



Maria Weston Chapman Middle School, Weymouth, MA | HMFH Architects | Photography: ©Ed Wonek Artworks.

LEARNING BY DESIGN

The Premier Source for
Education
Design Innovation and
Excellence

Published 3x per year



SPRING



SUMMER



FALL



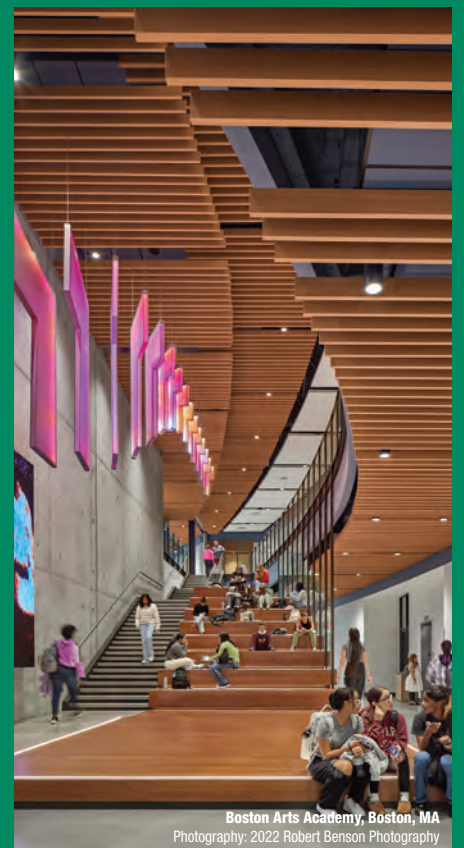
Sunset Primary School, West Linn, OR | Photography: John Parto



The Boardwalk Campus, Acton, MA | Photography: 2022 Robert Benson Photography



Orme Campbell High School, Smyrna, GA | Photography: ©2022 Creative Sources Photography, Inc.



Boston Arts Academy, Boston, MA
Photography: 2022 Robert Benson Photography



Edneyville Elementary School, Edneyville, NC | CLARK NEXSEN | Photography: Mark Herboth Photography

For 32 years *Learning By Design* magazine has been school and university leaders' premier source for education facility design and architecture. Offering a multidisciplinary group of decision-makers a knowledge-based platform for creating environments that spur human explorations, creativity, learning, and well-being. Showcasing built projects, case studies, and research that exemplify how the design of the physical space can impact teaching, programming, academic and social outcomes.





Heritage Hall: Heritage College of Osteopathic Medicine, Athens, OH | Design Group | Photography: ©Mark Herboth Photography

Think of *Learning By Design* as a school and university leaders' armchair guide to education architecture and design; the most effective publication for advertising your products or services to this influential audience. Targeted circulation in print and digital includes firm-based architecture and interior design product specifiers and institution-based facility design specifiers and professionals with product purchasing authority.

Learning By Design serves people working to improve all types of education environments. Individuals responsible for the design, outfitting, programming, planning and operation of early childhood centers, K-12 public, and private schools, 2- and 4-year institutions of higher education, and adolescent or adult vocational education facilities. **Each edition is delivered in print (45,000 copies) and in digital (30,000 recipients) formats to targeted decision makers.** Many top architecture firms participate in the *Learning By Design* awards and receive the magazine.

TARGETED DISTRIBUTION

1. Members of the AIA-CAE Knowledge Community, The American Institute of Architects Committee on Architecture for Education
2. Members of the Association for Learning Environments (A4LE formerly known as CEFPI)
3. School district professionals identified by SchoolBondFinder, a comprehensive database tracking K-12 bond-funded capital improvement projects in the United States
4. Members of AUID, the Association of University Interior Designers
5. Current and past architectural firm and facility leaders of projects bestowed architectural awards from *Learning By Design*
6. Academic professional circulation list of K-12 and Higher Education titles contiguously updated by MDR education, a division of Dun & Bradstreet, Inc.

