

2011



PLATFORM FOR SUPPLIERS TO THE INTERNATIONAL FURNITURE INDUSTRY

SEVEN ISSUES EACH YEAR, BILINGUAL GERMAN/ENGLISH

**möbel
fertigung**

MEDIA-INFORMATIONEN

BRIEF CHARACTERISTICS

Bang up-to-date, packed with facts, opinions, opinion-forming, exclusive, bilingual; *möbelfertigung* is the leading trade magazine for suppliers and buyers of materials and components for the European furniture industry; it is must reading for the entire business community and senior managers.

■ *möbelfertigung* editors report on upcoming market trends as they affect both suppliers and their furniture industry customers. The main editorial coverage is of: hardware and fittings, light-weight materials, surface materials, production tools and machinery, materials, craft tools, production technology, logistics, lighting, resources, design, raw materials, ecology/sustainability. There is no other trade journal conveying such a wide range of opinion and information drawn from the industry's decisiontakers, movers and shakers.

■ *möbelfertigung* reports are based on well-researched data, hard facts and background information. Reports focus on clearly defined industrial sectors, with market analysis, overviews of the main players and their respective markets, supported by graphical presentation.

■ There are five main issues each year synchronised with the cycle of furniture industry trade fairs and technical innovation. There are two further craft industry special issues each year; these focus on small and medium-sized craft industries engaged in series production for furniture manufacturers and building interior completion.

■ *möbelfertigung* works in close partnership with all the leading trade fairs where we are represented on-site by staff members – world-wide.

■ *möbelfertigung* has the unique advantage of a close working relationship with other furniture industry trade magazines from Ferdinand Holzmann Publishing including *möbel kultur*, *arcade*, *Life-STYLE* and *Der Küchenprofi*, creating valuable synergy for our readers and advertisers alike.

WHY YOU SHOULD ADVERTISE IN MÖBELFERTIGUNG

■ **Full market coverage:** *möbelfertigung* reaches decision-takers in the furniture and kitchen industries, their suppliers, architects, designers, building interior completions businesses, design bureaus and institutes of higher education.

■ **Circulation and target readership is IVW-audited.** The German-English translation ensures perfect **international distribution**, – including leading trade fairs world-wide.

■ **Advertising guaranteed to be highly effective:** Expertly written editorial Specials and multi-page focus reports with their own unique layout creates the ideal background against which to present your products.

■ With a track record going back more than 25 years, *möbelfertigung* has become the essential information medium for the furniture industry and its suppliers.

■ **Expert advice** from our in-house media specialists.

AWARD

möbelfertigung is produced to a very high editorial standard, combined with a refreshing layout and is distributed to a continually up-dated selected international readership. In 2008, the Deutsche Fachpresse – the national trade association of German trade journal publishers – placed *möbelfertigung* on the Industrial and Technical trade journal award shortlist, thereby grading it as one of Germany's three best trade journals.



DISTRIBUTION

möbelfertigung is a controlled circulation trade journal distributed to carefully selected and targeted readers; these are the decision-takers, senior managers and chief executives of suppliers to and their customers in the European home furniture and kitchen industries, and office furniture manufacturers.

möbelfertigung coverage embraces the entire value-added chain from raw materials and processing, through to building interior completion and the associated handicraft industries.

TARGET GROUPS

Furniture industry: manufacturers of home furniture; bedrooms; kitchens; upholstery; office furniture. Large-scale craft-industry manufacture: 4.591 copies 37,6%

Suppliers to wood and furniture industries: manufacturers of wood-based materials; manufacturers of hardware and fittings, surface materials manufacturers; service businesses and their suppliers: 2.383 copies 19,5%

Building interior completion companies, planning bureaus, designers, architects, timber trades, wood technicians: 3.234 copies 26,5%

Woodworking and processing industries: 840 copies 6,9%

Manufacturers of tools and machinery: 793 copies 6,5%

Woodworking industry trade associations; institutes of higher education; students: 359 copies 2,9%

Actual distribution 12.200 copies 100%*

*Figures rounded off

CIRCULATION

Copies per issue, first quarter 2010:

