

MEDIA KIT

20
25

INTERIOR | EXTERIOR | RESIDENTIAL | COMMERCIAL



W I N D O W F A S H I O N
VISION
INSPIRED INTERIOR & EXTERIOR DESIGN

About Us

Since 1986, VISION has been the go-to source of information and inspiration for every segment of the window treatment industry, including designers, retailers, workrooms, installers, fabricators, manufacturers, and architects. Our editorial coverage contains essential elements from product information to selling that industry professionals need to be successful in the residential, exterior, commercial, and interior sectors.



Target Audience

- Retailer – Storefront, Online & Catalog
- Interior Design – Independent Design Firm, Showroom, Decorator
- Franchises
- Workrooms & Artisans
- Installers
- Architects
- Fabricators
- Manufacturers
- Distributors
- Students



Forward Thinking

Just like the innovation in our industry, VISION is dedicated to the growth of our publication to meet the needs of our readers better. Our mission is to provide important and relevant information to help trade professionals selling and fabricating custom window treatments succeed with innovation and creativity for both indoor and outdoor residential and commercial applications. You can count on VISION for everything at the window!

NEW • NEW

Reach

We deliver impact with window treatment industry professionals. At VISION, you can reach qualified buyers who are subscribing to Window Fashion VISION magazine, digital newsletters, and product information news!



10K

PRINT
SUBSCRIBERS



7K

DIGITAL
SUBSCRIBERS



15K

MONTHLY
IMPRESSIONS



27K

EMAIL
SUBSCRIBERS



3.5K+

INSTAGRAM
FOLLOWERS



4.5K+

FACEBOOK
FOLLOWERS



1.6K

LINKEDIN
FOLLOWERS

GROW
EXPAND
NURTURE

Editorial Calendar

DID YOU KNOW? IN EVERY ISSUE WE COVER... 

MOTORIZATION, ARTISAN, MARKETING & SALES, INSTALLATION, RETAILER/DEALER PROFILE & MORE!

JAN/FEB

FEATURES:

- INDUSTRY OUTLOOK FOR 2025
- SUSTAINABILITY, ENERGY EFFICIENCY & GREEN LIVING
- IWCE 2025 PREVIEW
- COLOR OF THE YEAR

BONUS:

- VISION'S 2025 NEW & EXCITING PRODUCT GUIDE (DIGITAL)

RESERVATION: 12/1/24
ARTWORK DUE: 12/8/24
MAIL DATE: 1/1/2025



MARCH/APRIL

FEATURES:

- BEST BUSINESS PRACTICES FOR THE INDUSTRY
- COMMERCIAL COVERAGE
- IWCE 2025 SHOW ISSUE
 - EXHIBITOR & PRODUCT SPOTLIGHT
 - NEW PRODUCT FINDS

BONUS:

- IWCE 2025 Show Brochure

RESERVATION: 2/2/25
ARTWORK DUE: 2/9/25
MAIL DATE: 3/1/25



MAY/JUNE

FEATURES:

- OUTDOOR / EXTERIOR
- BEST OF IWCE 2025
- UV & SUN SHADING
- PERFORMANCE FABRICS

BONUS:

- VISION'S 2025 Exterior Product Guide (Digital)

RESERVATION: 3/29/2025
ARTWORK DUE: 4/5/25
MAIL DATE: 5/1/25



JULY/AUG

FEATURES:

- SMART HOME AUTOMATION
- MOTORIZATION
- THE GRACE AWARDS - DESIGN WINNERS
- TRENDS UPDATE
- TECH & SOFTWARE

RESERVATION: 6/7/25
ARTWORK DUE: 6/14/25
MAIL DATE: 7/1/25



SEPT/OCT

FEATURES:

- TREND REPORTS FROM MAJOR MARKETS
- COLOR PREDICTIONS
- HARDWARE HIGHLIGHTS
- THE GRACE AWARDS - ARTISAN WINNERS
- CHILD SAFETY MONTH
- SHUTTERS

BONUS:

- VISIONS's Fabric & Hardware Look Book (Digital)

RESERVATION: 8/2/25
ARTWORK DUE: 8/9/25
MAIL DATE: 9/1/25



NOV/DEC

FEATURES:

- LUXURY, HIGH END & BESPOKE
- CLASS OF 20 UNDER 40
- FAB FABRICS, TASSLES & TRIMS
- TREND FORECASTS
- GIVING BACK
- ARTISAN & DESIGNER OF THE YEAR

BONUS:

- TOP 40: Designers of the Year

RESERVATION: 10/4/25
ARTWORK DUE: 10/11/25
MAIL DATE: 11/1/25



Print

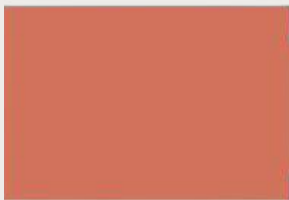
Grow your business by reaching the right mix of residential and commercial window treatment trade professionals. These pros lean on VISION for all things inspiration, product knowledge, education, industry news, research, and more.

