

# CONNECT

## Directory of Suppliers to the Furniture & Joinery Trade



2021 MEDIA PACK

# Grow your business

Connect is a fully-featured printed and online Directory of Suppliers to the Furniture & Joinery Trade. The printed directory offers an comprehensive reference guide for furniture and joinery manufacturers looking for suppliers – while the complementary online platform gives users an up-to-the-minute picture of the industry, anywhere, at any time.

Designed to enable and strengthen business relationships by combining traditional and modern sourcing methods, Connect is produced by leading UK trade magazine, Furniture & Joinery Production and will be mailed out alongside the February 2021 issue.

## How Connect can benefit your business

This multimedia trade directory offers buyers an exhaustive database of equipment and materials manufacturers and suppliers, as well as key trade service providers. Browse by category (and location, online) before making contact with the most promising leads – and anyone wishing to reach these potential buyers can maximise their chances in several ways.

## Reaching out

Supplementing the growing number of online users engaging with [www.gmgconnect.com](http://www.gmgconnect.com), 5000 copies of the Directory of Suppliers to the Furniture & Joinery Trade will be printed for February distribution, and mailed and distributed to key buyers – while the website itself is marketed to Furniture & Joinery Production's extensive database and further afield, all year round.

Connect offers various promotional packages to help businesses stand out, from hard-hitting display adverts to online profiles which enable advertisers to upload their details, images, brochures, videos and more, then refresh to suit.

- **Display adverts:** From prime positions to advertorials (print)
- **Promoted print entry:** Enhance a profile in relevant categories
- **Promoted online entry:** Enhance a profile in relevant categories
- **Banner adverts:** Stand out from the competition in a relevant category (online)
- **Packages:** Tiered advertising bundles (a combination of print and online)

## Display advertising (print)

From £300

**A traditional, eye-catching advert in a chosen section**

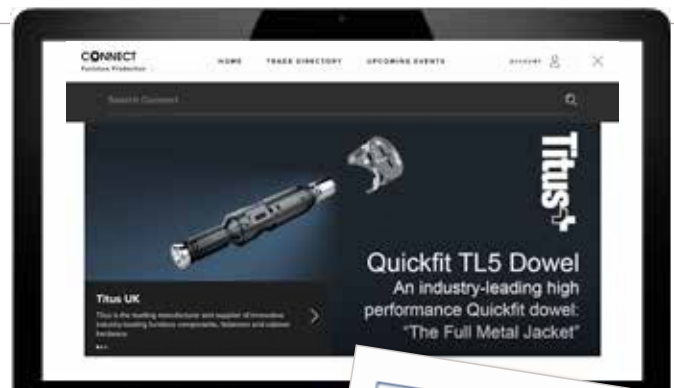
- Inside-front cover: £1000
- Back cover: £1100
- Inside-back cover: £600
- Double-page spread: £650
- Full-page advert: £400
- Half-page landscape advert: £300
- Full-page advertorial: £400



## Promoted entry (online) £395

**Upgrade a business profile to create a Connect micro-site that will appear higher in search results**

- Appear in multiple categories
- Logo and header image
- Add image/video gallery and descriptions
- Unlimited characters on your business profile
- Promote event attendance
- Add brochures and catalogues
- Add social media links
- Add staff directory and extra business locations
- Link directly to a main website



**Promoted entry package available at £625**



## Promoted entry (print) £395

**Upgrade your listing to stand out**

- Highlight company name, address, telephone, email, website
- Add standard listings to other applicable categories

## Banner advertising (online)

**Home page hero banner £1200 P/A**

**Results page banner £800 P/A**

**Set a hero image and results page banner on a relevant page (hero images rotate live with a maximum of three others, while footer banners rotate with a maximum of three others upon each page load)**

- Link to a Connect page and external website



# Print /online advertising packages

## **GOLD** Package - £2495

### PRINT

- Standard entries (in relevant categories)
- 4 x Promoted entries (in your relevant categories)
- 1 x double-page spread display advert
- 1 x double-page advertorial

### ONLINE

- VIP member access
- Standard entries (in relevant categories)
- 16 x promoted entries (in relevant categories)
- Hero banner (in relevant category)

## **SILVER** Package - £1895

### PRINT

- Standard entries (in relevant categories)
- 2 x Promoted entries (in your relevant categories)
- 1 x double-page spread display advert

### ONLINE

- VIP member access
- Standard entries (in relevant categories)
- 8 x Promoted entries (in relevant categories)

## **BRONZE** Package - £995

### PRINT

- Standard entries (in relevant categories)
- 1 x Promoted entry (in relevant category)
- 1 x full-page display advert

### ONLINE

- VIP member access
- Standard entries (in relevant categories)
- 4 x Promoted entry (in relevant category)

## Contact

LISA WILLIAMS

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*Contact me for bookings, advert specifications and category placement queries.*

## Booking deadlines

Print, packages & promoted entries – 16th December

Print, standard display & advertorial – 7th January

## Copy deadlines

Print, packages & promoted entries – 18th December

Print, standard display & advertorial – 8th January

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