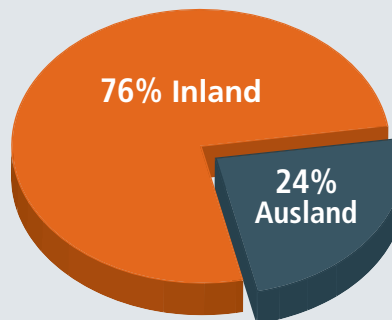
Print run

12.500 copies

Actual distribution (TvA)

12.200 copies

Verteilung der Auflage



As a bilingual English/ German discussion publication for European industry, möbelfertigung has international distribution to the key decision-takers in companies supplying machinery, goods and services to the furniture industry.

Audit

möbelfertigung is a member of the German IVW circulation audit group.



SPECIALS

Specials in *möbelfertigung* are published to coincide with specific furniture industry development cycles. Each Special is published in English/German and reaches the entire cohort of decision-takers in the furniture carcass industry, kitchen manufacturers, office furniture manufacturers and upholsterers. Each Special issue is an integral part of the respective edition, supplemented by a carefully chosen supplementary distribution list.



ZOW-Special



Interzum-Special



Ligna-Special



Italy-Special



Lightweight material Special



Hardware and fittings Special



Decors-Special

INTERNATIONAL SERVICE

Each main issue of *möbelfertigung* is supplied with an English translation. The Italy Special is also published in Italian.



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YEAR AND FREQUENCY OF ISSUES

27th year 2011/ 7 issues a year

SUBSCRIPTION RATE

Annual subscription Germany 23,00 €
Individual issue price 4,60 € plus VAT & shipping

ISSUE SIZE

DIN A4, 210 mm wide x 297 mm high,
uncut 218 mm wide x 305 mm high
(bled difference 4 mm)

TYPE AREA

183 mm wide x 263 mm high, 4 columns each 42 mm wide

ADDITIONAL CHARGE FOR BLEEDING

Advertisements exceeding the type area 10%
(basis for calculation: b/w price)

PRINTING PROCESS

Offset, 60 raster, direct exposure of the digital data
on printing plate (CTP).

DIGITAL DATA

System: Apple Macintosh

Software: QuarkXPress 7.0, Adobe Illustrator CS4, Photoshop CS4

Picture formats: Tiff, eps, jpg, Strich, **at least 300 dpi**

Storage media: CD-ROM, DVD or datatransfer via FTP.

We also require a colour true digital proof based on the FOGRA
standart and the complete character sets!

Contact: Jasmin Loose, phone +49 (0) 40 63 20 18-41
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Mohn media | Produktlinie Zeitschriften

Mr. Fischer | Objektleitung

for printing material:

Carl-Bertelsmann-Str. 161M, D-33311 Gütersloh

for loose or bound inserts etc.:

LKW Einfahrt Tor 3, Zentrale Waren- annahme,
Carl-Bertelsmann-Straße 161M, D-33311 Gütersloh

ADVERTISEMENT FORMATS AND PRICES (TYPE AREA FORMATS):

Format	Width x Height in mm	b/w Price	2c Price	4c Price	for 3 placements 4c, each *
2/1 p.	2 x 1/1 page	9,120.- €	10,200.- €	12,360.- €	10,992.- €
1/1 p.	183 x 263	4,560.- €	5,100.- €	6,180.- €	5,724.- €
1/2 p.	89 x 263 183 x 130	2,280.- €	2,820.- €	3,900.- €	3,786.- €
1/3 p.	183 x 87 61 x 263	1,520.- €	2,060.- €	3,140.- €	3,064.- €
1/4 p.	42 x 263 183 x 65 89 x 130	1,140.- €	1,680.- €	2,760.- €	2,703.- €

* incl. the respective volume and series discounts

PREFERENCE PLACEMENT

Inside front and back cover	5,472.- €
Back cover, b/w	5,928.- €
Titelklappe, Rückseite, 1/2 Seite, s/w	2,736.- €
Page 3, 1/4 page upright, b/w	1,368.- €
Table of contents, 2x1/3 page, b/w	3,541.- €

COLOUR SURCHARGE

For each additional colour, 1/1 page or less	
Scale colours (cyan, magenta, yellow)	540.- €
Special colours (HKS, Pantone)	635.- €

Four-coloured 1.620,- €

Four-colour advertisements are printed in accordance with DIN 16539 (European scale).