CIRCULATION BY SETTING AND TITLE

51%

Public PK-12 School District (with 1,000+ enrollment) Superintendents; Public School Board Presidents; CEO's; Facilities, Construction, Building and Grounds Directors (25,724)

28%

College/University/Community College Campus Architects, Planners, Interior Designers, Facilities Managers, Deans, Directors, Presidents, Chancellors, Business Officers (6,583)

13%

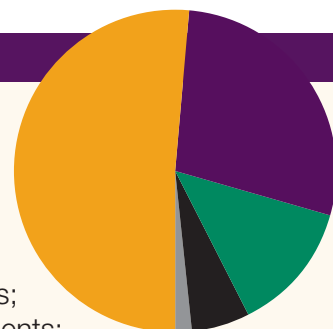
Education Studio AEC (Architectural/Engineering/Construction) and Interior Design Firms Architects, Interior Designers, Planners (14,086)

6%

Other – Consultants, Dealers, and FF&E professionals (2,904)

2%

Private/Charter School/ Voc-ED School Superintendents/Heads of Schools (782)





“As a “*Learning By Design* junkie”, this is an incredible honor to have my project included in the magazine.”

—Shannon Dowling, AIA, LEED
AP, Associate Principal, Learning
Environments Strategy + Design
AYERS SAINT GROSS

North Kansas City Schools Early Education Center, Gladstone, MO | DLR Group | Photography: Michael Robinson Photography

Every edition of *Learning By Design* features **voice of the customer content** in the form of **thought leader articles** by members of *Learning By Design's* three (3) partner national professional education interior design, architecture, and planning associations.

Committee on Architecture for Education

an **AIA** Knowledge Community



**The American
Institute
of Architects**

The Committee on Architecture for Education (AIA.org/cae)

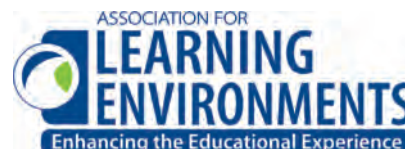
is the second largest Knowledge Community of the American Institute of Architects. The CAE 9,500+ members are architects, designers and allied professionals.



AUID
ASSOCIATION of UNIVERSITY
INTERIOR DESIGNERS

The Association of University Interior Designer (AUID.org)

is a non-profit association of practicing interior designers at higher education institutions. AUID members are empathic individuals passionate about making a positive impact on the human experience.



The Association for Learning Environments (A4LE.org)

Learning By Design Magazine is the official publication of A4LE. A4LE is an association of more than 4,400 professionals with one single goal – improving the places where children learn. Membership is made up of nearly every discipline involved in the K-12 school facility administration, planning, construction, design and maintenance industry, including educational facility planners, architects, designers, educators and suppliers.



Harvey Mudd College, Scott A. McGregor Computer Science Center, Claremont, CA
Steinberg Hart Photography ©2022 Benny Chan/Fotoworks

Recent Jury Members Include:

Rachel Pampel
Designer
Newman Architects

Matthew Ryan Lowe, LEED AP, BD+C
Associate Principal, Design Director
DLA Architects, Ltd.

Dr. Michelle Hubbard
Assist. Superintendent
Shawnee Mission Schools

Lisa R. Johnson, FAIA, LEED AP
K-12 Education Leader, Principal
DLR Group

Jennifer Keisel, Ph.D.
Superintendent
Ridgewood High School District 234

Brian G. Minnich, AIA, NCARB, LEED
Architecture for Education

Carey Upton, COO
Santa Monica-Malibu USD

Tracy Hucal, AIA, LEED AP, BD+C
Associate
Quinn Evans

Learning By Design tri-annually publishes education design compendiums drawn from its own and partner national education architectural awards programs. Each edition brings readers dozens of juried examples of the most progressive new spaces as well as renovations of existing facilities.

"*Learning by Design Magazine* is by far the most valuable choice to publish our work when it comes to Architecture and Interior Design for Education Facilities. This magazine is an award-winning recognized publication, which makes us proud and excited to be featured within its pages. The articles are professionally written, the design photos stand out, and the articles cover a broad array of topics."

