

Furniture News

INFORMING INDUSTRY, BUILDING BUSINESS

MEDIA KIT 2025

www.furniturenews.net



ABOUT

Furniture News is the only media brand focused on the UK domestic furniture market.

Delivering insightful editorial and product promotion since 1986, we work closely with the sector's key associations and events to inform and inspire our professional audience – while driving advertiser response through unrivalled print and online channels.

From staffing to sustainability, we tackle the key issues affecting the trade, drawing on insights from a rich variety of industry voices.

As the trade's longest-running title (and team), Furniture News is the advertising partner of choice for suppliers wishing to drive awareness and sales – we are entrusted to deliver trade marketing campaigns by an unrivalled number of furniture businesses.



***Furniture News – Informing Industry,
Building Business since 1986.***

**SEE IT FOR
YOURSELF!**

CLICK THE COVER TO VIEW

KEY INITIATIVES

Furniture News is recognised by the International Alliance of Furnishing Publications (IAFP) as the UK's leading B2B title in the sector.

Furniture News continues to work in partnership with the January Furniture Show to deliver The Furniture Awards programme at the industry's key event.

Our popular Readers' Choice Awards give the trade the opportunity to nominate their top suppliers.



AUDIENCE

54k

Total reach

4k+

Print copies

6k+

Pass-along rate

2k

Online issue readers

14k

Website users

10k

Email database

18k

Social media reach

PRINT DATABASE BREAKDOWN

54% Independent Retailers

7% Multiple Retailers

5% Interior Designers

14% Online Retailers

20% Suppliers, Manufacturers,
Agents & Other

Monthly potential reach, based on 4000 printed copies with a pass-on rate of x 2.5. Additional copies are distributed at key events. Combined social presence across X and LinkedIn. Figures rounded to nearest 1k, and correct as of 4.10.24.

FEATURE CALENDAR

JAN (#424) DEADLINE 06/12/24 + JFS SUPPLEMENTS >

Workplace diversity • Trend forecast 2025/26 • Delivery fulfilment
Buying groups & associations • Eco conscious

PREVIEWS: January Furniture Show, INDX Furniture, Spring Fair

FEB (#425) 17/01/25

Payments and protection

Key trend: Temperature regulation

MAR (#426) 17/02/25

Aftersales, care and repair • The Furniture Awards

PREVIEW: Furniture Component Expo

REVIEWS: January Furniture Show, INDX Furniture

APR (#427) 17/03/25

Furniture technology

PREVIEW: INDX Beds

MAY (#428) 16/04/25

Innovation in bedding • Key trend: The evolution of flatpack

PREVIEWS: Spring Furniture & Bed Show, Long Point

JUN (#429) 16/05/25

Outdoor furniture • Eco conscious

REVIEWS: INDX Beds, Furniture Component Expo

JUL (#430) 16/06/25

Best of British • Delivery fulfilment

PREVIEW: Manchester Furniture Show

REVIEW: Spring Furniture & Bed Show

AUG (#431) 17/07/25

Readers' Choice Awards • Key trend: Upholstery fabric

Rolled mattresses

PREVIEWS: INDX Furniture, IFHS, Autumn Fair

SEP (#432) 15/08/25 + BED BUYER SUPPLEMENT >

Retail technology

PREVIEWS: Long Point, Autumn Furniture Show

REVIEW: Manchester Furniture Show

OCT (#433) 15/09/25

Eco conscious

REVIEW: INDX Furniture

NOV (#434) 15/10/25 + BED INDUSTRY AWARDS SUPPLEMENT >

Key trend: Multifunctional

REVIEWS: Bed Show, Autumn Furniture Show, Long Point

DEC (#435) 14/11/25

CGI marketing • Showtime

PREVIEW: January Furniture Show (preliminary)

EXTRA: Year Planner

JAN (#436) 05/12/25 + JFS SUPPLEMENTS >

Trend forecast 2026/27 • Delivery fulfilment

PREVIEWS: January Furniture Show, INDX Furniture, Spring Fair

SUPPLEMENTS



Each year, Furniture News publishes the official January Furniture Show **Preview Magazine** and **Show Guide** for Clarion Events

JFS Preview Magazine

DEADLINE: 22/11/24

JFS Show Guide

DEADLINE: 06/12/24



September's *Bed Buyer* supplement is dedicated to the National Bed Federation (NBF) and its Bed Show, while our official *Bed Industry Awards* supplement celebrates the award winners and finalists each November

Bed Buyer (Bed Show preview)