DISCOUNTS

Within a period of one year on b/w prices only

Series discounts

3 advertisements	5%
6 advertisements	10%
9 advertisements	15%
12 advertisements	20%

or volume discounts

3 pages	10%
6 pages	15%
12 pages	20%

COMBI DISCOUNTS

For placement of advertisements in various objects of the Ferdinand Holzmann Verlag a combi discount is granted.

No discount can be granted on colour, loose or bound inserts.

CONDITIONS OF PAYMENT

2 % discount for payment within 7 days, otherwise payment without reduction within 30 days from date of invoice.

Prices do not include applicable statutory value-added tax. Postal fees are subject to change. The General Terms and Conditions for advertisements in newspapers and magazines apply.

PRICES FOR OCCASIONAL AND JOB ADVERTISEMENTS

Millimetre price each 42 mm wide column for:	
Job and representative offers	4.33 €
Job and representative soughts	2.16 €
Cipher charge plus offerer postage	13.- €

BOUND INSERTS

Format: 210 mm wide x 297 mm high (trimmed).
(plus bleed difference 4 mm)

1 paper = 2 pages	4,560.- €
2 paper = 4 pages	9,120.- €

(bigger amount on request)

LOOSE INSERTS

Format max. 230 mm wide x 300 mm high

Price up to 25 g weight	2,840.- €
for each 5 g commenced	568.- €
Plus postal fees %	13.40 €

We retain the right to refuse to fulfill the order until a sample of the insert is submitted.

TIP ON POSTCARDS

Base price per %	170.- €
Plus glue costs per %	54.- €
plus postal fees per %	5.10 €

MAIN FEATURES, SPECIALS AND FAIR REPORTS

<p>1/2011</p> <p>PD: 07.02.2011 AD: 11.01.2011*</p>	<p>SPECIAL ZOW GERMANY</p> <p>The most important regional trade fairs for suppliers to the furniture industry. Overview of new products & services. Additional print run with special targeted distribution. Request details of our special arrangements for exhibitors.</p> <p>> Kitchen 2011: Trends from LivingKitchen</p>	<p>SPECIAL LOGISTIC + MATERIALS FLOW</p> <p>Maximising process efficiency</p> <p>> Trends at the imm cologne</p> <p>> Post-fair reports BAU and Domotex</p> <p>> Surfaces/Materials: Fronts, profiles, decor papers, decor foil, kitchen worktops worktops</p>	<p>> Hardware/Furniture: technology: hinges, pull-out systems, lift/lower systems, guides, finger grips.</p> <p>> Machinery: woodworking machinery, production technology, glues and adhesives, materials management, logistics, EDP.</p>	
<p>2/2011</p> <p>PD: 15.04.2011 AD: 28.03.2011</p>	<p>NEW! SPECIAL ISSUE FOR WOODWORKING & CRAFT INDUSTRIES, JOINERS, CARPENTERS, BUILDING INTERIOR COMPLETION INDUSTRY</p>			
<p>> Products on view at Interzum and Ligna for craft industries.</p> <p>> The machines that optimise day-to-day production and craft industry installation</p> <p>> Post-fair report, Munich BAU</p>	<p>> Trends at ZOW</p> <p>> The potential of lightweight materials.</p> <p>> Surfaces/Materials: Fronts, profiles, decor papers + foils, veneer, worktops.</p>	<p>> Hardware/Furniture: technology: hinges, pull-out systems, lift/lower systems, guides, finger grips.</p> <p>> Machinery: woodworking machinery, production technology, glues and adhesives, materials management, logistics, EDP.</p>		
<p>3/2011</p> <p>PD: 16.05.2011 AD: 19.04.2011</p>	<p>MAIN FAIR ISSUE INTERZUM+LIGNA</p>	<p>SPECIAL INTERZUM</p> <p>World's leading trade fair for supplies to the furniture industry. Forward looking innovations & new products for international public. Technology + Trends for tomorrow's furniture.</p>	<p>SPECIAL LIGNA</p> <p>World's leading wood and timber trades fair. How tomorrow's production will be made more efficient; the world's leading woodworking industries trade fair.</p>	<p>> ZOW-Report: Important new products and trends from East-Westphalia's furniture industry showcase.</p> <p>> Fabrics +Leather: materials, colours, sales propositions. The top suppliers at a glance.</p>
<p>4/2011</p> <p>PD: 21.07.2011 AD: 21.06.2011</p>	<p>SPECIAL DECORS + SURFACES</p> <p>The decor trends for 2011/2012. The most important surface material and design developments. Digital print & direct-print technology. Market analysis and background information. Plus: overview of the leasing decor printers & surface material specialists.</p>	<p>> Interzum-Report: Furniture for tomorrow! The most important new products from the world's leading trade fair for suppliers to the furniture industry.</p> <p>> Ligna-Report: tomorrow's production systems! The most important new products and services seen at the world's leading</p>	<p>trade fair for the woodworking industries.</p> <p>> Upholstery: High-tech products, innovative drive mechanisms and systems for upholstered furniture, upholstery filling materials, finishing tools and materials.</p>	

