doing business with your company will make them money.
- Run a prominent banner ad on our website with a special offer.

WORKROOMS & INSTALLERS

These behind-the-scenes professionals can be very influential in product selection that facilitates the fabrication of the project. Many designers rely on advice from these pros to assure a smooth process. They are looking for business and how-to information. If your product is geared to them, we can place your ad next to a column with this specific information.

- Position your ad next to our how-to features.
- Consider an advertorial telling the story of your company and how you can help them.
- Create a webinar to demonstrate your unique features—we'll help you develop it and market it to our readers.

FABRICATORS

Fabricators are looking for strategic partnerships with quality suppliers. They want to work with companies with great products and customer service for long-term relationships.

- Consider an ad co-op program to help them develop their customer base with your products.
- Run a strong company story explaining the advantages of working with your company—we can help you create an educational editorial feature convincing them to reach out and discover your advantages.
- e-Spotlights can highlight your company and products for immediate leads.

Contact your
VISION marketing
team today.

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