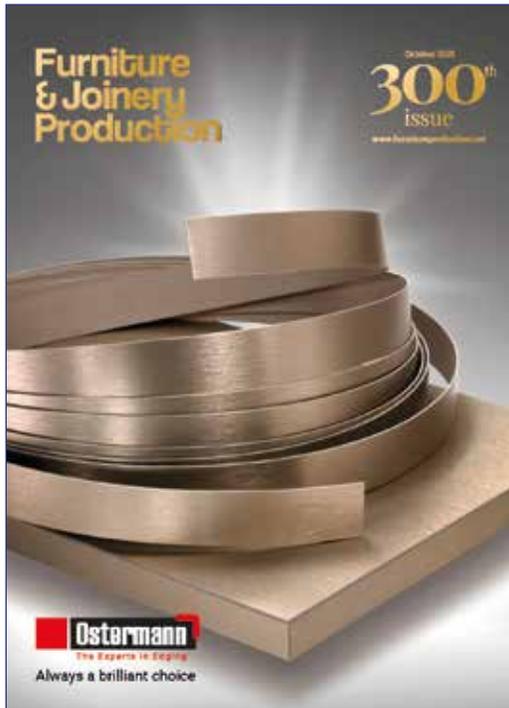


Furniture & Joinery Production

CONNECT

Across the media channels – and now with Connect – Furniture & Joinery Production provides the leading marketing and communication platform for the UK furniture and joinery industry.

The 2019 Media Pack



About us

Having recently published our 300th edition, Gearing Media Group is continuing to develop Furniture & Joinery Production by extending its reach and enlarging the opportunities we provide for our customers.

The title currently comprises the monthly magazine with a range of supplements, the website and a number of digital products including newsletters and email campaigns, our new Connect multi-platform trade directory and other services customers require, such as brochures and marketing collateral.

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. We can help you identify and find new customers and provide everything necessary to reach and create an impact with your products and services.

Since 1995, Furniture & Joinery Production has offered news, advice and insights from the market. The title has been a long-term support and media partner to many of the industry top trade bodies and event organisers and enjoys a positive relationship with our partners.

For 2019, Furniture & Joinery Production offers a refined editorial model and stronger multi-channel options, delivering results for every requirement and budget.

**Gearing
Media
Group**



Developments/database/circulations

Never a magazine to stand still, Furniture & Joinery Production continues to develop its title across all media to engage with readers wherever they are, via whatever channel they prefer.

With our Connect project we invested heavily into acquiring new data and refining to ensure we are covering the marketplace our advertisers need. As the Connect project gathers momentum, and the data becomes more accurately detailed, this will enable us to target the exact type of audience you are looking for giving a more focused marketing plan.

The printed magazine has a 32,653-strong database of furniture manufactures, kitchen furniture manufacturers, bed/mattress/upholstery manufacturers, contract furniture manufacturers, office furniture manufacturers, window and door manufacturers, shop fitting manufacturers, joinery firms, carpenters an cabinetmakers, architects, interior designers, specifiers, boat and caravan manufacturers.

Distribution database

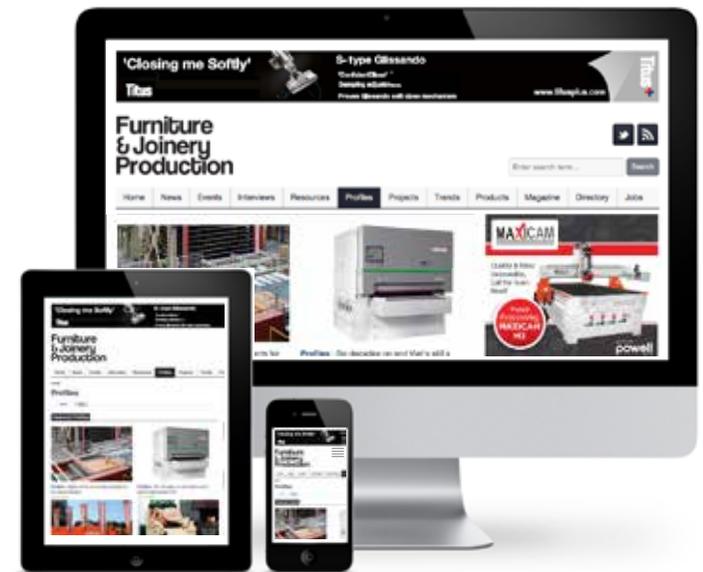
Domestic furniture manufactures	44%
Joiners, carpenters and cabinetmakers	16%
KBB furniture manufactures	13%
Architects, interior designers and specifiers	9%
Contract and office furniture manufactures	7%
Bed and upholstered furniture manufactures	5%
Window and door manufactures	1%
Shop fitting manufactures	1%
Boat, caravan and vehicle manufactures	1%
Dealers, reps and agents	1%
Others	2%

