

KBIS Virtual FEBRUARY
9-12, 2021



Amplify

Your Brand!

Reach beyond the four days of KBIS Virtual and keep your brand top of mind year round by utilizing Emerald and brand partner channels.



hospitalitydesign

BOUTIQUE
design

CEPro

By The Numbers



The National Kitchen + Bath Association (NKBA) is a non-profit trade group that promotes professionalism in the kitchen and bath industry. Established in 1963 as a network of kitchen dealers, it has evolved into the premier association of designers, retailers, remodelers, manufacturers, distributors, fabricators, installers and other industry professionals. Today, the NKBA represents an unparalleled network of peers, tools and resources designed to support professional growth and business success.

52K+ Print subscribers	90K+ Website visitors <i>*average monthly unique pageviews</i>	38K+ Email list rental reach	38K+ Newsletter reach	53K+ Facebook followers	28K+ Instagram followers	20K+ Twitter followers	17K+ LinkedIn followers
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Kitchen & Bath Business is committed to guiding professionals in selling the value of their expertise and services in an industry inundated with do-it-yourselfers. KBB is the kitchen and bath professional's essential resource for the knowledge and skills needed to effectively collaborate with the entire project team – including the consumer. With various design trends and remarkable product innovations, KBB readers are armed with the tools to build their professions and successfully run their businesses.

52K+ Print subscribers	56K+ Digital subscribers	76K+ Website visitors <i>*average monthly unique pageviews</i>	51K+ Email list rental reach	39K+ Newsletter reach	6K+ Facebook followers	5K+ Instagram followers	10K+ Twitter followers	3K+ LinkedIn followers
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By The Numbers

hospitalitydesign

HD publishes more hospitality projects than all other hospitality publications combined. With a targeted audience of interior designers, architects, purchasing firms, and owners/developers/brand executives, HD delivers the entire FF&E design team—and the most influential decision-makers, both veterans and rising stars—within the hospitality design marketplace.

24K+ Print subscribers	38K+ Digital subscribers	133K+ Website visitors <i>*average monthly unique pageviews</i>	32K+ Email list rental reach	26K+ Newsletter reach	9K+ Facebook followers	83K+ Instagram followers	18K+ Twitter followers	18K+ LinkedIn followers
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BOUTIQUE design

Boutique Design profiles the designers creating inventive spaces in hospitality venues large and small, global and local. Our focus is not an industry segment or price point, but unique, forward-looking boutique and lifestyle projects that inspire trends and set edgier standards for guest spaces worldwide.

15K+ Print subscribers	25K+ Digital subscribers	12K+ Website visitors <i>*average monthly unique pageviews</i>	15K+ Email list rental reach	31K+ Newsletter reach	6K+ Facebook followers	4K+ Instagram followers	1K+ Twitter followers
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By The Numbers

CEPro

As the only media brand that covers the complete spectrum of the connected home, CE Pro speaks to leading-edge technology professionals who want to stay ahead of the curve. CE Pro is specifically designed to reach residential technology integrators.

30K+ Print subscribers	7K+ Digital subscribers	304K+ Website visitors <i>*average monthly unique pageviews</i>	20K+ Email list rental reach	26K+ Newsletter reach	14K+ Facebook followers	15K+ Twitter followers	8K+ LinkedIn followers	1K+ YouTube followers
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Amplification Plans

STARTER \$20k \$25k value 6-MONTH (DEC-MAY)	BOOST \$35k \$50k value 6-MONTH (DEC-MAY)	GROW \$50k \$70k value 8-MONTH (DEC-JULY)	ACCELERATE \$75k \$125k value 12-MONTH (DEC-DEC)
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NKBA				
Member Newsfeed (native article)	X	X	2x	2x
Weekly Newsletter (native ad)	X	2x	X	
Sponsored Newsletter (100% SOV)			X	
KBIS LookBook (digital edition)		X	X	X
NKBA Live (designTV sponsorship)				X
Video (product highlights)	X	3x	X	X
Video (native, motion graphic)				X
Instagram (Sponsored Ad)			2x	2x
Instagram (Sponsored Stories)				2x
Facebook (Sponsored Ad)	X	3x	3x	4x
Twitter Post	X	3x	3x	4x



THE OFFICIAL PUBLICATION OF NKBA + KBIS

KBB Online				
Native Article (News)			1x	1x
Banner Ad (300x250, ROS)	1x	1x	1x	1x
Banner Ad (728x90, ROS)	1x	1x	1x	1x
Monthly New Product Newsletter (no guaranteed position)				1x
Instagram (Sponsored Ad)	1x	1x	2x	2x
Instagram (Sponsored Stories)				1x
Twitter Post				
Facebook (Sponsored Ad)	1x	1x	2x	2x
Digital Edition (Logo in DE email)			1x	1x

KBB Print				
Print Ad (Single)				X

Items marked with an X will run one time between the months indicated.
Run time based on brand availability.

Plus more – see next page!

hospitalitydesign

BOUTIQUE
design

CEPro

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HD Online

Native Article (Newsfeed)			X	X
HD Now Newsletter (300x250, top rectangle)			X	
HD Now Newsletter (300x250, second rectangle)		2x		
Banner Ad (300x250, second rectangle)		X	X	X
Banner Ad (300x250, third rectangle)	X			
Instagram (Sponsored Ad)			X	X
Facebook (Sponsored Ad)	X	2x	X	X
Twitter Post	X	2x	X	X

BD Online

BiWeekly Newsletter (600x100, Primary wide rectangle)				X
BiWeekly Newsletter (600x100, Primary medium rectangle)			X	
Biweekly Newseltter (220x220, Product Ad)	X	2x		
Sponsored Newsletter (Email Announcement, 100%SOV)				X
Banner Ad (300x600, Large Rectangle)				X
Banner Ad (300x250, Medium Rectangle)			X	
Banner Ad (728x90, Middle Leaderboard)		X		
Instagram (Sponsored Ad)			X	X
Facebook (Sponsored Ad)	2x	2x	X	X
Twitter Post	2x	2x	X	X

CE Pro Online

Native Article (Newsletter and site)			X	X
Native Video with EIC Jason Knott			X	2x
Sponsored Newsletter (Featured e-Blast)				X
Product Showcase Newsletter	X			
TriWeekly Newsletter (2 Rectangles/Newsletter)		4x	4x	
Banner Ad (728x90, Leaderboard) – 50k impressions				X
Banner Ad (300x600, Half page) – 50k impressions			X	
Banner Ad (300x250, Rectangle) – 50k impressions		X		

**Items marked with an X will run one time between the months indicated.
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