DEADLINE: 15/08/25

Bed Industry Awards

DEADLINE: 14/10/25

Every issue contains Bedroom, Living, Dining and Trade Services features. Features subject to change

PRINT: RATES

DISPLAY/ADVERTORIAL

FRONT COVER PACKAGE*	£2000+
INSIDE FRONT COVER	£1200
BACK COVER	£1800
DOUBLE-PAGE SPREAD	£1300
PAGE	£750
1/2 PAGE	£400
1/8 STRIP	£300
JOB AD (1/4 PAGE + ONLINE)**	£250
1/4 PAGE	£250

EDITORIAL ***

DOUBLE-PAGE SPREAD	£1150
PAGE	£600
1/2 PAGE	£300
1/4 PAGE	£125

PACKAGES/OTHER

SECTION SPONSORSHIP****	£2000
ESSENTIAL PROFILE*****	£2995
PREMIUM PROFILE*****	£4995
TAKEOVER PROFILE*****	£7995
AWARDS/PROJECT SPONSORSHIP	£ (call for details)
INSERTS/OUTSERTS	£ (weight and size dependent)

- Frequency discounts available
- Introductory rates for new advertisers
- Agency commission 10%
- Special orders available (gatefolds, tip-ons, premium finishes etc)
- In-house design services available
- Bespoke print and display jobs handled

All rates exclude VAT

* Cover image and strapline (under editorial control), page advert and page editorial

** Includes one-month premium online listing (with company logo) and newsletter link

*** Edited to house style (rules apply)

**** Branded section opening page, page advert, credit in contents/closing page (one month)

***** Profile packages combine original editorial, adverts and digital boost, call for details



PRINT: SPECS

DISPLAY/ADVERTORIAL

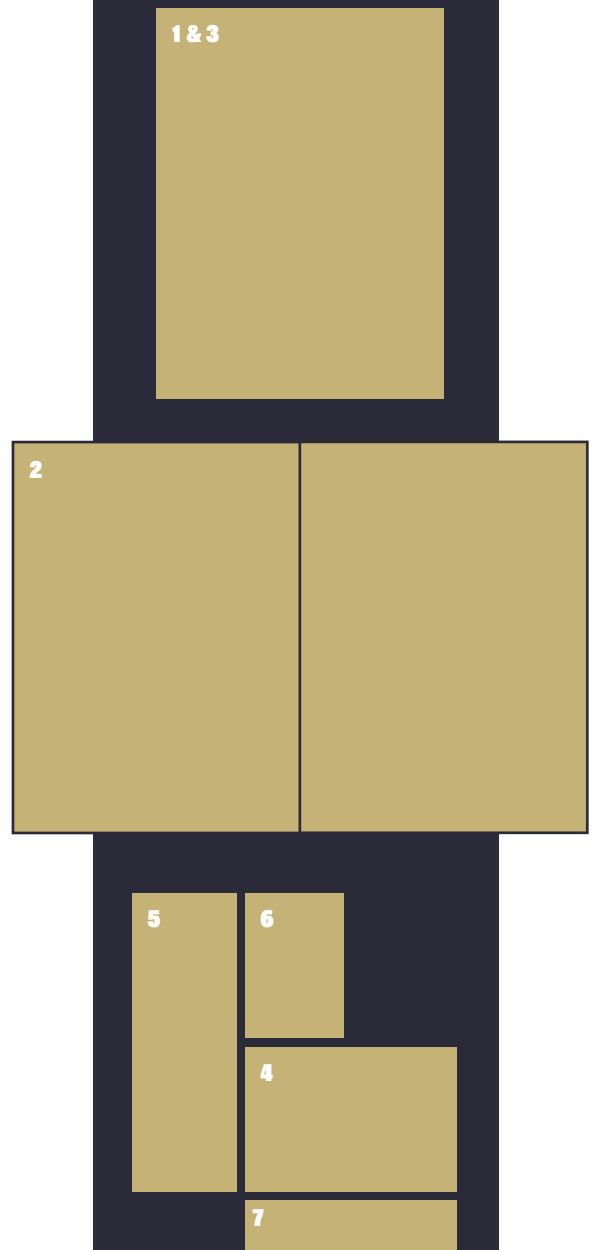
- 1 COVER IMAGE***
297 (H) x 210mm (W) minimum, +3mm bleed (all edges)
- 2 DOUBLE-PAGE SPREAD**
297 (H) x 420mm (W) +3mm bleed (all edges)
- 3 FULL PAGES/COVER POSITIONS**
297 (H) x 210mm (W) +3mm bleed (all edges)
- 4 1/2 PAGE LANDSCAPE**
128 (H) x 184mm (W)
- 5 1/2 PAGE PORTRAIT**
264 (H) x 90mm (W)
- 6 1/4 PAGE/JOB AD****
128 (H) x 90mm (W)
- 7 1/8 STRIP**
76 (H) x 216mm (W) +3mm bleed

Files should be supplied as PDFs or TIFs, and include crop marks. We advise keeping content at least 15mm from the page edge, and be conscious of text falling into the spine on spreads. Artwork should be CMYK and contain no spot colours.