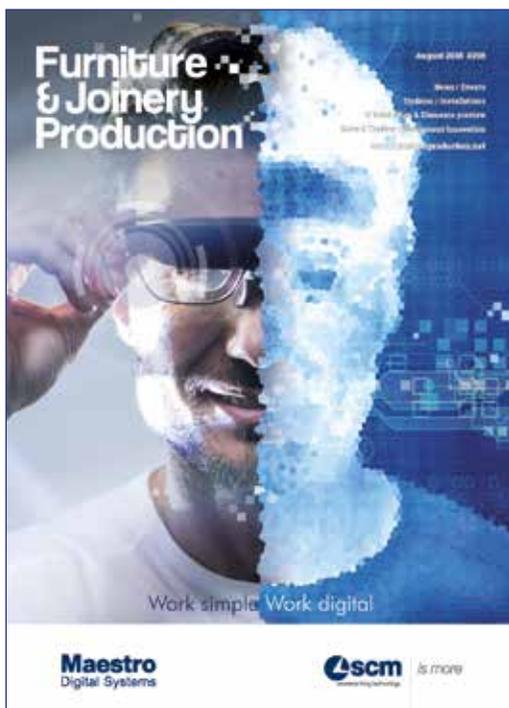
Readership definition

- Owners
- Directors
- Managers
- Designers
- Specifiers
- Architects

Published 12x per annum, the current monthly circulation of the printed magazine is 5500 – plus addition magazines at key events. Our fully opted-in email weekly newsletter database comprises 4278 named recipients and our Issuu digital magazine readership numbers 254 unique readers. In total, that equates to a unique monthly readership of 10,032.

With two Twitter accounts, @FurnitureProdEd and @FurnitureProdAd, we have a combined 4805 followers and in October 2018, we are (somewhat belatedly maybe) kicking off with our Facebook page.





Display and classified advertising in print

Furniture & Joinery Production offers both display and classified advertising. Print-based schedules are the cornerstone of advertising and have time and again proven their worth many times over.

Today, customers are continuing to use display advertising to establish or invigorate a brand, to cement a reputation or to profile new products and services. At its most effective, display advertising yields high return on investment and should be a cornerstone of any serious campaign.

Our classified advertising section has been upgraded over the past few months and its effectiveness is growing as evidenced by the month-on-month increase in demand we are seeing.

Sizes and rates

SIZE / FORMAT	RATE	BLEED SIZE (h x w)	TRIM SIZE (h x w)	TYPE AREA (h x w)
Double page spread (DPS)	£2775	303 x 438mm	297 x 432mm	277 x 412mm
Full page	£1725	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	£495	128 x 92mm		
Classified	£10 per single column cm (so a 10cm x 2 column advert = £200)			

SPECIAL POSITIONS	RATE	BLEED SIZE (h x w)	TRIM SIZE (h x w)	TYPE AREA (h x w)
Front cover package (inc IFC)	£3395	303 x 222mm	297 x 216mm	
Inside front cover	£2295	303 x 222mm	297 x 216mm	277 x 196mm
Inside back cover	£1795	303 x 222mm	297 x 216mm	277 x 196mm
Outside back cover	£2495	303 x 222mm	297 x 216mm	277 x 196mm
Contents page footer	£395	60 x 130mm	60 x 130mm	60 x 130mm

ALTERNATIVE OPTIONS

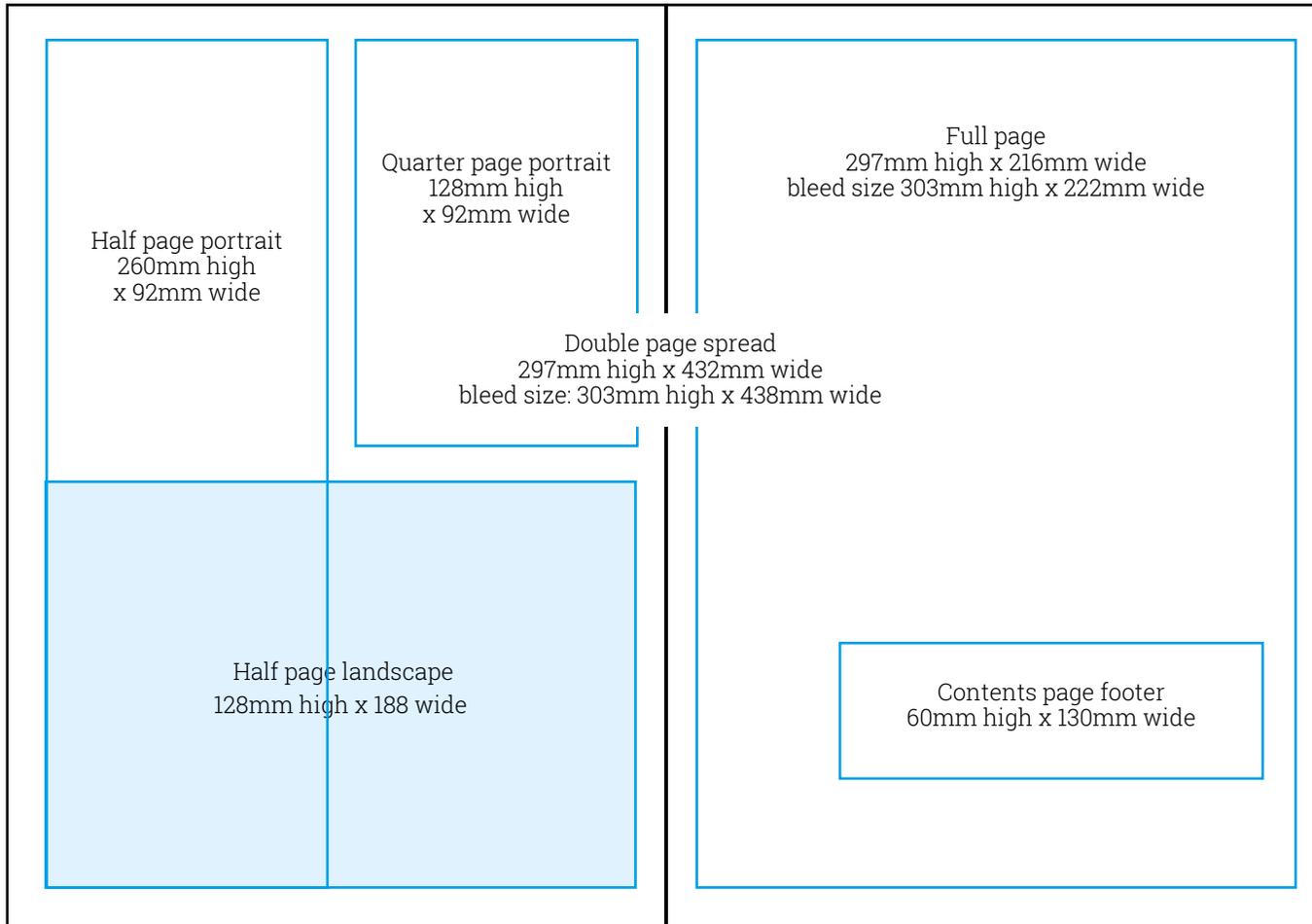
Loose outserts and inserts: please weigh, and call for details.
Barnfold cover, belly-wraps and a host of impressive options can be catered for – call for details.

