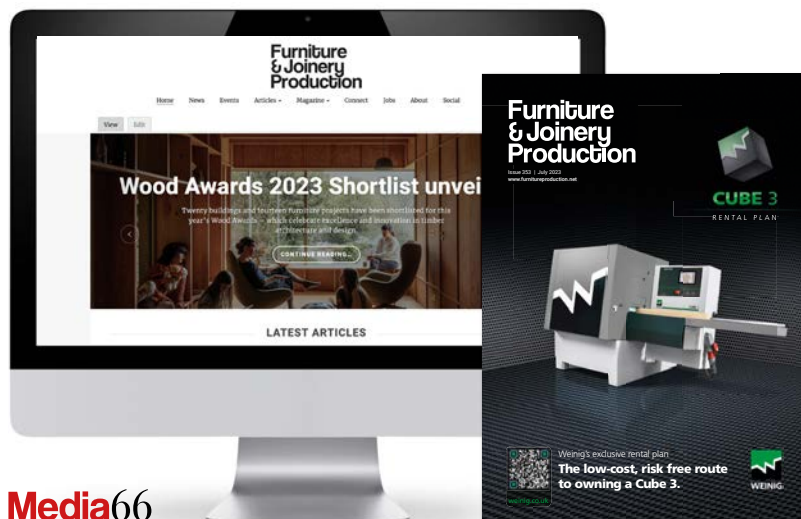


**Furniture
& Joinery
Production**

2024 MEDIA PACK

MAGAZINE, DIRECTORY, WEBSITE,
NEWSLETTER, HTML EMAILS
BESPOKE PUBLISHING + MORE



Media66

ABOUT US

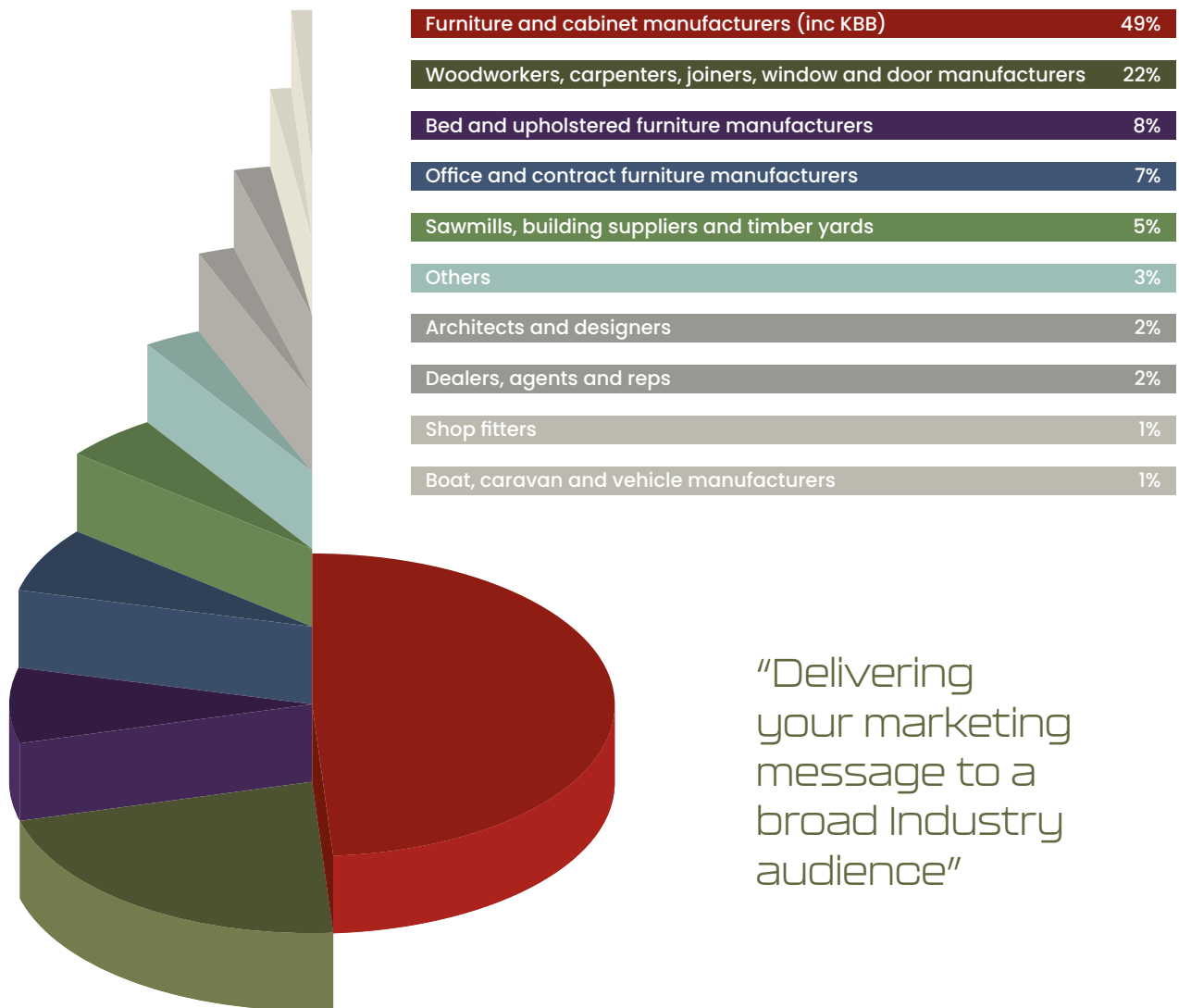
Furniture & Joinery Production is the industry's leading monthly magazine, website and trade directory, and has been offering news, features and trade insight from the market since 1995. The title is a long-term supporter and media partner to numerous national and international trade bodies and event organisers.

