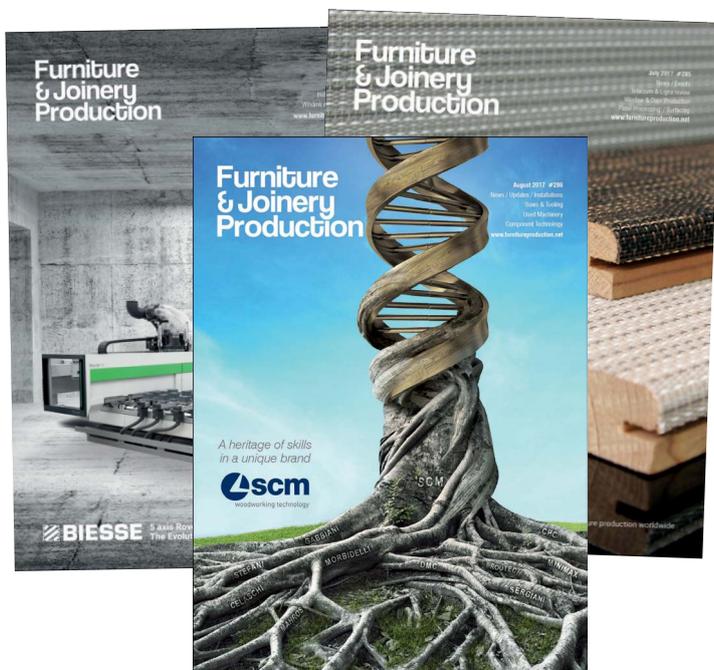


Furniture & Joinery Production

2018 MEDIA PACK



In print and online, the leading resource and marketing platform for the UK furniture and joinery industry

Furniture & Joinery Production

The printed publication

ABOUT US

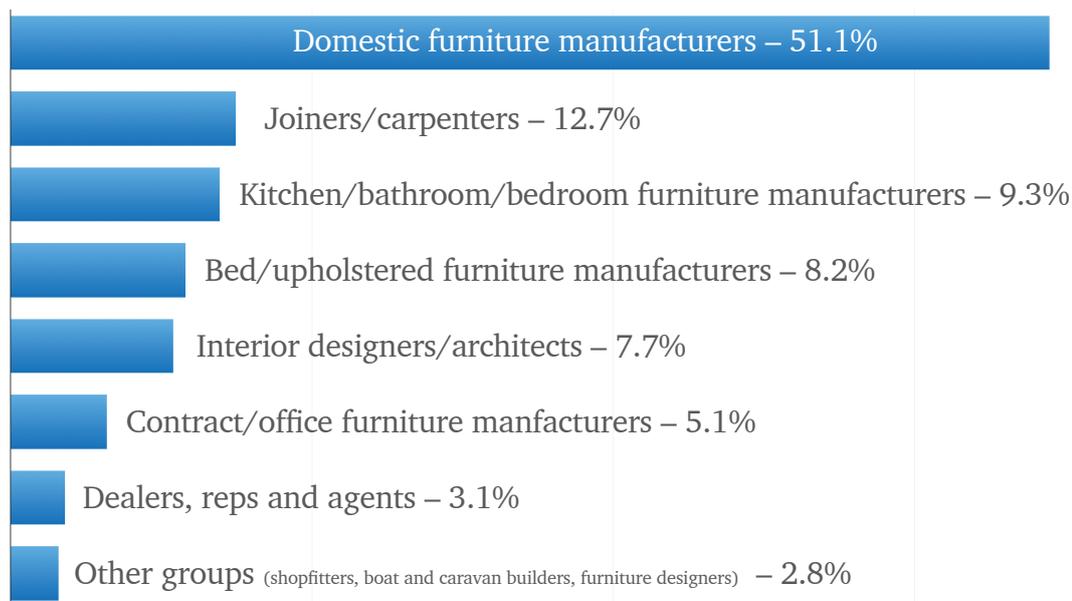
Comprising a monthly magazine, class-leading website and a range of supplements and digital products, Furniture & Joinery Production offers greater reach than any other brand in the sector – and consequently has the strongest advertiser following.