FRONT COVER GUIDELINES

The front cover image and text is under strict editorial control. Please supply a high quality image and some key points, and we will work with you to develop the cover and strapline. Cover image size (h x w): trim size 297 x 216mm; bleed size 303 x 222mm.

SPECIALS

We can utilise a range of special options to help distinguish your advertising – from enhanced paper stock and non-standard finishes such as metallic, textured, supermatt and holographic through to fixed inserts of different formats.



Technical

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.



BLEED AREA

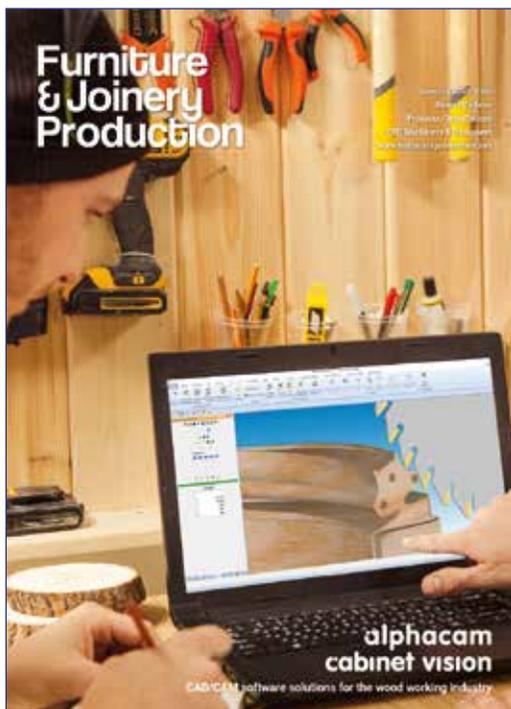
The edge of the magazine (3mm) which is trimmed off by the printer, needed when an image or colour needs to cover the complete surface of the page.

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.



Advertorial and 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 (next page) provide a backbone around which the special features highlight important areas of interest. We are, of course, committed to carrying national and international event coverage.

Furniture & Joinery Production offers both advertorial and editorial options among its pages. What's the difference? With advertorials, the customer/supplier has more control, can use their own language conventions and will only be subject to minimal editorial control such as defamatory language and other red line issues. Advertorials benefit from a freer hand in terms layout style does not have exactly mirror that of the magazine. Advertorials will also be titled as such. With editorials on the other hand, the text will be in house style with no unattributed claims, logos or unnecessary capitalisation – and it is written in the third person. Editorials, as the name suggests, are at the discretion of the editor, whose decision is final.

Sizes and rates

EDITORIAL OPTIONS

Double page spread	£950	maximum six images + 750 words (will be edited to house style)
Two page editorial	£750	maximum six images + 750 words (will be edited to house style)
Full page editorial	£500	maximum three images + 350 words (will be edited to house style)
Half page editorial	£275	maximum two images + 250 words (will be edited to house style)
Colour separation	£100	One image + 100 words (will be edited to house style)

ADVERTORIAL OPTIONS

Two pages	£1250	maximum six images + 750 words
Full pages	£850	maximum six images + 750 words
Half pages	£395	maximum six images + 750 words