—Veronica Bush, Construction Services
Houston Independent School District
3/25/22



ACAI Associates
ACI Boland Architects
ALSC Architects
Architects West, Inc.
Architecture for Education, Inc.
Architecture, Incorporated
ARCON Associates, Inc.
Arrowstreet
Artik Art & Architecture
ATS&R Planners/Architects/
Engineers
Bassetti Architects
BBS Architects, Landscape
Architects & Engineers, PC
BBT Architects, Inc.
BCDM Architects
Becker Morgan Group, Inc.
BGR Architects, Inc.
BLGY Architecture
BLRB Architects
Bond Architects, Inc.
Boomerang DESIGN
BRPH
BRW Architects
Bryant University
BSA LifeStructures
BWA Architects
BWBR
C&S Companies
C2EA
CambridgeSeven
CannonDesign
CBT
CDH Partners, Inc.
CGLS Architects, Inc.
Clark Nexsen
CMBA Architects
Collins Cooper Carusi
Architects, Inc.
Concordia
Cordogan Clark & Associates
Corgan
CR architecture + design
CSDA Design Group
CTA Architects Engineers
Cunningham Group Architecture
Demonica Kemper Architects
DES Architects + Engineers
DIGroupArchitecture
DLA Architects, Ltd.
DLR Group
DMR Architects

Drumme Rosane Anderson
East Texas Baptist Univeristy
Eppstein Uhen Architects
Erickson McGovern Architects
ESa
Fanning Howey
FFKR Architects
Flansburgh Architects
Frankfurt Short Bruza (FSB)
French Associates
frk architects + engineers
FVHD Architects-Planners
Gensler
GFF Architects
Gignac & Associates
GMB Architecture + Engineering
Goodwyn Mills and Cawood, Inc.
Gould Evans
Green|Associates
Grimm + Parker Architects
GSBS Architects
Hafer
HED
Hight Jackson Associates
HMFH Architects, Inc.
Hollis + Miller Architects
Hord Coplan Macht, Inc.
House Partners
Huckabee
Hughes Group Architects
Huitt-Zollars, Inc.
ICON Architecture, Inc.
Integrus Architecture
Ittner Architects
Jack L. Gordon Architects, P.C.
JMB2 Architecture Cooperative
Joiner Architects
Jones Whitsett Architects, Inc.
Kahler Slater
KG+D Architects, PC
Kingscott
Kirksey Architecture
LaBella Assoiates
Lamoureux Pagano Associates |
Architects
LAN Associates
Little
LS3P
LSE Architects, Inc.
LWPB Architecture
MA+ Architecture, LLC
McCool Carlson Green

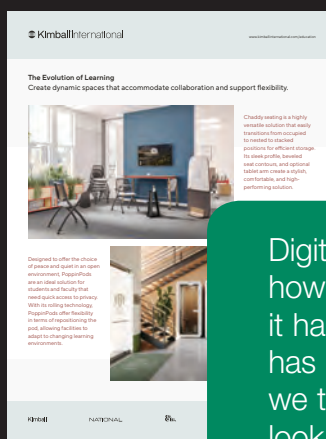
McGranahan Architects
McKissick Associates Architects
McMillan Pazdan Smith
Architecture
MHTN Architects
Moody Nolan, Inc.
Mount Vernon Group Architects,
Inc.
Murray Associates
Architects, P.C.
NAC Architecture
Nexus Partners
Novus Architects
Oak Point Associates
O'Connell Robertson
Orcutt | Winslow
Pacific Cornerstone
Architects
Page
Parkin Architects Limited
PBK Architects
Pepperdine University
Perkins Eastman Architects,
DPC
Perkins Eastman Dougherty
Perkins+Will, Inc.
Pike - McFarland - Hall
Associates, Inc.
Plunkett Raysich Architects,
LLP
Pond
Rachlin Partners
RDG Planning by Design
Renaissance Architects
Rhinebeck Architecture
RLPS Architects
RMA Architects
RossTarrant Architects
Rush University
SchenkelShultz Architecture
SCHRADERGROUP
architecture, LLC
SDS Architects, Inc
SEI Design Group
SHP Leading Design
Sillman Wright Architects
Sizeler Thompson Brown
Architects
SMMA
Smolen, Emr, Ilkovitch
Architects
SoL Harris/Day Architecture
Solutions Architecture Corp

SOSH Architects
Spellman Brady & Company
SPM Architects, Inc.
SSP Architects
Stantec
Stevens & Wilkinson
Studio Bondy Architecture
SWBR