EDITORIAL

- DOUBLE-PAGE SPREADApprox. 1000 words + 3-5 images
- PAGEApprox. 500 words + 1-3 images
- 1/2 PAGEApprox. 200 words + 1-2 images
- ONE IMAGE Approx. 80 words + 1 image

All editorial copy will be edited to house style, and images used as appropriate. Page proofs are not provided, but text proofs are available for paid-for pages and upwards. Please include hi-res image/s, printable contact details and image captions. No composites/logos.



*** FRONT COVER GUIDELINES:**
Cover strapline is under strict editorial control – we will develop this for approval. A portrait image with some added bleed at the left edge is preferred. Be mindful of title and content text placement. Provide a choice of images if possible. No logos, advertisements or composites.

**** JOB AD REQUIREMENTS:**
Job title, salary, location (including business HQ address), job description, deadline (if applicable) and contact details, plus logo for Premium package.

DETAILED SUPPLY GUIDES AVAILABLE UPON REQUEST

DIGITAL: SPECS & RATES

MARKETING EMAIL (HTML, ESHOT)

Supply text, images, links and subject line at least 10 days before send date.*

MARKETING EMAIL (SUPPLIED).....	£350
MARKETING EMAIL (BESPOKE).....	£650
RESEND.....	£150

WEBSITE

WEB STORY: Maximum 300 words and landscape image (no composites). Copy will be edited to house style. Link placement permitted. Content must be applicable to Furniture News' audience (see p2). If supplying new copy, please suggest an author name/job title for publication.

JOB VACANCY: Provide job title, salary, location (including business HQ address), job description, deadline (if applicable) and contact details, plus logo for Premium package.

BANNERS

- 1** HEADER BANNER - 90 (H) x 940px (W)
(this rotates alongside max. four others)
- 2** NON-HEADER BANNER - 90 (H) x 940px (W)
- 3** ARTICLE BANNER (LARGE) - 250 (H) x 300px (W) (second tier page)
- 4** ARTICLE BANNER (SMALL) - 120 (H) x 300px (W) (second tier page)

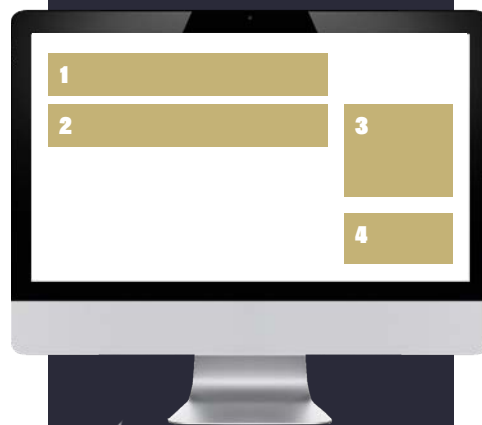
WEB STORY.....	£200
BASIC JOB VACANCY.....	£75/pm
HEADER BANNER (STRIP, 1).....	£500/pm
NON-HEADER BANNER (STRIP, 2).....	£400/pm
ARTICLE BANNER (LARGE BOX, 3).....	£300/pm
ARTICLE BANNER (SMALL BOX, 4).....	£190/pm

FURNITURE NEWSLETTER

BANNER - 100 (H) x 600px (W), specify preferred day**

We accept animated gif and jpg files. For £30 per banner we can create bespoke from supplied components.

HEADER BANNER (STRIP).....	£400pm
NON-HEADER BANNER (STRIP).....	£300/newsletter/pm



All rates exclude VAT

** Please provide trackable links. Websites using Google Analytics can include UTM parameters in links to track campaigns in the analytics dashboard. Campaign Link Builder: <https://ga-dev-tools.google/campaign-url-builder/> Any animated assets for emails or the website should be provided in GIF format*

***Newsletter banner applied to one of three weekly newsletters*

CONTACTS



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