Since 1995, Furniture & Joinery Production has offered news, advice and insights from the market – indeed, it is recognised by the prestigious International Woodworking & Furniture Supplier Magazines' Association (FSM) as the UK's leading publication.

For 2018, Furniture & Joinery Production offers a refined editorial model and stronger multichannel options, delivering results for every requirement and budget – read on to discover how you can be a part of this essential B2B platform.

PRINT REACH

Furniture & Joinery Production enjoys greater reach in print and online than any other sector publication in the UK, giving advertisers the best chance of success within the competitive furniture and joinery manufacturing marketplace.



CIRCULATION

An average of 6000 copies of Furniture & Joinery Production are printed and distributed each month with a pass-on rate of 2.41, giving a readership of 14,460. Additional copies are distributed at key events (such as the W-series events), and to subscribers and VIP readers, with the remainder delivered on a rotational basis to a database of 16,241 industry professionals.

Furniture & Joinery Production

Print advertising

PRINT ADVERTISING

Furniture Production has proved an enduringly successful advertising platform for the full range of machinery, equipment, software, fittings, components and supplies to the industry – with a range of options to suit every budget.

Furniture & Joinery Production offers a multitude of marketing options including e-shots, sponsorship opportunities and inserts – and our in-house design studio is able to create advertisements to customers' specifications.

TECHNICAL DETAILS

Advertisements must be supplied as a high resolution CMYK PDF and should be flight-checked prior to submission.

The file should be supplied at a minimum resolution of 300dpi at the correct size, and should contain crop marks. Quark, Photoshop, Illustrator and InDesign files can also be accepted, but must have the images and fonts sent with them to be opened correctly.

TYPE AREA For full page adverts, please position all text within the safe area – 15mm from the trim edge.

For double page spreads, please add all text within the safe area of 15mm in from the trim edge and 15mm in from either side of the spine (centre of the artwork) as text may be too difficult to read in larger issues.

BLEED For double page spreads and full page adverts, please add a bleed of 3mm where the advert is intended to bleed off the page.

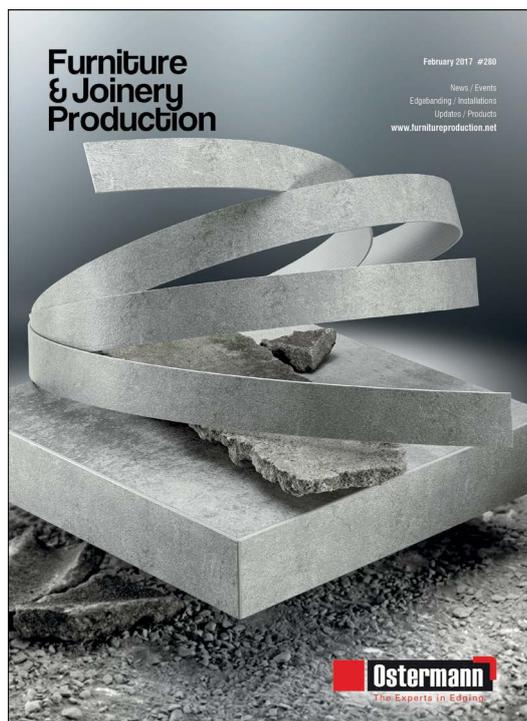
IN-HOUSE ADVERT CREATION

Gearing Media Group offers a very competitive rate for the creation of adverts to a professional standard. The in-house design studio boasts a strong portfolio, and consistently delivers successful results.

The costs are: £25 for quarter and half page adverts, £35 for full page and dps adverts, and anything larger. There is no cost to make corrections and minor amendments to an existing advert – for example, text changes – and this is included in the quoted rates. However, author's alterations, such as significant alteration of the layout, are chargeable at £65/per hour. Adverts created this way are the property of the advertiser.

Amendments made to adverts produced in-house are limited to two further drafts after the initial proof. The editor's decision in terms of content and placement is final. We take no responsibility for errors not raised at the point of proofing. Email confirmation must be supplied upon approval of the final proof.