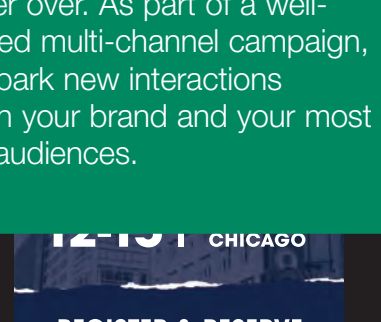
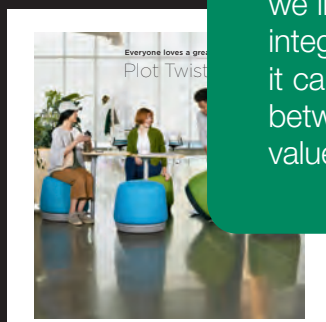
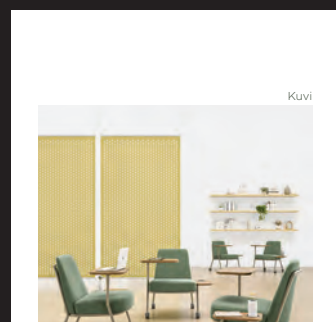
*"Learning By Design's
targeted audience is school
administrators/decision-
makers and designers...
so, it's a way to **improve
industry practice** as well
as **get in front of potential
clients.**"*

—Emily Chmielewski, EDAC
Sr. Design Researcher & Sr. Assoc.,
PERKINS EASTMAN

Symmes Maini & McKee
Associates
Tetra Tech Architects &
Engineers
ThenDesign Architecture
TMP Architecture, Inc.
TMPartners
TreasnorHL
Turner Duran Architects
VBNA, inc.
VCBO Architecture
VLK Architects
VMDO Architects
VSWC Architects
Warren Epstein & Associates,
Architects, Inc.
WER Architects/Planners
Wight & Company
Williamson Dacar Associates,
Inc.
wlc architects
Wold Architects and Engineers
Woolpert
WRA Architects
Ziegler Cooper Architects
Zimmerman Architectural
Studios
ZMM Architects & Engineers
Zyscovich Architects



Digital media has revolutionized how the world communicates, but it hasn't displaced print. Instead, it has repositioned it. Print is the break we take. It's what we see when we look up from our devices. It's what we linger over. As part of a well-integrated multi-channel campaign, it can spark new interactions between your brand and your most valued audiences.



The 4 Powers of Print

We've all heard the refrain countless times: "*The medium is the message.*" And the logic behind that truism applies inside and outside the digital world. The advantages of print make it ideal for a wide range of messaging. Here are four of its most important benefits:

1 It's sensory

The weight and texture of the paper, the saturation of the ink and the rich detail of images can make print compelling and immersive. Together, these physical qualities are able to create unique brand moments that simply can't be matched digitally. In this way, it's especially appealing to tactile learners—those who experience the world primarily through touch and movement. When it's time to make a decision (buy, register, enroll, etc.), they prefer the physical interaction of a print product.

2 It comes with fewer distractions

The sheer power of our digital tools demands us to make a tradeoff—convenience in exchange for constant distraction. When you're reading online, you're probably being presented with pop-up ads and incoming emails, text messages and meeting notifications. That same degree of intrusion doesn't apply to print. Research from TrueImpact, a neuromarketing research firm, shows that reading print requires 21% less cognitive effort than reading on a screen. Typically, readers are able to settle into printed material and digest it on a deeper level.

3 It is slow (in a good way)

With fewer messages vying for our attention, printed material can be experienced more slowly (which often means more thoroughly). Who hasn't dog-eared a magazine or catalog, set it aside, and picked it up again later? For marketers, that tendency to keep and savor printed material translates into more durable and potentially more valuable engagement.

4 Print is trusted

Culture matters. The printed word carries with it the weight of history and tradition. While we are not suggesting that digital media is anything less than trustworthy, print has a certain implicit credibility and cache. Used properly, the very medium itself can help businesses reinforce their messages and enrich their brands.



LBD 728 x 90 Leaderboard ↑ and 320 x 250 Box Banner →

Place your brand squarely in front of our online audience throughout the year with a direct link to your website or for continuous brand exposure.

Canvassing the Campus for Space Saving Opportunities

Today's college campuses are a combination of learning and leisure, athletics, and advancement opportunities, all contained in the many facilities students, staff, and faculty utilize for their day-to-day activities. And, while the external structures of these facilities have remained constant for graduating classes decades over, internally they....

[Read Entire Case Study](#)



Case Study ↑

Featured with a photograph and some teaser language placed on the *Learning by Design* website Home Page with other prominent Feature Editorial and News stories, Sponsored Case Study content is posted and linked to your full article within the Learning By Design website and includes a link to your company website. Enhance the exposure of your published LBD Native Content or your own original content.