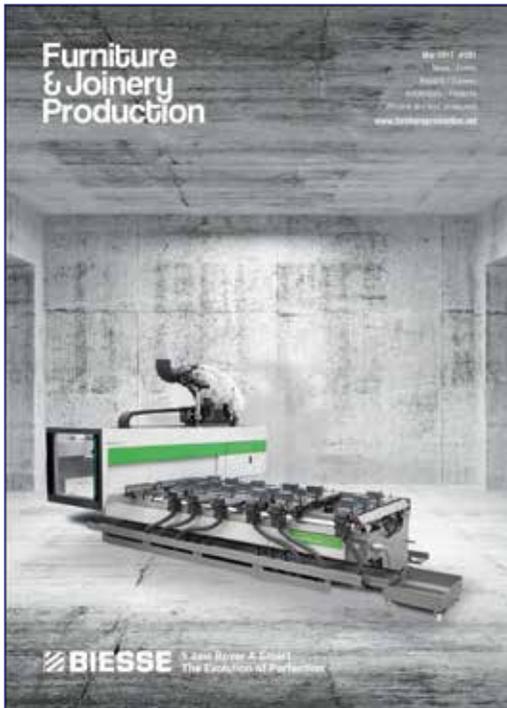
SUBMISSIONS

Submitted editorial may be returned if it does not meet our editorial guidelines of word count and style.

A house style document is available on request.

DEADLINES

Deadlines for editorial and advertorials are three working days prior to advertising to allow for careful processing.



Regular editorial sections

NEWS

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

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 of a business new to us, 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.



Features for 2019-2020

2019

MARCH

Decorative panels, surfacing & coatings
Spraying & drying technology
Software
Warehousing, packing & materials handling
Classical machinery
Ad booking deadline 19/2
Editorial deadline 15/2

MARCH SUPPLEMENT

CNC machinery & equipment
Ad booking deadline 19/2
Editorial deadline 15/2

APRIL

Sanding & abrasive technology
Dust extraction & woodwaste management
Adhesives
Bedding & upholstery materials & technology
Surface Design Show review
Interzum/Ligna preview
Ad booking deadline 19/3
Editorial deadline 15/3

MAY

Edgebanding materials & technology
Solid wood processing
Fittings & components
Finance & insurance
Ad booking deadline 18/4
Editorial deadline 16/4

MAY SUPPLEMENT

Smart Furniture Production (see next page)
Ad booking deadline 5/4
Editorial deadline 5/4

JUNE

Decorative panels, surfacing & coatings
Sanding & abrasive technology
Pre-owned machinery
Hand & power tools
Interzum/Ligna review – What's new in Materials & Technology
Ad booking deadline 17/5
Editorial deadline 15/5

JULY

CNC machining centres (*vertical processing & special applications*)
Dust extraction & woodwaste management
Warehousing, packing & materials handling
Lamination & pressing technology
Adhesives
Ad booking deadline 19/6
Editorial deadline 14/6

AUGUST

Robotics & automation
Saws, blades & cutting technology
Edgebanding materials & technology
Fittings & components
Training, service & maintenance
Ad booking deadline 19/7
Editorial deadline 17/7

SEPTEMBER

CNC machining centres (*nesting and five axis*)
Decorative panels, surfacing & coatings
Warehousing, packing & materials handling
Classical machinery
Ad booking deadline 20/8
Editorial deadline 16/8

OCTOBER

Window and door production
Bedding & upholstery materials & technology
Software
Spraying & drying technology
Sanding & abrasive technology
Pre-owned machinery
Ad booking deadline 19/9
Editorial deadline 16/9

NOVEMBER

Solid wood processing
Fittings & components
CNC machining centres (*boring and inserting*)
Finance & insurance
Booking deadline 18/10
Editorial deadline 15/10

NOVEMBER SUPPLEMENT

Edgebanding materials & technology
Ad booking deadline 11/10
Editorial deadline 8/10

DECEMBER

Decorative panels, surfacing & coatings
Spraying & drying technology
Robotics & automation
Hand & power tools
Dust extraction & woodwaste management
Ad booking deadline 19/11
Editorial deadline 15/11

2020

JANUARY

2020 preview
CNC machining centres (drilling and routing)
Pre-owned machinery
ZOW preview
Adhesives
Surface Design Show preview
Ad booking deadline 13/12
Editorial deadline 13/12

FEBRUARY

Window and door production
Edgebanding materials & technology
Saws, blades & cutting technology
Fittings & components
Training, service & maintenance
Ad booking deadline 20/1
Editorial deadline 16/1

Smart Furniture Production

Furniture manufacturing for the connected world

As the furniture industry gets to grips with the fourth industrial revolution – Industry 4.0 – more intelligent, flexible and responsive furniture factories are becoming a reality.

Over the last ten years, we have become a universally connected world. From smartphones with content sharing and streaming to Alexa and all manner of household appliances, data is relentlessly collected and used to create predictive analysis and artificial intelligence.

These techniques and philosophies have been adopted by machinery and equipment manufacturers to increase operational efficiency to enable furniture manufacturers to react more effectively to demand than ever before.

In this supplement, we will explore Industry 4.0 and the Internet of Things and outline current smart factory thinking. We will also look at how robots, robotics and artificial intelligence is affecting the way companies deploy its workforce and examine current suppliers' technology and opportunities.