Images should be supplied as separate high resolution JPEG, TIFF or EPS files at a minimum of 300dpi. Please ensure your aim is as clear as possible to begin with by producing a sketched or written brief including text, contact information, logos and corporate colours.



Furniture & Joinery Production

Print advertising: formats and prices

SIZE / FORMAT	RATE	BLEED SIZE (hwxw)	TRIM SIZE (hwxw)	TYPE AREA (hwxw)
Double page spread (DPS)	£2755	303 x 438mm	297 x 432mm	277 x 412mm
Full page	£1625	303 x 222mm	297 x 216mm	277 x 196mm
Half page portrait	£995	260 x 92mm		
Half page landscape	£995	128 x 188mm		
Quarter page portrait	£575	128 x 92mm		

Classified £15 per single column cm (so a 10cm x 2 column advert = £300)

SPECIAL POSITIONS	RATE	BLEED SIZE (hwxw)	TRIM SIZE (hwxw)	TYPE AREA (hwxw)
Front cover package (inc IFC)	£3295	303 x 222mm	297 x 216mm	
Inside front cover	£2195	303 x 222mm	297 x 216mm	277 x 196mm
Inside back cover	£1750	303 x 222mm	297 x 216mm	277 x 196mm
Outside back cover	£2395	303 x 222mm	297 x 216mm	277 x 196mm

BLEED AREA

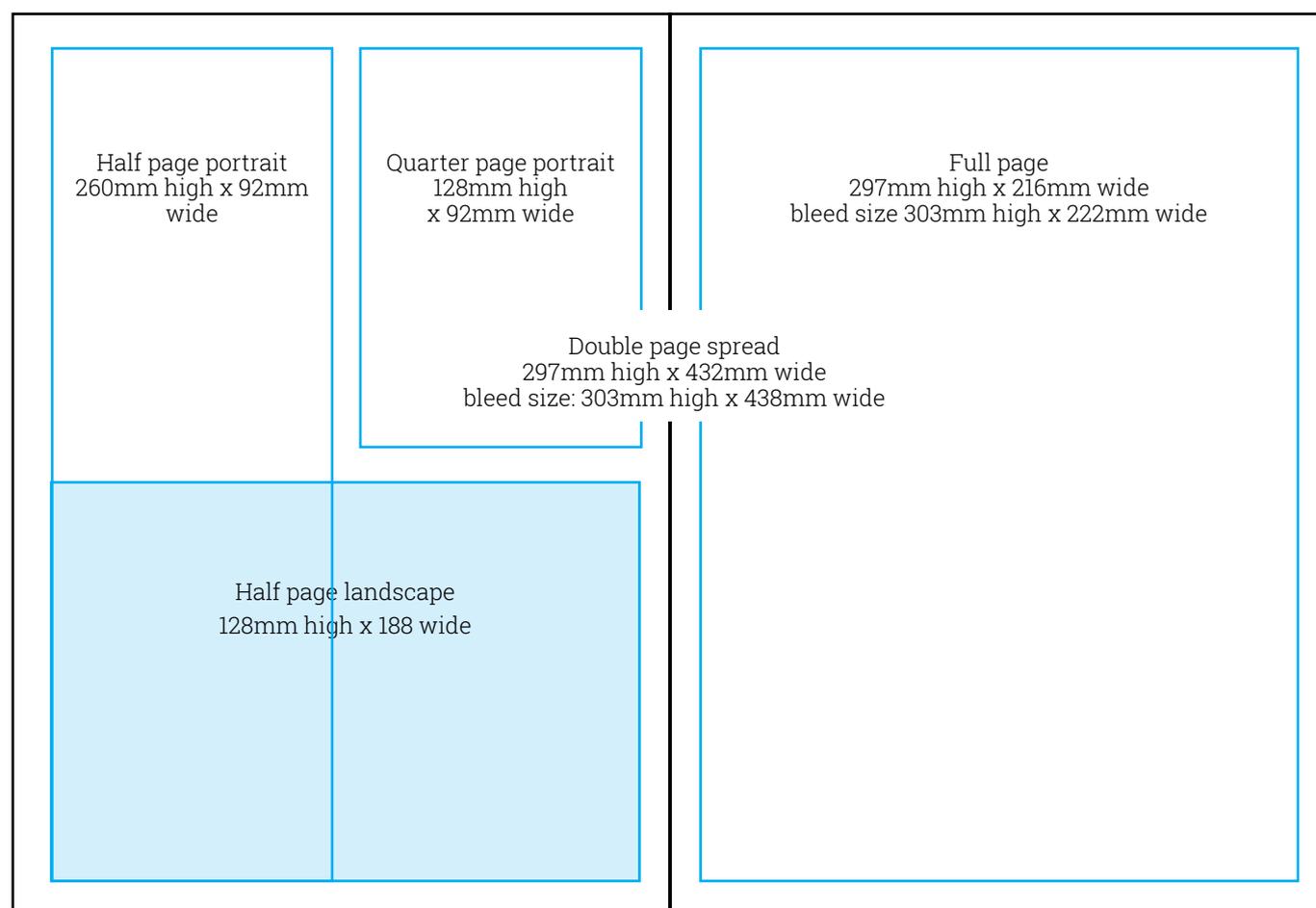
The edge of the magazine (3mm) which is trimmed off by the printer, needed when an image or colour needs to cover the complete surface of the page.

