

# office furniture & DESIGN

THE **Publication**  
FOR **Commercial**  
**Office Furniture**  
DEALERS

## INSIDE

- >> HOW TO INCREASE YOUR PROFITS
- >> GETTING THE MOST EXPOSURE FOR YOUR COMPANY
- >> COST EFFECTIVE SOLUTIONS FOR YOUR MARKETING DOLLARS



THE OFFICE FURNITURE RESOURCE & OFFICIAL PUBLICATION OF OFDA



# Overview



Imaging Network and the Office Furniture Dealers Alliance (OFDA) have joined together to create one of the most important information sources for commercial furnishings dealers and resellers—*Office Furniture & Design*. By uniting the rich legacy of OFDA's 90-year-old publication, *Office Furniture Update*, with the publishing expertise of Imaging Network, we've created the go-to source for the office furniture industry.

OFDA and Imaging Network share a vision for *Office Furniture & Design* magazine: to teach dealers how to run their businesses better. *OFD* contains compelling, must-read information that dealers rely on to keep abreast of the latest happenings in the industry. *OFD* is not a publication filled with congratulatory "news" about industry appointments and promotions. We are committed to delivering quality information that will continually educate dealers and give them dependable insight into the business from a bottom-line perspective. Each issue covers issues facing the industry; trends; design ideas and concepts; business management practices; sales, service and marketing techniques; in-depth information on niche markets; and more.

*OFD* is a trusted source of information, backed by the OFDA's solid reputation, educational resources and extensive research. This market presence guarantees our advertisers access and exposure to the dealer community we serve.

## About Us



### ■ Office Furniture Dealers Alliance (OFDA)

Founded in 1904, the Office Furniture Dealers Alliance (OFDA) is the leading organization representing office furniture dealers and recyclers. As the furniture division of the Independent Office Products and Furniture Dealers Association, OFDA furnishes its members with business solutions—education, research, government advocacy, and networking opportunities—that make them more profitable.



### ■ Imaging Network

Imaging Network is the leading business-to-business multimedia company serving the office products channel. For nearly a decade, we have been providing essential information for dealers and resellers in the document technology, office product and office furniture fields through our industry publications, *imageSource*, *Office World News* and *Office Furniture & Design*, their sister websites, e-newsletters and industry events.

# Programs

## A Profitable Partnership

We succeed only when you succeed. We don't employ "sales people" at Imaging Network. Instead, each of our clients works hand in hand with one of our Business Development Partners to create a targeted, effective campaign that will help you achieve your marketing goals. *Office Furniture & Design's* multi-media programs provide a targeted approach that is second to none in the office furniture dealer channel. Let us help maximize your marketing strategy with an integrated advertising plan that includes:

### Online

The authoritative content of *OFD* is now accompanied by a comprehensive sister website, [www.OFDmag.com](http://www.OFDmag.com). *OFD* offers many online advertising opportunities including banners, content sponsorships and product spotlights that can translate into measurable results that benefit your bottom line.

### Email Newsletters

*Office Furniture Online* provides breaking news and valuable information to our readers. It is an effective marketing tool, placing your message in front of direct request subscribers weekly.

### Online Leads

Every advertiser receives a banner ad on our website and in our e-newsletter. These link to a profile which gives valuable information about your company, including a link to email you directly.

### Custom Conferencing

Let us gather the local, regional or national audience you target in a formal or informal atmosphere. We will organize a breakfast, focus group, discussion or conference to bring you face to face with your customers.

### Custom Publishing

Our custom publishing service is an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. We offer turnkey services, including editorial, design, printing and distribution.

### Catalog/Brochure Insertion

Reach our readership by inserting your catalogs or brochures into *Office Furniture & Design*, *imageSource* and *Office World News* magazines. Provide your material or have a piece custom designed by our creative team.

### Mailing Lists

Achieve targeted, high-response communication with key decision makers in your market. Mailing lists are available for rental from our qualified subscriber and trade show files. Let us help pick the demographic that is right for your next promotion.