MAY ISSUE SPECIAL SUPPLEMENT

Smart Furniture Production

Understanding smart factory concepts

Discovering Industry 4.0 and the Internet of Things

The rise of robots and automation

Adopt smart techniques and increase operational efficiency

How smart factories enable manufacturers to meet consumer demands

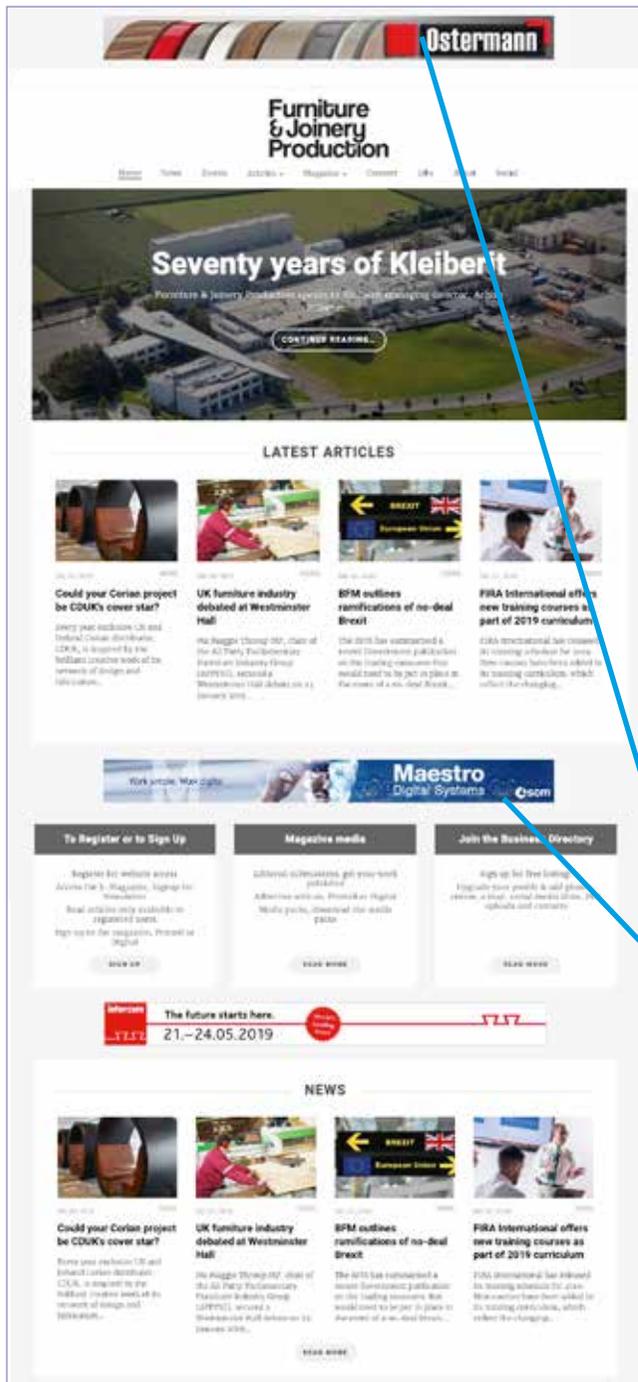
For further information regarding advertising, contact Lisa Williams

Tel: 01424 776102 Email: lisa@gearingmediagroup.com

For further information regarding editorial, contact John Legg

Tel: 01424 774982 Email: john@gearingmediagroup.com

BOOKING DEADLINE : 5th APRIL



Digital / website banners

The Furniture & Joinery Production website has a limited number of banners available on monthly, quarterly or annual tenancies. Prime banners are in demand and need to be reserved in advance.

The website is one of the industry's preferred online marketing platforms. Since its launch in January 2013, its numbers have grown steadily, organically driven by benchmark SEO practice, social media and regular news and article updates. Over the course of 2018, 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 over 4800 followers.

BANNER ADVERTISING

The website has a range of advertising formats, available on monthly tenancies. Customers can change copy on a monthly basis, with a direct link to your website. We accept the Flash files, animated gif files and jpg files.

Homepage strip banners – w940 x h90px

Top	£450 per month	£875 x 3 months	£5000 x 12 months
Other	£300 per month	£650 x 3 months	£3000 x 12 months

Article banners – large w300 x h250px / small w300 x 120px

Large	£175 per month	£325 x 3 months	£1000 x 12 months
Small	£95 per month	£190 x 3 months	£575 x 12 months



Upgrade to Euroclass B with Irufire Coatings



Movac is proud to be the UK exclusive seller of the exciting new upgrading fire retardant coating system Irufire Real Integral.

Irufire Real Integral is a 2K Acrylic Polyurethane system that will upgrade Class D non treated wooden substrate to give a fire classification of Euroclass B-s2, d0 in accordance to EN13501-1:2007.

Some of the benefits

Over dry in 8 - 12 minutes and touch dry in 18 - 20 minutes, the treatment may be over coated in 1 - 2 hours.

Following the drying process the lacquer is clear, top coated with clear coat of Irufire Real Topcoat which is touch dry in 18 - 20 minutes.

Being a 2K system, Irufire Real Integral gives good covering powers, absence of bleed through along with good physical hardness and chemical resistant properties and being based on Acrylic - Aliphatic technology this gives excellent protection against colour change from UV light.

These products are free of Halogenated compounds, mixed with Irufire Catalyst at a 10:1 mixing ratio and can be applied with any type of spray equipment.

Available in any colour from Deep Matt to Gloss in either a clear lacquer or any required colour of topcoat this gives versatility whatever your project demands.