TRIM SIZE

The final size of the published page after bleed trimming has occurred.

TYPE AREA

The safe area within the artwork where all text and images should be placed to reduce the loss of text into the spine folds and trimmed edge.



Furniture & Joinery Production

The digital options: website banners

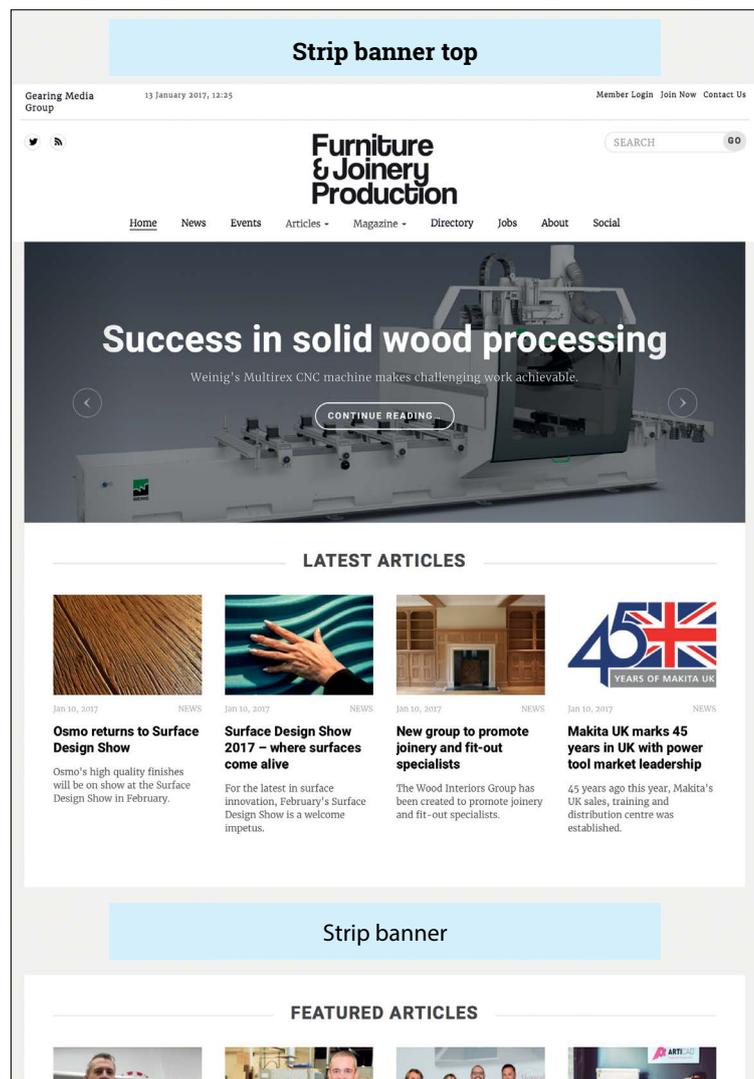
DIGITAL REACH

The website is the industry's preferred online communication and marketing platform by a substantial margin. Currently, once a week, an email newsletter alerts registered recipients to our latest updates, driving traffic towards the website, where there is a link to a digital version of the magazine each month.