“Print builds more brand awareness than other mediums. Magazine ad recall has 3x that of online banner ads, reinforcing the power of print as a cornerstone of your marketing approach.”

—McPheters & Company, Condé Nast and CBS Vision



AD SIZES & SPECS



2 PAGE SPREAD

Trim size: 16.75" x 10.875"

Live area: 16.25" x 10.625"

Bleed: 17.255" x 11.125"

EXCLUSIVE FULL-PAGE OPTIONS INCLUDE

(Back Cover, Inside Front Cover & Inside Back Cover)

Trim size: 8.375" x 10.875"

Live area: 8.125" x 10.625"

Bleed: 8.625" 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"

PRODUCT SPOTLIGHT (Back of Book)

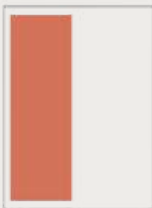
(1/6 PAGE) Created by VISION

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



1/2 PAGE HORIZONTAL

Size: 7.45" x 4.5"



1/2 PAGE VERTICAL

Size: 3.6" x 9.75"



Quarter Space / 1/4 Page

Trim size: 4.25" x 5.43"

Live area: 4.0" x 5.18"

Bleed: 4.5" x 5.68"

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, and 100% Black



AD SPECS

Full page trim size	8.375" x 10.875"
Full page bleed size	8.625" x 11.125"
Half page vertical	3.5" x 9.5"
Half page horizontal	7.5" x 4.75"
Quarter page	3.5" x 4.5"

- * all artwork 300ppi, cmyk as a TIFF, JPEG, PNG
- * all specs are inches

ADVERTORIAL

An advertorial, or Sponsored Content, is an advertisement in the form of editorial content. An advertorial may contain useful information, but its ultimate goal is to promote a product. Advertorials can generate reader engagement and can be very effective through the power of storytelling.

TEXTON Partners With Rollase Aceda's Exterior Zipscreen Solution

TEXTON'S Zipscreen shading system elevates outdoor spaces.

Living in the southeast? Outdoor spaces, outdoor sun dogs, hot air, long hot summer months, the whole shebang. You're ready to enjoy the sun, but you're not ready to spend the money on a sun-drenched outdoor space. The Zipscreen shading system is the perfect solution to create the perfect outdoor space. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes.

the health and air...
"There are exterior shades installed on someone's house, everyone on the street will see it and will be talking the retailer to order theirs. It's like a giant billboard for your business. Many retailers find they do multiple houses on the same street, within a couple of months, because of the uniqueness and popularity."
- Jeff Miller, TEXTON's product manager

A BETTER, BRIGHTER & MORE BEAUTIFUL FUTURE

Controlling light and heat is a key to creating a better future. The Zipscreen shading system is the perfect solution to create the perfect outdoor space. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes.

COMFORTABLE SPARK LIVING

Modern living is a balance of style and comfort. The Zipscreen shading system is the perfect solution to create the perfect outdoor space. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes.

AN EYE FOR BEAUTY

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NATURE IS THE ULTIMATE ESCAPE

Nature is the ultimate escape. The Zipscreen shading system is the perfect solution to create the perfect outdoor space. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes. It's a simple, elegant, and easy-to-use solution that can be installed in minutes and is ready to use in minutes.

POWER OF PRINT

"At Coultress, beauty has always been a major part of our design, but now in these times, it will play an even bigger role."

Digital Advertising

EMAIL MARKETING

Instantly increase sales, leads, and brand awareness!

Send a dedicated message to pros looking for new products. Build your book of business with a strong message reaching 27k+ opted-in email subscribers. Goes out every Tuesday and Thursday of the week.

e-spotlights

- Reserve e-spotlights at least one month prior to the desired send date.
- Materials due: One week prior to the scheduled send date.