For more information about this brilliant new coating solutions or advice from one of their experienced Sales Executives on any other coating related question, contact Movac the solution provider by email on info@movac.com.

View this email in your browser
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Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

E-shot marketing

E-shots are highly effective, GDPR-compliant marketing option to present your message to industry decision-makers. Reach opted-in target audiences with your news, products and services. E-shots are even more productive when combined with print advertising.

Supply your own finished HTML (with hosted images, and with a plain text file version), or alternatively we can design a bespoke solution for you. In either case, please include a subject line title.

E-SHOTS Finished HTML – £395 Loose copy – £495

Software for the design and manufacture of stairs

Staircon is designed to provide the best possible support for a simplified and cost effective production of stairs - from sales to production. The powerful and user-friendly software enables fast design of standard stair shapes as well as flexible design capabilities for advanced shapes.

Each Staircon has designed and manufactured a wide range of straight, winding, spiral and geometrical staircases of over 1000, internal, turgor and L&D. They started using Staircon about 10 years ago when they first installed it in a CNC. It has been a success story for them and they are very happy with the product as well as the support service.

Read more and see how Excel Stairs use Staircon in their customer experience video.

If you want to find out more, please visit www.elecofsoft.com/staircon or email info@elecofsoft.com.

With kind regards,
Staircon Support

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We are sending this email because you subscribed to receive digital content from furniture Production Magazine.

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High Street
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United Kingdom

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Your Personal Invitation to join us on the **iWM & Soukup W Exhibition Stand Number F510** Hall 7 30th Sept - 3rd Oct 2018 NEC Birmingham to view Demonstrations on iWM / Soukup Unique Award Winning Machinery

www.iwmgroup.co.uk

Our Stand Represents the **CNC Joinery Workshop of the Future** we will be demonstrating how to achieve Intelligent Joinery Manufacturing of Timber Casement & Sliding Sash Window & Door Demonstrations on the following Soukup CNC machines:-

- Soukup COMBIO
- UK Best Selling Series Soukup Crafter CNC Window Centre
- Soukup Milling & Drilling Machine Versa OM
- Soukup Automatic Crosscut Crossline 500
- Soukup FP 3.2m x 2.1 Hydraulic Clamp
- Soukup GM Headed Planer Moulder
- Soukup DEX 40 Extraction System with Falah 50 Engraving Machine

Join us on stand F510

We look forward to seeing you soon, if you are visiting W Exhibition. Please advise us which date you may be attending, so we don't miss you!

Best Regards
Ian S Brown
Managing Director
International Woodworking Machinery Ltd

Unit 20
Nisbank Business Park
3 Brunel Drive
Newark
NG24 2EG

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Need more from your tooling?

Production needs and available skill sets are changing.
You need your tool provider to be much more than just a commodity supplier.

The combination of tooling, service and ongoing technical advice from industry specialists at **Leitz** continue to prove not just essential, but help increase profit, quality and reduce downtime for our customers.

Working together with our clients, our results include:

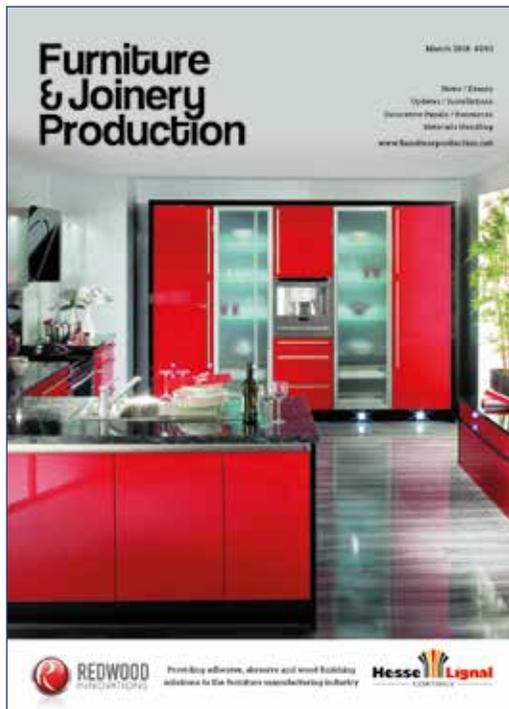
- condensing five days manufacturing into one, saving a customer over £200k
- increasing the throughput of a large door manufacturer enabling them to redeploy their entire night shift
- improving kitchen manufacturers' quality, increasing productivity, reducing downtime and reducing tooling spend

Next week, visitors to W18 can discuss their tooling servicing on stand, receive one-to-one tooling and production trouble-shooting sessions and take expert advice, including how the correct high-quality tooling can increase your efficiencies, safety and profitability.

Come and speak to us on stand **E800** to find out how we can help your business.

Your Leitz Team
Tel: 01279 454530
E: salesuk@leitz.com
W: www.leitz-tooling.co.uk
@SocialLeitz

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Digital / email newsletters

An editorial newsletter is emailed to the opted-in readership weekly. There are exclusive banner positions available on this platform, and bookings are made per calendar month, per quarter or per annum. Have your company included on our weekly newsletter with a banner and link which goes through to your website.

Digital newsletter – 600px(w) x 100px(h)

Header banner (1 position available)	£350/month	£950/quarter	£2950/annum
Strip banner (2 positions available)	£200/month	£500/quarter	£1500/annum





Source buyers, suppliers and leads.