Since its launch in January 2013, its numbers have grown steadily, organically driven by benchmark SEO practice, social media and daily news and article updates.

Over the course of 2017, the website attracted 48,000 users in around 60,000 sessions with over 110,000 page views.

There are two active Twitter accounts which combined have 4584 followers.

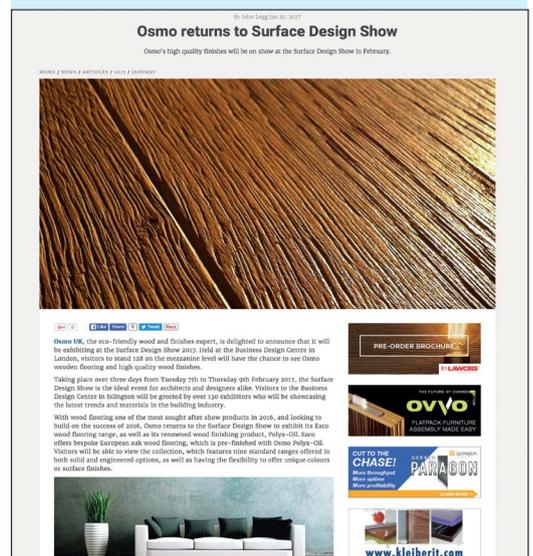


BANNER ADVERTISING

The website has a range of advertising formats, available on monthly tenancies. You can change copy as and when desired, with a direct link to your website. We accept the following formats: Flash files, animated gif files and jpg files. Rates are for finished copy – if you cannot supply finished copy, for a small surcharge of £30 per advert, we will create one for you from images and text supplied.

Homepage strip banners: w940 x h90px
 Top£400 per month
 Other£300 per month

Article banner (see below)
 300 x 120px..... £175 per month



Furniture & Joinery Production

The digital options: e-shots

apex auctions

Paula Rosa Manhattan

Panel Cutting, Routing/Boring, Edge Banding & Other Equipment Used in the Manufacture of Kitchen Furniture
Surplus to the Requirement of Ongoing Business

Site Address: Robell Way, Storrington, Pulborough, West Sussex, RH20 3DS, UK

Auction closes from 3:00PM (BST) on Thursday 24th September 2015
Viewing: Wednesday 23rd September 2015 from 9AM - 4PM

[VIEW LOT LIST](#)



Woodworking

37 ITEMS AVAILABLE



Material Handling

21 ITEMS AVAILABLE



Workshop

10 ITEMS AVAILABLE



Packaging

3 ITEMS AVAILABLE

www.apexauctions.co.uk

Apex Auctions Limited | 89 Middle Street | Brighton | BN1 1AL | United Kingdom
Tel +44 (0) 1273 224466 | Fax +44 (0) 1273 224467 | Email info@apexauctions.co.uk

This message was sent to info@apexauctions.co.uk. To unsubscribe from future mailings from Furniture Joinery & Production, please click here to remove your email address from our list.

EMAIL BROADCAST (E-SHOT)

This is an increasingly high-impact method for reaching audiences when required. Supply your own finished HTML (with hosted images, and with a plain text file version), supply material to suit one of our templates, or develop a bespoke solution. In all cases, include a subject line title. The completed e-shot can be sent to the readership, or various elements of the database by business category.

Email broadcasts (e-shots)
Finished copy supplied... £350
Loose copy supplied £450
Bespoke solution..... £550

Make it customized, with Lectra. [Click here to view in browser](#)



Lectra

Linda
Vice President,
Design

I MADE IT CUSTOMIZED

MAKE IT WITH LECTRA

TODAY'S CONSUMERS WANT CUSTOMIZED FURNITURE THAT REFLECTS THEIR UNIQUE PERSONALITIES.

