

Furniture News

INFORMING INDUSTRY, BUILDING BUSINESS

MEDIA KIT 2023

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, Furniture News works 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.

As the trade's longest-running title (and team), Furniture News is the advertising platform of choice for suppliers wishing to engage the industry and drive sales.

Furniture News – informing industry, building business.



KEY INITIATIVES

Furniture News is recognised by the International Alliance of Furnishing Publications (IAFP) as the UK's leading B2B title for 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



3 AUDIENCE

52k

Total reach

PRINT DATABASE BREAKDOWN

- 53% Independent Retailers
- 9% Multiple Retailers
- 8% Interior Designers
- 13% Online Retailers
- 17% Suppliers, Manufacturers, Agents & Other

4.5k+

Print copies

19k

Website users

7k

Pass-along rate

9.5k

Email database

2.5k

Online issue readers

9.5k+

Social media reach

Monthly potential reach, based on 4500 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 4.10.22.

4 EDITORIAL CALENDAR

JAN (#400) deadline 08/12/22

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 (#401) deadline 16/01/23

Eco conscious

MAR (#402) deadline 14/02/23

January Furniture Show review
 The Furniture Awards 2023
 Aftersales, care and repair

APR (#403) deadline 15/03/23

Retail technology
 INDX Beds & Bedroom

MAY (#404) deadline 14/04/23

Innovation in bedding
 The Spring Furniture & Bed Show
 Best of British

JUN (#405) deadline 12/05/23

Outdoor furniture, CGI marketing
 New in upholstery

JUL (#406) deadline 14/06/23

Delivery fulfilment
 Retail finance
 Eco conscious

AUG (#407) deadline 14/07/23

Readers' Choice Awards
 Rolled mattresses

SEP (#408) deadline 16/08/23

The Autumn Furniture Show
 Autumn Long Point
Supplement: Bed Buyer (plus Bed Show preview)

OCT (#409) deadline 14/09/23

Eco conscious

NOV (#410) deadline 13/10/23

Bed Show review
Supplement: NBF Bed Industry Awards

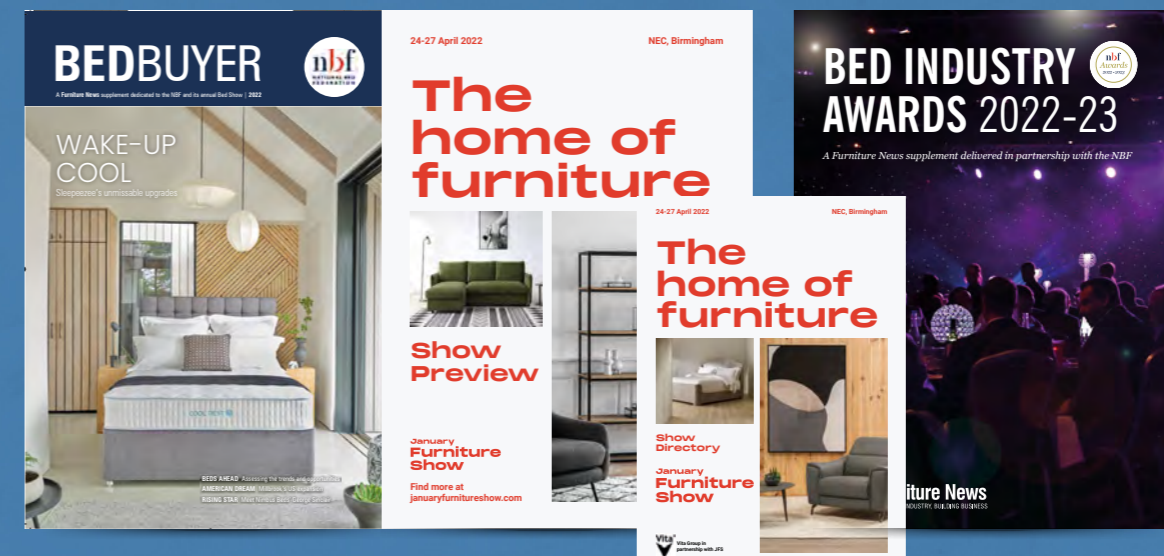
DEC (#411) deadline 10/11/23

CGI marketing
 January Furniture Show (preliminary)
Supplement: 2024 Yearplanner

JAN (#412) deadline 07/12/23

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*

SUPPLEMENTS



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*	£1850+
INSIDE FRONT COVER	£1100
BACK COVER	£1650
DOUBLE-PAGE SPREAD	£1200
PAGE	£650
1/2 PAGE	£380
1/8 STRIP	£275
PREMIUM JOB AD (1/4 PAGE)**	£250
1/4 PAGE	£220