Produced annually in August, The Furniture & Joinery Trade Directory provides an outstanding marketing platform for your business.

Order your copy for £95.

Connect / printed directory

Business depends on relationships. Good customers, suppliers and service providers can mean the difference between success and failure. And today there are more ways than ever to make these connections.

CONNECT amalgamates the essential information across an online platform and printed directory to present a clear window to the trade. CONNECT enables and strengthens relationships between buyers and sellers in the furniture and joinery industry. Its multimedia format makes the trade more accessible than ever – from the office, home, or on the move.

The directory and website also provides an outstanding marketing platform for your business.

Contact us on 01424 776102 to discover why CONNECT should be part of your marketing plans this year.

IN PRINT

The printed directory is a valuable guide to the industry. It presents a large sample of the business details available online, organised into business type and product categories for ease of use.

ONLINE

Connect's intuitive interface makes searching through its exhaustively-categorised records a simple matter.

Search for manufacturers and suppliers by county or keyword, or for suppliers by product category. Make contact with trade events, service providers and industry associations.

Create a free profile to conduct basic searches and make your business visible to Connect's users. Upgrade to VIP membership to access advanced contact details such as named contact details and their attendance at key events, and enhance your profile with brochures, videos and more.

Marketing

Produced annually in August, The Furniture & Joinery Trade Directory provides an outstanding marketing platform for your business.

FREE

Address with 140 characters.

Upgrade options to maximise your presence in the directory...

PROMOTED ENTRY

Opt for a **Promoted Entry** to appear within four relevant classifications to enhance your profile in the printed directory and online – £695

STANDARD

As above, but with ten relevant classifications. Also includes a full page advert and full page of editorial in your chosen section – £1295

PRIME

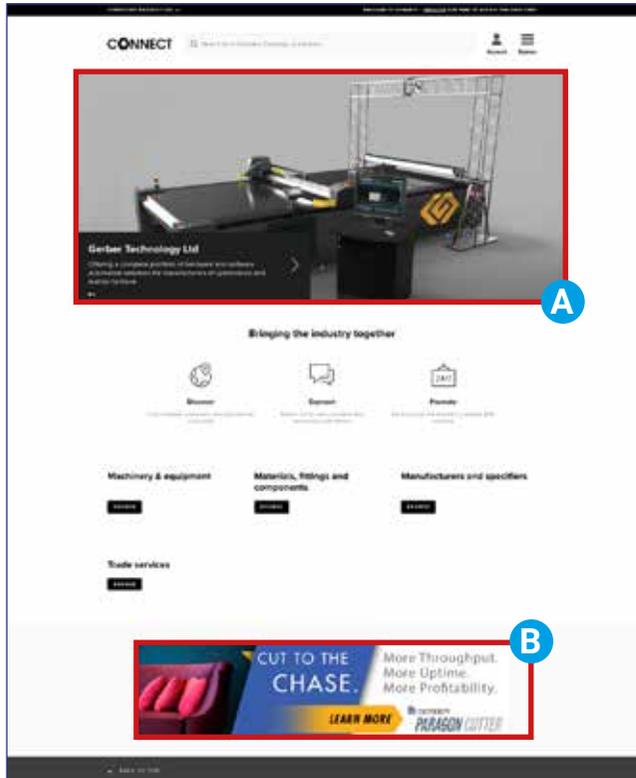
As above, but with a **Double page spread** advert and a **Double page spread** editorial and up to 24 relevant classifications – £1995

ULTIMATE

Key positions such as back cover, section sponsorship and bookmark register your interest **early**. POA.