This puts manufacturers under increasing pressure to be able to manufacture individual orders and limited runs quickly, efficiently and cost-effectively.

Lectra has the experience and know-how to help you adapt your processes in order to meet these needs and increase your competitive advantage.

[DOWNLOAD THE LITERPAPER »](#)

BE MORE CREATIVE

With Lectra's product development solution, you can automatically ensure data transfer and coherence between 3D and 2D, giving you the freedom to adapt models with speed and precision, and move quickly into production. Photorealistic rendering lets you explore the possibilities of embedded technology, modularity and customization at the earliest stage, so that you can offer consumers the broadest choice of styles, sizes, colors and materials.

BE IN CONTROL

With increased choice comes increased opportunity for error. Lectra's 3D software lets you create and work on a virtual prototype to iron out problems before incurring the expense of a physical model. You can therefore avoid costly mistakes in design, prototyping and production.

BE SMART

The idea of 'smart living' is driving demand for upholstered furniture with built-in technology. Lectra's expertise in 'simplicity', making complex systems simple, will help you streamline your entire process and seamlessly integrate these new requirements into your supply chain.

MAKE IT WITH LECTRA

Find out how you can optimize your entire furniture manufacturing process, control the complexities of customization and get new designs to market quickly and cost-efficiently.

[DOWNLOAD THE LITERPAPER »](#)

Furniture & Joinery Production

The digital options: newsletters, jobs board

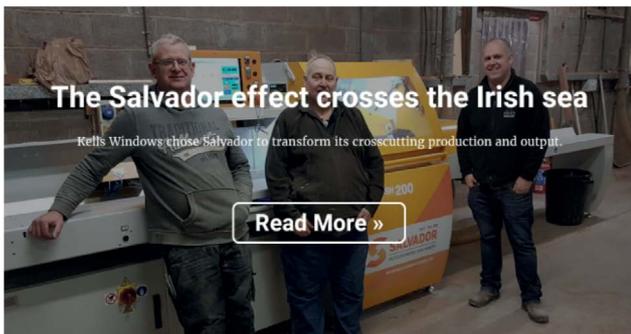
Header banner

If you can't see this email? [View it in your browser.](#)

Furniture & Joinery Production

January 17th, 2017

Strip banner



Latest News



SCM Accord nesting at Alderwood
Alderwood Joinery think SCM when choosing to invest in new CNC machining centre

[Read More »](#)



Impressive CNC options from NEY
NEY offers a broad range of efficient CNC machine solutions.

[Read More »](#)

Strip banner



DCS cyclone clone for Arbor Forest

DCS installs second extraction system for MDF mouldings facility



Homag UK helps AR18 make progress

AR 18 doubles production, improves quality and reduces waste with Homag UK

WEEKLY DIGITAL NEWSLETTER

An editorial newsletter is emailed to the entire readership database weekly. There are exclusive banner positions available on this platform, and bookings are made per calendar month.

Digital newsletter

Header banner - £350 (1 position available)

Strip banner - £250 (4 positions available)

FREE JOBS BOARD

A position listed on the Jobs Board on the website will run for up to 60 days. The minimum required content is job title, salary, location, job description and contact details. All jobs are also listed on the weekly newsletter.

Job Vacancy£ free

The screenshot shows the website interface for Furniture & Joinery Production. At the top, there's a navigation bar with 'Home', 'News', 'Events', 'Interviews', 'Resources', 'Profiles', 'Projects', 'Trends', 'Products', 'Magazine', 'Directory', and 'Jobs'. Below this is a search bar and a 'Furniture Production Jobs' section with a search form. To the right, there are several advertisements: 'Subscribe/Sign up, Click Here >', 'NEY Area Sales Manager for the North West', 'Zinc Alloy Inserts', 'FERCELL Waste to Revenue Interestebe', and 'KLEIBERIT'. A large orange circle graphic in the center contains the text 'Post your vacancies for free'.