### Press Releases

Do you have news that the office furniture community should know about? *OFD* provides opportunities to deliver messages about new products, services and industry developments.



# Audience

*Office Furniture & Design* is the only publication focused on the office furniture dealer, offering advertisers an unparalleled opportunity to reach this targeted audience. We give you access to the right mix of dealer principals, owners and senior management. In short, we get your message to those with the power to buy

OFDA's knowledge of the market has been combined with Imaging Network's publishing expertise to deliver our advertisers a highly-qualified audience. Our circulation department meticulously monitors readership through response cards, email and telephone interviews.

Advertisers in *OFD* are assured that every issue of our 17,000+ copy controlled circulation will be on the desks of the highest-level decision makers in the commercial furniture market today.

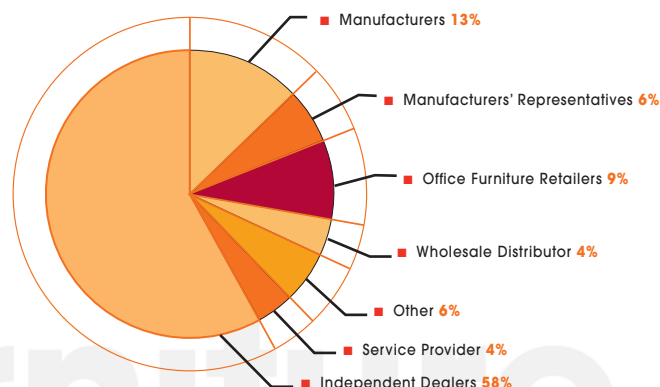
■ Independent dealers are critical to the success of the office furniture industry. Unlike other distribution channels, dealers are actively engaged in their communities to develop business-to-business sales—making them your largest and most powerful direct marketing force.

■ We reach a large audience of independent dealers as well as those aligned with the following contract manufacturers:

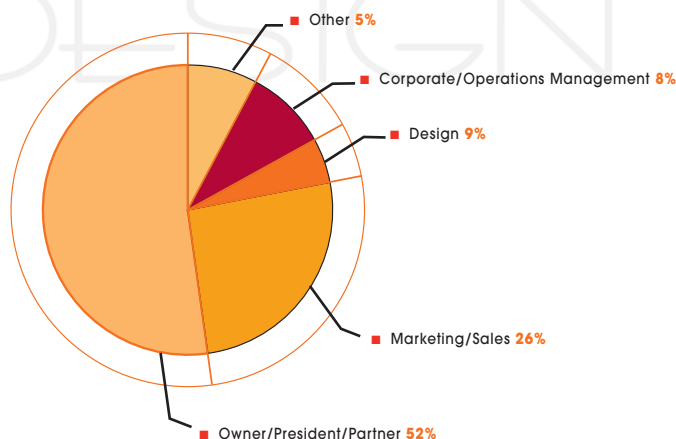
- **Allsteel**
- **Haworth**
- **Herman Miller**
- **Kimball**
- **Knoll**
- **Steelcase**

■ The office furniture market is an \$8 billion per year industry, with ancillary services comprising an additional \$25 billion. The independent dealer sales channel sells 69% of office furnishings manufactured each year.

## BUSINESS TYPE



## JOB FUNCTION



## Contact Us

**Contact us today to start building a marketing plan that will give you the exposure you need.**

■ For your advertising needs, call us at 800.989.6077 or 954.453.0700, or email us at sales@imagingnetwork.com.

■ To submit press releases, send by email to editor@ofdanet.org or mail to 4061 SW 47th Ave, Ft. Lauderdale, FL 33314.

**For more information about the publishers of *Office Furniture & Design*:**

■ **Imaging Network:** www.imagingnetwork.com • 800.989.6077 • 954.453.0700

■ **OFDA:** www.ofdanet.org • 800.542.6672 ext 134