Connect home page

Select relevant section, choose category

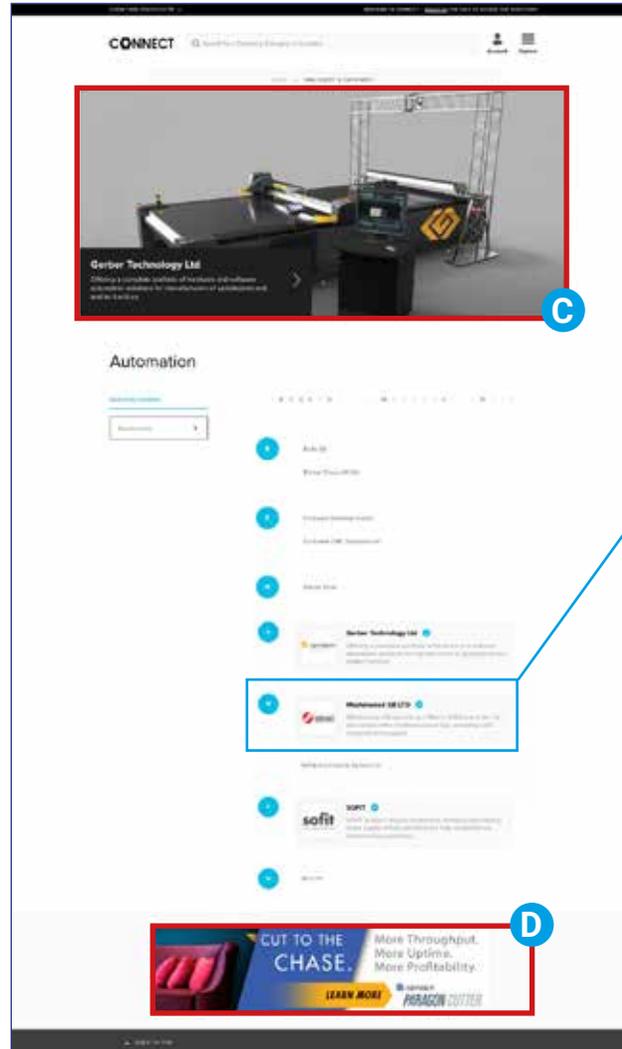


Banner and hero options

- A HOME PAGE HERO**
£300/month £750/quarter £2250/annum
- B HOME PAGE BANNER**
£200/month £500/quarter £1800/annum
- C CATEGORY RESULTS PAGE HERO**
£250/month £650/quarter £1950/annum
- D CATEGORY RESULTS PAGE BANNER**
£150/month £400/quarter £1200/annum

Category results page

Chosen category results

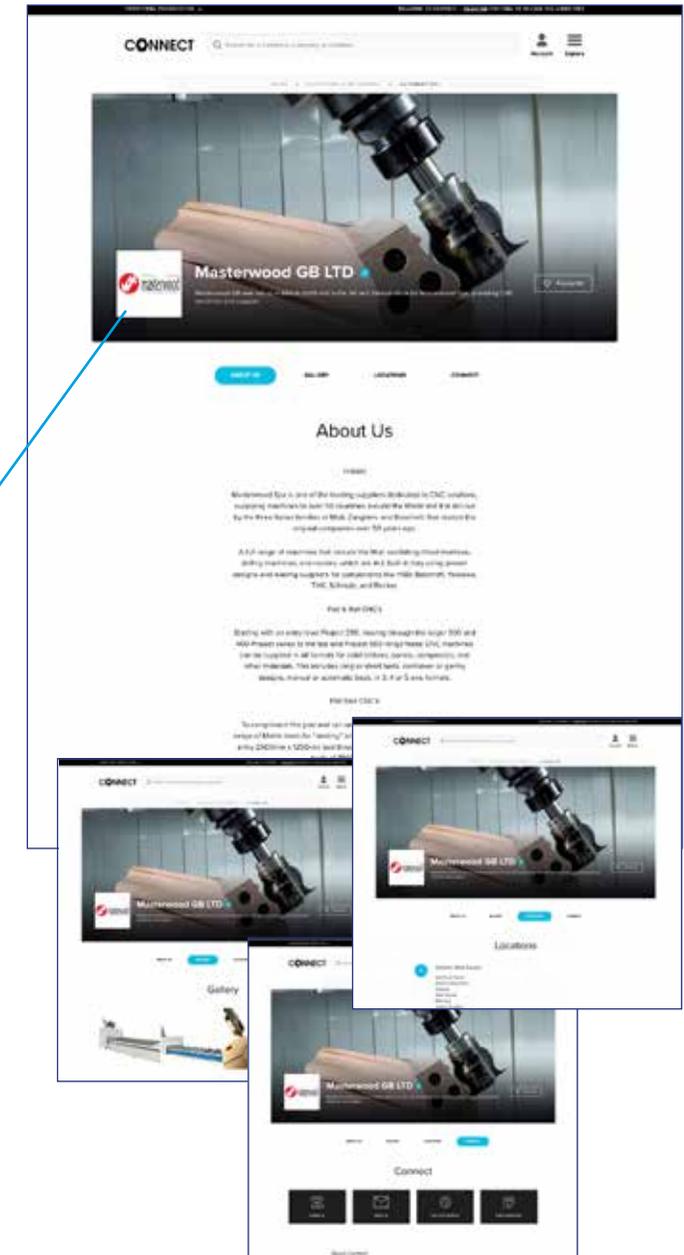


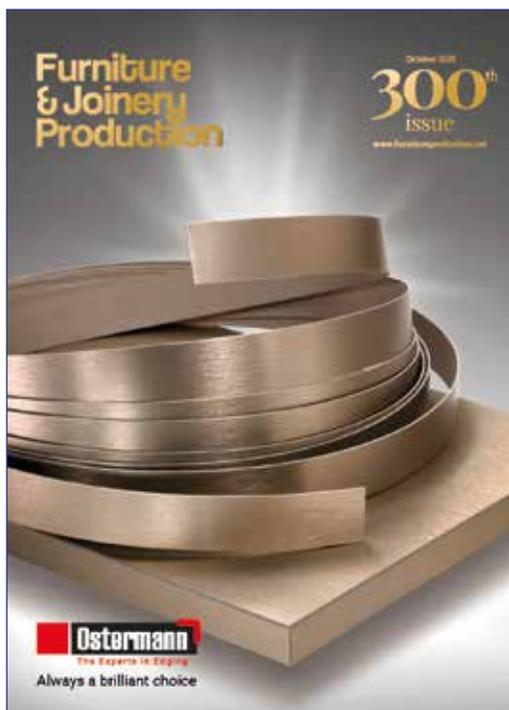
Connect **banner and hero packages** are available.

Promoted Entry to appear online only in four classifications plus 'Location' detail and Business home page banner – **£395** per annum.

Business home page

Featuring About Us, Gallery, Location, Connect





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