5/2011

SPECIAL ITALY

News, trends and innovations for and from Italy. Comprehensive market analysis; with Italian translation.

> **Fabrics and leather:** materials, colours, sales propositions; the top suppliers at a glance.

> Hardware/furniture technology
> Machinery

PD:
11.10.2011
AD:
20.09.2011*

SPECIAL MATERIALS + SURFACES

Overview of surface materials suppliers; trends, news, products and services.

SPECIAL LIGHTWEIGHT MATERIALS & CONSTRUCTION

Analysis: from machine to finished product -- who makes which product. Who uses which technology.

6/2011

NEW! SPECIAL ISSUE FOR WOODWORKING & CRAFT INDUSTRIES, JOINERS, CARPENTERS, BUILDING INTERIOR COMPLETION INDUSTRY.

PD:
07.11.2011
AD:
12.10.2011

> **The tools that maximise efficiency for craft industries**

> The latest trends in surface materials: from veneer to foil.

> **Delivery Vehicles 2012:**

From pick-up truck to small van

> **SICAM:** Italian materials supplies for furniture industry.

> Hardware/furniture technology
> Machinery
> Surfaces/materials

7/2011

SPECIAL HARDWARE

More functions raise value. Which systems upgrade furniture. Interviews, market forecasts & analysis.

> **CAD/CAM 2011:** the most effective cutting systems. Plus: software that minimises waste materials.

SPECIAL LIGHTING

OLEDs etc. make furniture more attractive. New ideas in lighting.

> **Machinery industry in-house fairs:**

latest plant and specialist machinery.

Also: choosing the right business software.

> **Kitchen 2012:** Main trends in the kitchen and bathroom; preview LivingKitchen
> Post-fair report SICAM Italy
> Post-fair report Orgatec
> **Upholstery:** Trends seen at the in-house fairs
> Machinery > Surfaces/materials

PD:
05.12.2011
AD:
15.11.2011

* PD = Publication Date, AD = Advertising Deadline.

FURNITURE INDUSTRY TRADE FAIR DATES

Domotex, D-Hannover, 15.-18.01.2011

Bau, D-München, 17.-22.01.2011

imm Cologne, D-Cologne, 18.-23.01.2011

LivingKitchen, D-Cologne, 18.-23.01.2011

ZOW Deutschland, D-Bad Salzufen, 14.-17.02.2011

Interzum Guangzhou, RC-Guangzhou, 27.03.-30.03.2011

Furnica/Drema, PL-Poznan, 12.-15.04.2011

M.O.W., D-East-Westphalia, 08.-12.05.2011

Interzum, D-Cologne, 25.-28.05.2011

Ligna, D-Hannover, 30.05.-03.06.2011

MoOd/Decosit, B-Brussels, 13.-15.09.2011

Focus Küche&Bad/Küchenmeile, D-East-Westphalia, 17.-23.09.2011

Furniture China, RC-Shanghai, September 2011

ZOW Turkey, TR-Istanbul, September 2011

MADE expo, I-Mailand, 05.-08.10.2011

Sicam, I-Pordenone, 19.-22.10.2011

ZOW Italy, I-Verona, Oktober 2011

ZOW Moscow, RUS-Moscow, November 2011

Dates and locations of these trade fairs are accurate to the best of our knowledge and belief on going to press; however, publishers Ferdinand Holzmann Verlag declines all responsibility for any inaccuracies or errors. A copy of our comprehensive list of trade fairs is available free of charge on request.

