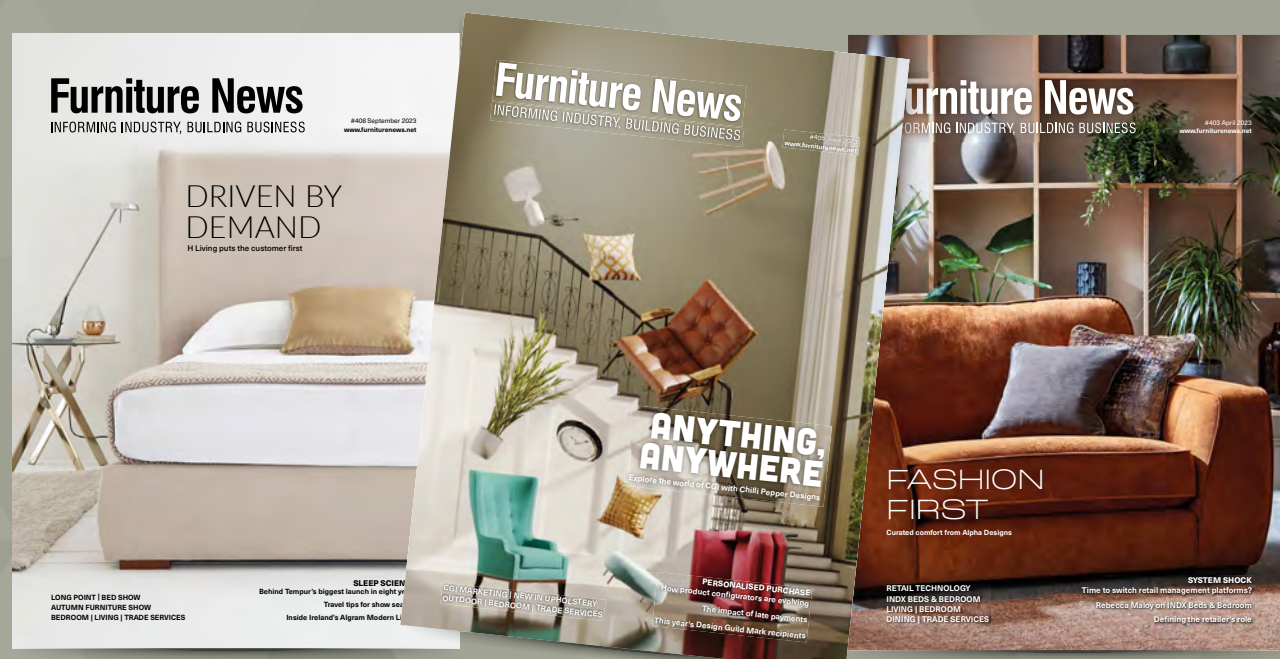


Furniture News

INFORMING INDUSTRY, BUILDING BUSINESS

MEDIA KIT 2024

www.furniturenews.net



2 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.



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.

INDUSTRY PARTNERS



Proud to support
The Furniture Makers' Company
the furnishing industry's charity



3 AUDIENCE

55k

Total reach

PRINT DATABASE BREAKDOWN

- 54% Independent Retailers
- 7% Multiple Retailers
- 6% Interior Designers
- 14% Online Retailers
- 19% Suppliers, Manufacturers, Agents & Other

4k+

Print copies

22k

Website users

6k+

Pass-along rate

8.5k

Email database

1.5k

Online issue readers

13k

Social media reach

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 Twitter and LinkedIn. Figures rounded to nearest 0.5k, and correct as of 1.10.23.

4 FEATURE CALENDAR

JAN (#412) deadline 07/12/23
Previews: January Furniture Show, INDX Furniture Delivery fulfilment
Buying groups and associations
Supplements (JFS exhibitors only):
Official January Furniture Show Catalogue
Official January Furniture Show Preview Magazine*

FEB (#413) 15/01/24
Eco conscious
Distress purchases

MAR (#414) 14/02/24
Reviews: January Furniture Show, INDX Furniture The Furniture Awards
Aftersales, care and repair

APR (#415) 14/03/24
Home office
BFM member showcase
Furniture technology
Previews: INDX Beds & Bedroom, Furniture Component Expo

MAY (#416) 15/04/24
Innovation in bedding
Previews: Spring Furniture & Bed Show, Long Point

JUN (#417) 14/05/24
Outdoor furniture
New in upholstery
Reviews: INDX Beds & Bedroom, Furniture Component Expo

JUL (#418) 14/06/24
Best of British
Delivery fulfilment
Eco conscious
Preview: Manchester Furniture Show
Review: Spring Furniture & Bed Show

AUG (#419) 15/07/24
Readers' Choice Awards
Rolled mattresses
Preview: INDX Furniture

SEP (#420) 15/08/24
Retail technology
Previews: Autumn Furniture Show, Long Point
Supplement: Bed Buyer (and Bed Show preview)

