

**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.



**hospitality**design

**CEPro**



**BOUTIQUE**  
**design**

# 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.

<b>52K+</b> Print subscribers	<b>90K+</b> Website visitors <i>*average monthly unique pageviews</i>	<b>38K+</b> Email list rental reach	<b>38K+</b> Newsletter reach	<b>53K+</b> Facebook followers	<b>28K+</b> Instagram followers	<b>20K+</b> Twitter followers	<b>17K+</b> LinkedIn followers
----------------------------------	---	--	---------------------------------	-----------------------------------	------------------------------------	----------------------------------	-----------------------------------



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.

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

# 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.

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

## 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.

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

# By The Numbers

## CEPro

As the only media brand that covers the complete spectrum of residential electronic systems, 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.

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



# 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)
---	---	---	--

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 Post)			2x	2x
Instagram (Sponsored Stories)				2x
Facebook (Sponsored Post)	X	3x	3x	4x
Twitter (Sponsored Tweet)	X	3x	3x	4x



THE OFFICIAL PUBLICATION OF NKBA + KBIS

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

KBB Print				
Print Ad (Single)				X

Plus more – see next page!

hospitalitydesign

BOUTIQUE  
design

CEPro

# 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)
---	---	---	--

## 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 Post)			X	X
Facebook (Sponsored Post)	X	2x	X	X
Twitter (Sponsored Tweet)	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 Post)			X	X
Facebook (Sponsored Post)	2x	2x	X	X
Twitter (Sponsored Tweet)	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)		X	X	
Banner Ad (728x90, Leaderboard)				X
Banner Ad (300x600, Half page)			X	
Banner Ad (300x250, Rectangle)		X		

# Sales *Contacts*



**MARIA HILL**  
National Sales Manager

Companies A-E, # (400+ sq ft)  
Italy, Portugal & Spain

770.291.5419

maria.hill@  
emeraldx.com



**CONNOR BENNETT**  
Sales Representative

A-E, #  
(100-300 sq ft)

770.291.5471

connor.bennett@  
emeraldx.com



**BRIAN CHATTIN**  
Account Executive

Companies F-N, France,  
Germany & Turkey

770.291.5467

brian.chattin@  
emeraldx.com



**DIANA GALLAGHER**  
Account Executive

Companies O-Z and Asia

770.291.5436

diana.gallagher@  
emeraldx.com