REACH

The target audience for the magazine comprises a 31,350-strong database as detailed below. On a monthly basis, we print and distribute 5000 copies of the magazine. With a 3.6 pass-on rate, plus the online readership via Issuu – typically 350+ readers per month – the print title's readership currently sits at 18350.

In addition, our strong digital footprint currently stands at 9125 and is organically increasing. Visitors to our class-leading website currently number in excess of 109,000 per annum. Our weekly Newsletter reaches 3093 opted in subscribers and our combined social media accounts on Twitter, Linked In, Instagram and Facebook have over 6200 followers.

DISTRIBUTION DATABASE



MEDIA PARTNERS



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



Furniture 24
Component Expo



didac
national training providers



2024 EDITORIAL FEATURES

STANDARD EDITORIAL PROGRAMME

News & updates – Non-product announcements from companies and trade bodies

Events – Coverage of trade events, whether in-house, online, physical or hybrid

Insight – Opinion from industry thought-leaders

Installations – Behind the scenes of a manufacturer's recent investment

Products – An overview of new and recent introductions

Profiles – A deeper view of a company's recent activities

JANUARY #359 – DEADLINE 8/12/23

Panel processing

Sanding technology & abrasives

CNC machinery & tooling

Surface Design Show preview

FEBRUARY #360 – DEADLINE 14/01/24

Fittings, materials & components

Adhesives & cleaners

Classical machinery & power tools

Joinery, window & door production

KBB Birmingham preview

MARCH #361 – DEADLINE 14/02/24

Storage & materials handling

Edgebanding materials & technology

Dust extraction & wood waste management

Software, robotics & automation

Surface Design Show review

SUPPLEMENT:

CNC Machinery & Equipment

APRIL #362 – DEADLINE 13/03/24

Solid wood processing

Saws, blades & cutting technology

Surfacing & decorative panels

Furniture Component Expo preview

FURNITURE COMPONENT EXPO CATALOGUE

DEADLINE 22/03/24

MAY #363 – DEADLINE 12/04/24

Sanding technology & abrasives

CNC machinery & tooling

Fittings, materials & components

Materials & Finishes Show preview

KBB Birmingham review

MATERIALS & FINISHES SHOW CATALOGUE

DEADLINE 19/04/24

JUNE #364 – DEADLINE 12/05/24

Edgebanding materials & technology

Adhesives & cleaners

Panel processing

Dust extraction & wood waste management

Furniture Component Expo review

SUPPLEMENT:

Sustainable manufacturing

JULY #365 – DEADLINE 14/06/24

Surfacing & decorative panels

Solid wood processing

Saws, blades & cutting technology

Software, robotics & automation

Materials & Finishes Show review

CONNECT TRADE DIRECTORY | SIXTH EDITION

DEADLINE 28/06/24

AUGUST #366 – DEADLINE 17/07/24

Edgebanding materials & technology

Storage & materials handling

Joinery, window & door production

Fittings, materials & components

SEPTEMBER #367 – DEADLINE 16/08/24

Panel processing

Dust extraction & wood waste management

Adhesives & cleaners

Classical machinery & power tools

OCTOBER #368 – DEADLINE 13/09/24

Surfacing & decorative panels

Solid wood processing

Saws, blades & cutting technology

Software, robotics & automation

NOVEMBER #369 – DEADLINE 15/10/24

Sanding technology & abrasives

CNC machinery & tooling

Fittings, materials & components

DECEMBER #370 – DEADLINE 15/11/24

Surfacing & decorative panels

Solid Wood Processing

Dust extraction & wood waste management

Adhesives & cleaners

SUPPLEMENT:

Edgebanding Materials & Technology

JANUARY 2025 #371 – DEADLINE 9/12/24

Panel processing

Sanding technology & abrasives

CNC machinery & tooling

Surface Design Show preview

(All features and event coverage subject to change)

PRINT: RATES & SPECS

We offer a choice of advertising options for every budget, and our professional in-house studio can create artwork for clients. From prime campaign marketing, brand-awareness advertising, special supplements, dedicated features, advertorials and more, print remains a valid and important anchor point for your company's marketing strategy.

DISPLAY ADVERTISING:

Files should be supplied as print-ready PDFs with crop marks. We advise keeping content at least 15mm in from the page edges. Artwork must be supplied in the CMYK colour format.

- | | |
|---|--------------|
| 1. FRONT COVER PACKAGE
(includes cover, inside front cover + editorial coverage)
297 (H) x 210mm (W) cover image + 3mm bleed | £3845 |
| 2. INSIDE FRONT COVER
297 (H) x 210mm (W) + 3mm bleed | £2635 |
| 3. BACK COVER
297 (H) x 210mm (W) + 3mm bleed | £2845 |
| 4. INSIDE BACK COVER
297 (H) x 210mm (W) + 3mm bleed | £2084 |
| 5. FULL PAGE
297 (H) x 210mm (W) + 3mm bleed | £1955 |
| 6. DOUBLE-PAGE SPREAD
297 (H) x 420mm (W) + 3mm bleed | £3295 |
| 7. HALF PAGE LANDSCAPE
128 (H) x 184mm (W) | £1095 |
| 8. HALF PAGE PORTRAIT
264 (H) x 90mm (W) | £1095 |
| 9. QUARTER PAGE
128 (H) x 90mm (W) | £545 |
| 10. CLASSIFIED | |
| 6X MONTHS | £330 |
| 12X MONTHS | £550 |
| 60 (H) x 90mm (W) (landscape) | |

EDITORIAL:

All editorial submissions will be processed by our editorial team according to our house style guide, which is available on request.

- | | |
|--|--------------|
| DOUBLE-PAGE SPREAD EDITORIAL
Approx 800 words + 4-6 images | £1295 |
| SINGLE PAGE EDITORIAL
Approx 400 words + 2-3 images | £695 |
| HALF PAGE EDITORIAL
Approx 200 words + 1 image | £425 |
| QUARTER PAGE EDITORIAL
100 words + 1 image | £150 |

ADVERTORIAL:

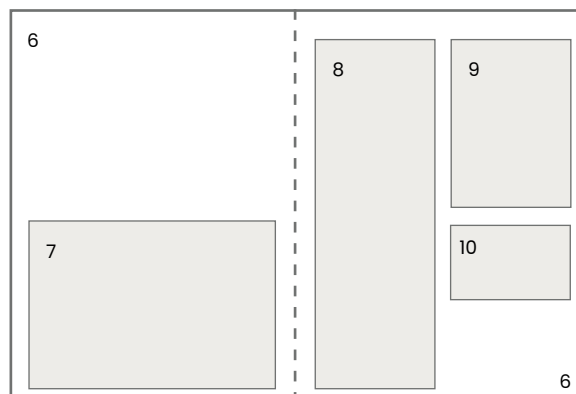
Magazine advertorials will be titled as such, and are not subject to the same house style restrictions as editorials. Articles will be uploaded to the website as part of the booking. If supplied loose advertorials will include a proof, however the editor's decision is final.