Video Placement ↓

A great way to gain both visual and audio attention to a new facility, a product, or an important thought leader interview. Provided as a YouTube link.



Product Spotlight



FLAIR + BRIGHTON BY ERG

The Flair lounge is comfortable and includes options like cupholders, backhand-grip, removeable tablet, casters and a laminated storage shelf. The Brighton steps provide varied height seating and optional tables for casual collaboration. With this pairing, these two different seating options create a diverse arrangement suitable for substantial work in collaborative and common spaces.

[Learn More at ERG International](#)

Product Spotlight Posting ↑

Optimize your digital marketing program and or increase the reach and presence of your *Learning By Design* Product Spotlight Newsletter E-Blast insertions with placement of your product image and descriptive text on the *Learning By Design* website Home Page. Each Product Spotlight will be directly linked to your website.

LEARNING BY DESIGN
PARTNER CONTENT

The 24/7 Defend™ air purification portfolio offers MERV 13 filtration and UV-C disinfection so students and teachers can breathe easy. [Learn more at:](#)

armstrongceilings.com/healthyschools

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[Click here to unsubscribe](#)

LBD Dedicated Sponsored E-Blast

Great for new product launches, webinars, or other timely endeavors. Either supply *Learning By Design* with a predesigned designed HTML file and or separate text, images, URLs, and other items needed to design your campaign. Deployment can be scheduled to align with your other marketing initiatives. Timing is based on a first come-first-serve basis. LBD reserves the right to limit per month the number of dedicated sponsored e-blast deployments.

98% — Average Deliver Rate

13.6% — Average Open Rate

1.3% — Average Click Rate



8.15.23

Innovative Designs for Creative Spaces



Our Velocity collection has a sleek and modern design aesthetic. It is available in a variety of shapes, heights, and sizes, to help deliver the perfect modern environment.

[Learn More At Allied.com](#)

Living Local Chromascope Design



Chromascope is a 2.5 mm thick 12"x24" plank LVT that provides ultimate flexibility of design with high-performance. Made in Dalton, Georgia for fast availability, Chromascope features Mohawk Group's M-Force™ Ultra finish for long durability.



Product Spotlight Newsletter

Reach design and education professionals online through "snackable" content and product "touchstone" exposure 11 times per year within a dedicated e-blast focused on education environments. A simple turn-key offering: Just supply *Learning By Design* with an image, a bit of compelling text, a link URL back to your website or landing page, and the product or service title. Each Product Spotlight Newsletter is distributed in the middle of each month, except January.

30,000 — Average Distribution

98.1% — Average Deliver Rate

12.38% — Average Open Rate

1.27% — Average Click Rate

- Educate potential customers with timely and useful industry information to improve design strategies.
- Create derivative products derived from recorded webinars or event presentations.
- Share content that becomes part of the authoritative dialog in *Learning By Design*
- Brand your executives or aligned 3rd party thought leaders to your niche solution area.

You provide our team with a topic, a set of guiding objectives, and the introduction to one or more of your known thought leaders, plus a few topic photographs and our staff will set-up interview, write, and design a 1,000-1,500 word Blog Post. Video and Photo Blog Post are also an option!

LEARNING BY DESIGN SPRING 2003 | WWW.LEARNINGDESIGNMAGAZINE.COM • 3

LIVE EVENT MARKETING

1X

EDspaces | *Learning By Design* Product Innovation Award Entry

\$695

PRINT ADVERTISEMENTS		Net Rates	
	1X	3X	
2-Page Spread	\$13,000	\$12,000	
Full Page	\$6,995	\$6,355	
1/2 Page	\$4,200	\$3,800	
1/3 Page	\$3,500	\$3,375	
1/4 Page	\$2,135	\$2,025	
Preferred Positions (Opp: TOC, IFC, Editorial)		Plus 10%	
Back Cover		Plus 30%	
Digital E-Magazine Page Zero Sponsorship		\$3,800	

SPONSORED CONTENT	2-Page Spread (Net Rates)
LBD Curated (2 sources)	\$7,500
LBD Curated (3 sources)	\$7,750
LBD Curated - Derived from Repurposed Content (ex. Webinar)	\$7,900
Additional LBD Curated Page(s)	\$3,500
Customer Supplied: (Print Ready PDF)	\$6,600