EDITORIAL ***

DOUBLE-PAGE SPREAD	£1050
PAGE	£550
1/2 PAGE	£275
1/4 PAGE	£110

PACKAGES/OTHER

SECTION SPONSORSHIP****	£2000
ESSENTIAL PROFILE*****	£2995
PREMIUM PROFILE*****	£4995
TAKEOVER PROFILE*****	£7995
AWARD 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 230mm (W) minimum, +3mm bleed (all edges)
2 DOUBLE-PAGE SPREAD	297 (H) x 432mm (W) +3mm bleed (all edges)
3 FULL PAGES/COVER POSITIONS	297 (H) x 216mm (W) +3mm bleed (all edges)
4 1/2 PAGE LANDSCAPE	128 (H) x 188mm (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

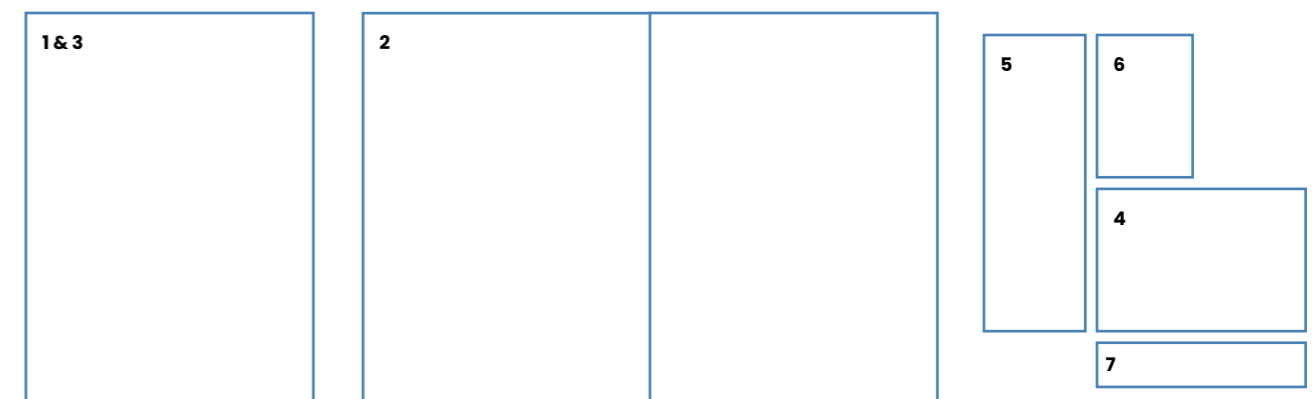
DOUBLE-PAGE SPREAD	Approx. 900 words + 3-5 images
PAGE	Approx. 500 words + 1-3 images
1/2 PAGE	Approx. 200 words + 1-2 images
ONE IMAGE	Approx. 80 words + 1 image

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.

DETAILED SUPPLY GUIDES AVAILABLE UPON REQUEST

*Cover strapline is under strict editorial control. Supply a choice of images if possible. No logos, advertisements or composites. Supply a portrait image with some added bleed at the left edge, and be conscious of title and content text placement

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



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 STRIP BANNER..... 90 (H) x 940px (W)
(on top-tier pages, this rotates alongside max. four others)
- 2 ARTICLE BANNER (LARGE)..... 250 (H) x 300px (W) (second tier page)
- 3 ARTICLE BANNER (SMALL)..... 120 (H) x 300px (W) (second tier page)

NEWSLETTER

- 4 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



All rates ex-VAT

* Website banners priced for a duration of one month

**Newsletter banner applied to one of three weekly newsletters

EMAIL/HTML/ESHOT

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

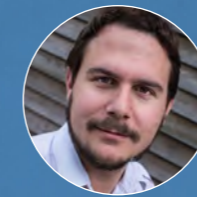
NEWSLETTER**

HEADER BANNER.....	£400 month
BANNER.....	£300 /newsletter/month

WEBSITE*

WEB STORY.....	£200
BASIC JOB VACANCY.....	£75
HEADER STRIP BANNER.....	£500
STRIP BANNER.....	£400
ARTICLE BANNER (LARGE).....	£300
ARTICLE BANNER (SMALL).....	£190

8 CONTACTS



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