EMAIL SPECS INCLUDE:

For each e-spotlight, please send:

- Subject line
- Introduction or headline
- 100 - 200 words of body copy
- Image: PNG, jpeg, or gif format
- Links to your website
- Contact information (phone and email)
- Average open rate 20-30%
- Average CTR 1-3%

View Email in Browser

SheerWeave Basic 1% is Available Now!



With the announcing addition of a fabrics (1% curre



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. Peck Ave., Louisville, CO
tel: 303.665.1207 | fax: 303.665.1209 | www.insolroll.com



Digital Advertising

EMAIL MARKETING

industry e-newsletter

VISION's monthly industry e-newsletter provides advertorials and banners to promote your brand. Distributed on the second Wednesday of each month to 26k+ opted-in industry professionals 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!

Promotion options include:

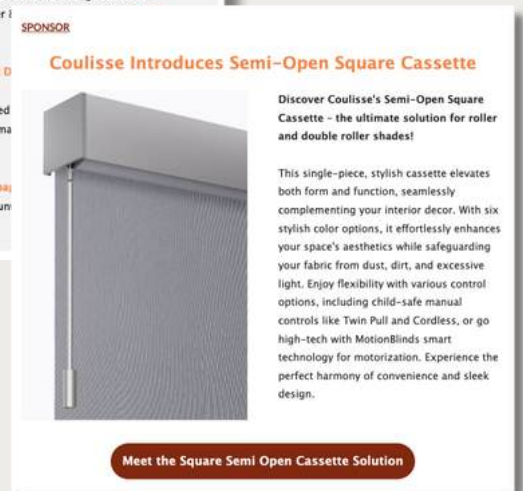
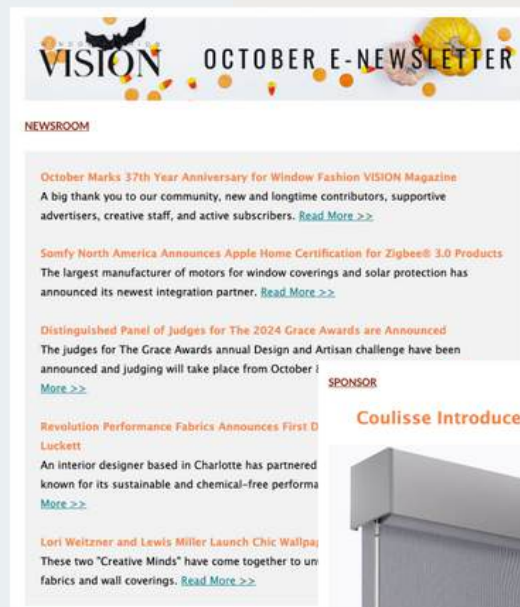
1. Digital advertorial ad
2. Leaderboard ad 728 x 90
3. Square ad 250 x 250

- Reserve inventory at least one month prior to the desired send date.
- Materials due: One week prior to the scheduled send date.
- Average open rate 30%
- Average CTR 2-3%

EMAIL SPECS INCLUDE:

Digital Advertorial Ad

- Introduction or headline
- 100 words of body copy
- Image: PNG, jpeg, or gif format
- Necessary links
- Call to action button copy & link/URL
- Contact information (phone and email)



Digital Advertising

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 - COMING SOON*

A NEW website is coming in 2025!

Advertising options include sponsored blog content and dynamic ads.



Digital Magazine

Known as our e-magazine, which has over 1 million views and is read by thousands of pros, VISION publishes each issue digitally for those who enjoy reading on a more modern level. Unlike print, digital magazines can include links, high-resolution images, video, audio, and web animations.



ADVERTISING OPTIONS

PRESENTATION PAGE

Available for the space to the left of the front cover and 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!

BETTER ROI

Strategies to reach your target audience designers

Interior designers are looking for top-quality products that have the function and aesthetics for their customers. 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.

1. Design your ad with eye-catching colors and images they will save in their idea files.
2. Run a dedicated e-spotlight that showcases your product.
3. Let us run an e-marketing campaign targeting designers.
4. Schedule a dynamic 30-minute webinar showing them how to use your product—we'll invite the designers.
5. Invite customers to submit their projects using your products for publication in our designer section.
6. Let your products be seen in the world of social media, inspiring designers with a single post.
7. 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.

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

BETTER ROI

Strategies to reach your target audience artisan/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 ensure a smooth process. They are looking for business and how-to information. If your product is geared toward them, we can place your ad next to a column with this specific information.

1. Position your ad next to our how-to features.
2. Consider an advertorial telling the story of your company and how you can help them.
3. 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.

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



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