NEW! „CRAFT INDUSTRY SPECIAL“

Is your target market small and medium-scale craft industry, or is your business a small- or medium-sized craft company wishing to promote itself to a wider market? If so, then this is your answer, a new information platform from Ferdinand Holzmann Publishing: the place where you can tell the market about your latest products, business strategy, services and achievements.

Craft Industries Special – 2011 Spring issue

This year möbelfertigung will produce two extra editions to serve the needs in particular of small and medium-sized craft-based businesses. The first issue will go out in early Spring; containing analysis, reports and product news. The main editorial focus will be: What's on show at Interzum and Ligna for craft industries +++ machines that optimise bread-and-butter tasks for craft businesses +++ post-fair report BAU Munich +++ trends seen at ZOW in Bad Salzufen.

Craft Industries Special – 2011 Autumn issue

The small and medium-scale craft sector is a growth area, providing individual solutions and in many cases even engaged in series-production. The sector uses innovative materials, adopts the latest trends and development in wood-based materials, tools and machinery. The autumn issue will focus on tools that enhance production efficiency +++ the latest trends in surface materials: from veneer to foil +++ transport for 2012: from pick-up truck to box van +++ SICAM: what the Italian supplies fair has on offer to small and medium-scale craft businesses.



„Handwerk Spezial“ is distributed to selected small and medium-sized craft manufacturers and to regular readers of möbelfertigung.

Publication date: 15.04.2011

Advertising deadline: 01.03.2011



Publication date: 07.11.2011

Advertising deadline: 12.10.2011

OTHER SERVICES AT A GLANCE

möbelfertigung **online**



www.moebelfertigung.com is the Online-Plattform for suppliers of goods and materials to the international furniture industry. The möbelfertigung Web-presence supplements the printed medium with the latest news, images, videos from and portraits of suppliers. Linked with www.moebelkultur.de, the supplies platform www.moebelfertigung.com is the only furniture industry magazine to successfully combine print with online presence and be IVW-audited.

The figures from May 2010: 122,363 visits, 407,788 page impressions. The web site has a weekly newsletter carefully targeted to a selected audience.

You can maximise promotional effect by combining a web-Banner in www.möbelfertigung.com and the Newsletter.

Interested? Just ask us to send you further information, or download from: www.moebelkultur.de/media

WWW.MOEBELFERTIGUNG.COM



möbelfertigung **ad specials**

And that's not all! Take a look at our Ad Specials / Special advertising options – custom-made to match your marketing objectives. The choice ranges from UV-lacquer high-gloss effects, to fold-out front cover, fold-out posters, glued-in CD or DVD, gate-fold XXL-format, fleece surface, 3D-look and outer banner strap – möbelfertigung is your flexible partner.



Banner Strap around the magazine
Particularly suitable for announcement of new dates, super results and amazing news.



Partially Lacquered Cover Page
Emphasises image visual impact and flags up high-value.



Book Mark acts as a long-term reminder of your ad. Free choice of shape and material (e.g. wood, metal, with paint or lacquer, or fleece).



Fold-out panel with cover or inner page.
Surprises the reader with concealed content. Ideal for presentation of new products and concepts; creates generous space for visual impact.



Interested? Just ask us to send you further information, or download from: www.moebelkultur.de/media



FROM HAMBURG - THE MEDIA CITY

MÖBELFERTIGUNG | MÖBEL KULTUR | MÖBEL KULTUR LIFESTYLE | ARCADE | DER KÜCHENPROFI | WWW.MOEBELFERTIGUNG.COM



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