- | | |
|--|--------------|
| DOUBLE-PAGE SPREAD ADVERTORIAL
Approx 800 words + 4-6 images | £2200 |
| SINGLE PAGE ADVERTORIAL
Approx 400 words + 2-3 images | £875 |

SPECIAL OPTIONS:

Loose and Bound-in inserts, Outserts, Barn door covers, Bellybands, 6/8pp Section, Roll-Fold, Gatefold, Spread markers, Tip-Ons. Contact the advertising team with your requirements.

"Impact and influence - create engagement with a double page spread..."



DIGITAL: RATES & SPECS

Along with the tried and tested print options, a successful digital footprint has become an integral part of how businesses communicate to the widest possible audience. We offer a choice of website, email and digital advertising options for every budget, and our professional in-house studio can create artwork for clients.

ESHOTS (MARKETING EMAILS):

FINISHED COPY SUPPLIED	£435
BESPOKE	£579

Customer to supply text, images, links and subject line at least seven days before the eSHOT is required to be sent out.

CLICK [HERE](#) TO VIEW AN EXAMPLE

NEWSLETTER BANNERS:

BANNER 1 (TOP) 150 (H) x 800px (W)	£440 PCM
BANNER 2 150 (H) x 800px (W)	£355 PCM
BANNER 3 150 (H) x 800px (W)	£330 PCM
BANNER 4 150 (H) x 800px (W)	£305 PCM
BANNER 5 150 (H) x 800px (W)	£220 PCM

To ensure the highest quality, please supply all banners at double the size (300 x 1600px).

CLICK [HERE](#) TO VIEW AN EXAMPLE

WEBSITE:

1. TOP BANNERS 90 (H) x 940px (W) Rotates alongside max of 4 others	£550 PCM
2. STRIP BANNERS 90 (H) x 940px (W) Rotates alongside max of 4 others	£385 PCM
3. LARGE ARTICLE BANNER 250 (H) x 300px (W)	£215 PCM
4. SMALL ARTICLE BANNER 120 (H) x 300px (W)	£125 PCM

To ensure the highest quality, please supply all banners at double the pixel size.

5. EDITORIAL	£250
IF ALREADY FEATURED IN PRINT	£135

All editorial submissions will be processed by our editorial team according to our house style guide, which is available on request. Editorials include a proof at the discretion of the editor.

CLICK [HERE](#) TO VIEW OUR WEBSITE

“Make digital part of your media marketing mix with our easy-to-use options”



OTHER PRODUCTS

Furniture & Joinery Production publishes annual supplements focusing on **Edgebanding Materials & Technology**, **Sustainable Manufacturing**, and **CNC Machinery & Equipment**, as well as show guides for the **Materials and Finishes Show** and **Furniture Component Expo 24**.

CLICK [HERE](#) TO VIEW OUR LATEST SUPPLEMENT

CONNECT The Furniture & Joinery Trade Suppliers Directory

Connect is a multimedia trade directory which presents an exhaustive database of manufacturers, suppliers and trade service providers in two complementary formats – a printed directory and a fully-featured website. Contact us to request a copy of the Connect media pack, which outlines the available advertising packages. In the meantime, create or amend your free business profile at www.furnitureproduction.gmgconnect.com/register – or get in touch and upgrade to our VIP subscriber package to unlock greater functionality and receive a copy of the printed directory.

CLICK [HERE](#) TO VIEW CONNECT 2023 DIRECTORY

CLICK [HERE](#) TO VISIT CONNECT ONLINE

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www.furnitureproduction.net

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