DIGITAL ADVERTISEMENTS @LearningByDesignMagazine.com					
	1X	3X	6X	11X	12X
Product Spotlight Newsletter E-blast	\$850	\$800	\$725	\$650	-
Sponsored E-blast	\$2,500	\$2,000	-	-	-
Website - 728 x 90 Leaderboard (3 month min. purchase)	-	\$1,800	\$3,200	-	\$6,000
Website - 320 x 250 Box Banner (3 month min. purchase)	-	\$1,500	\$2,500	-	\$4,500
Website - Case Study (3 month min. purchase)	-	\$3,750	-	-	-
Website - Product Spotlight Posting	\$500	\$450	-	-	-
Website - Video Placement, YouTube Linked (3 month min. purchase)	-	\$1,800	\$3,500		\$6,500

**SPRING: April 2024**

Educational Facilities Design Awards Showcase; Flexibility in Space Configuration; K-12 to Higher Education Environments that Contribute to Equity; Classroom Furniture; Simulation and Career Technical Education Centers; Design Practice Profiles; Association Partner Columns; Art Corner

Final Space Deadline:

February 9, 2024

Materials Deadline:

February 23, 2024

**SUMMER: June 2024**

Patterns in Space Planning; Interior Architecture and Design Trends; Thought Leadership in Education Design; Building Facades; Lounge Furniture; Projects On The Boards; Issues in Education; Association Partner Columns; Art Corner

Final Space Deadline:

April 12, 2024

Materials Deadline:

May 3, 2024

**FALL: October 2024**

Learning By Design Architecture and Interior Design Excellence Awards; 2025 Design Thinking; Inside LA USD; Acoustic; Association Partner Columns; Ask the Experts

Final Space Deadline:

August 2, 2024

Materials Deadline:

August 30, 2024

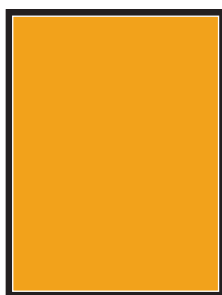
AD SIZE	Bleed* (Live Area, width x depth)	Non-Bleed (Live Area, width x depth)	Trim (width x depth)
2-page spread (full bleed)	16.25" x 10.75"	15.5" x 10"	16" x 10.5"
Full page	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Half-page horizontal	--	7" x 4.5"	--
One-third vertical	--	2.25" x 8"	--
One-fourth page	--	3.75" x 4.5"	--

*Make sure that crop marks fall outside the trim area.

Non-Bleed (Live Area) sizes:



2-Page Spread
15.5" x 10"



Full Page
7.5" x 10"



1/2 Horizontal
7" x 4.5"



1/3 Vertical
2.25" x 8"



1/4 Page
3.75" x 4.5"

PROOFS: A color-accurate proof must be submitted for all color insertions. Proof must be at 100% of final size. The publisher is not responsible for color accuracy if a color-accurate proof is not submitted (e.g., color laser prints are not color-accurate proofs).

PRINT

4-color ads should be in CMYK and should include cropmarks (Offset should be greater than bleed. Artwork is accepted in the following formats:

- Press-optimized PDF
- Photoshop jpeg (.jpg) or tiff (.tif) with fonts/images embedded
- Illustrator eps (fonts converted to outline). Ensure that all artwork embedded in these files is in CMYK and high-resolution (300 dpi at actual size).
- Ads are not accepted in other formats. Ads not submitted to these specifications will incur additional fees.

DIGITAL

- Horizontal banner: 728 pixels wide x 90 high, supplied in jpeg format.
- Box Banner (300x250 pixels) standard ad specs
- Website Videos should be submitted as YouTube link. Include http:// or https:// for all videos.
- Product Spotlight should include one low resolution jpeg photograph (max width of 600 pixels) plus up to 35 word text description, product name and desired URL address. Creative materials are due on the first Monday of the month of issuance.

ADVERTISEMENT DEADLINES

Spring: April 2024

Final space deadline: **February 9, 2024**
Materials deadline: **February 23, 2024**

Summer: June 2024

Final space deadline: **April 12, 2024**
Materials deadline: **May 3, 2024**

Fall: October 2024

Final space deadline: **August 2, 2024**
Materials deadline: **August 30, 2024**

SALES CONTRACTS AND INSERTION ORDERS/ MATERIALS

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Phone: 216.896.9333