OCT (#421) 13/09/24
Review: INDX Furniture
Children's furniture
Eco conscious

NOV (#422) 14/10/24
Lighting
Reviews: Bed Show, Autumn Furniture Show, Long Point
Supplement (award finalists only): NBF Bed Industry Awards

DEC (#423) 12/11/24
CGI marketing
Showtime
Preview: January Furniture Show (preliminary)
Supplement: Yearplanner

JAN (#424) 06/12/24
Previews: January Furniture Show, INDX Furniture Delivery fulfilment
Buying groups and associations
Supplements (JFS exhibitors only):
Official January Furniture Show Catalogue
Official January Furniture Show Preview Magazine*

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

* Earlier deadline applies



5 PRINT: RATES

DISPLAY/ADVERTORIAL

FRONT COVER PACKAGE*	£2000+
INSIDE FRONT COVER	£1200
BACK COVER	£1800
DOUBLE-PAGE SPREAD	£1300
PAGE	£700
1/2 PAGE	£400
1/8 STRIP	£300
PREMIUM JOB AD (1/4 PAGE)**	£250
1/4 PAGE	£250

EDITORIAL ***

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

PACKAGES/OTHER

SECTION SPONSORSHIP***	£2200
ESSENTIAL PROFILE*****	£2995
PREMIUM PROFILE*****	£4995
TAKEOVER PROFILE*****	£7995
AWARD/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, 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

6 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 (all edges but top)

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

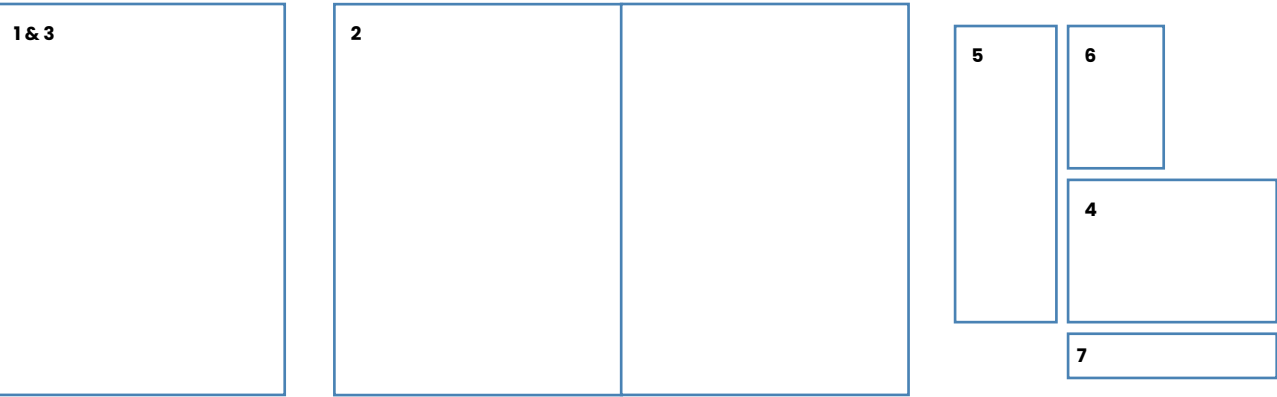
DOUBLE-PAGE SPREAD	Approx. 900 words + 3-5 images
PAGE	Approx. 500 words + 1-3 images
1/2 PAGE	Approx. 200 words + 1-2 images
ONE IMAGE	Approx. 80 words + 1 image

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



7 DIGITAL: SPECS & RATES

MARKETING EMAIL

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

WEBSITE

WEB STORY

Maximum 250 words and landscape image (no composites)

Copy will be edited to house style

JOB VACANCY

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

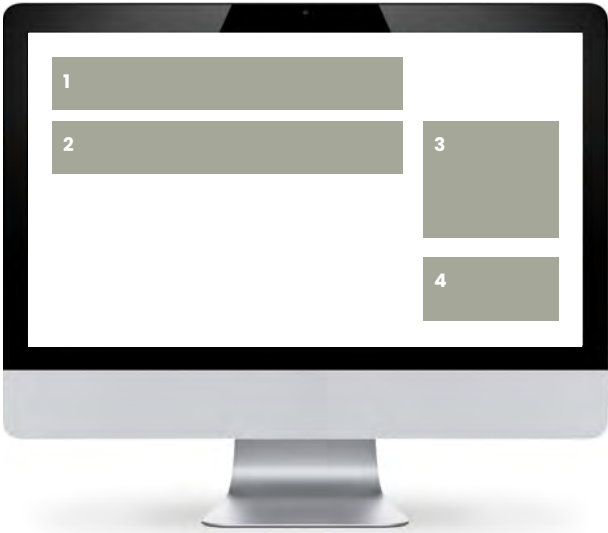
BANNERS

- 1 HEADER BANNER (this rotates alongside max. four others)..... 90 (H) x 940px (W)
- 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)

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



* 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/>

**Newsletter banner applied to one of three weekly newsletters

All rates exclude VAT. Any animated assets for emails or the website should be provided in GIF format

EMAIL/HTML/ESHOT*

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

NEWSLETTER**

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

WEBSITE

- 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**

8 CONTACTS



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