Furniture & Joinery Production

Editorial features and deadlines

All features/supplements subject to change

DECEMBER

Sanding and finishing
Dust extraction & woodwaste management
Timber- & solid-wood panels
Software

Booking deadline 10/11

2018

JANUARY

2018 PREVIEW
CNC machinery
Surface Design Show preview
ZOW preview
Adhesives

Booking deadline 15/12

FEBRUARY

Edgebanding materials & technology
Saws & tooling
KBB fittings & components (feat. KBB preview)

Booking deadline 15/1

MARCH

Decorative panels
Software
Materials handling
Holz-Handwerk/Fensterbau Preview

Booking deadline 13/2

APRIL

Surfacing & coatings
Dust extraction & woodwaste management
Lightweight panels & fittings
Xylexpo Preview

Booking deadline 16/3

*APRIL SUPPLEMENT

CNC machinery and equipment

Booking deadline 13/3

MAY

Solid wood processing
Fittings & components
Timber- & solid-wood panels
Finance

Booking deadline 13/4

JUNE

Edgebanding materials & technology
Sanding & finishing
Adhesives

Booking deadline 14/5

JULY

Panel processing
Window & door production
Training, service & maintenance
Materials handling

Booking deadline 13/6

AUGUST

W18-Elements Preview 1
Used & reconditioned machinery
Saws & tooling
Component technology & innovation
Bedding & upholstery tech (feat. Bed Show preview)

Booking deadline 13/7

SEPTEMBER

W18-Elements Preview 2
SICAM

Booking deadline 15/8

OCTOBER

CNC machinery
Power tools (feat. Tool Fair preview)
Fittings & components
Surfacing & coatings

Booking deadline 13/9

NOVEMBER

Solid wood processing
Drawer fittings, systems & hinges
Finance

Booking deadline 15/10

*NOVEMBER SUPPLEMENT

Edgebanding materials & technology

Booking deadline 11/10

DECEMBER

Decorative panels
Sanding & finishing
Dust extraction & woodwaste management
Timber- & solid-wood panels
Software

Booking deadline 14/11

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Furniture & Joinery Production

Editorial

EDITORIAL

Furniture & Joinery Production delivers an attractive, informative and engaging mix of news, event coverage, new products, expert columns, profiles and interviews. The regular sections (listed below) provide a backbone around which the special features highlight important areas of interest. We are, of course, committed to carrying a broad local, national and international event coverage. There are year-round marketing opportunities for all businesses – every issue will have something pertinent to every business.

The special features are dedicated to new and recently-introduced products and are subject to a degree of change – additional features and supplements will be announced throughout the year by the advertising department.

REGULAR SECTIONS

NEWS

Non-product oriented announcements: company, personnel and business news; trade news; charitable efforts.

NEW PRODUCTS

Looking at key new and recently-introduced products (machinery and equipment, components and fittings).

INSTALLATIONS

Articles focused on the installing of new equipment and the difference it makes.

PROFILES & UPDATES

A company profile or an update from a company we have featured before.

EVENTS

Previews of shows and events from workshops and at-home gatherings to international exhibitions and symposia.

TRADE SERVICES

Software, logistics, process control, health and safety, general manufacturing issues etc.

EDITORIAL SUBMISSIONS

Feel free to submit stories for editorial consideration. Please refer to back issues for section formats and language style, or contact the editor for more information. Editorial should be submitted in an email or a Word document, with any accompanying hi-res jpeg images attached separately. Very large files should be submitted via Dropbox, WeTransfer or Sendspace etc. Please provide image captions, ideally in the filenames.

COLOUR SEPARATIONS

Product-specific or other promotional items are likely to be subject to a colour separation charge of £105, £495 for a full page and £825 for a DPS.

Rough guidelines for the size of submissions are as follows:

- colour separation, 100 words plus 1 single image
- full page, submit 300/400 words plus max 5 images
- DPS, 800 words and max 5 images

Unless booked for the full advertorial rate, we treat colour separations in the same way as the free promotional copy that accompanies advertisements: proofs will not be provided, the text may be cut to fit, the story may appear as part of a written-through feature, editorials will not be repeated, and the editor's decision is final.

Editorial copy will be edited to conform to the Gearing Media Group house style – the language is conveyed in a uniform manner, for reasons of clarity, continuity, and impartiality.

Furniture & Joinery Production

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