

# 2012



**PLATFORM FOR SUPPLIERS TO THE INTERNATIONAL FURNITURE INDUSTRY**

SEVEN ISSUES EACH YEAR, BILINGUAL GERMAN/ENGLISH

**möbel  
fertigung**

MEDIA-INFORMATION

## BRIEF CHARACTERISTICS

Up-to-date, packed with influential facts, opinions, exclusive, bilingual; *möbelfertigung* is the leading trade magazine for suppliers and buyers of materials and components for the European furniture industry, woodworking machinery, it is the must read for the decision makers and senior managers of the entire business community.

■ *möbelfertigung* editors report on upcoming market trends. Topics: hardware and fittings, lightweight 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 decision-makers.

■ *möbelfertigung* reports are based on well-researched data, hard facts and background information. Reports focus on clearly defined industrial sectors, with market analyses, 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. With the two craft special issues each year we prepare the targeted topics for the small and medium-sized craft industries engaged in series production for furniture manufacturers and interior completion.

■ *möbelfertigung* works in close partnership with all the key 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 House including *möbel kultur*, *arcade*, *LifeSTYLE* and *Der Küchenprofi*, creating valuable synergy for our readers and advertisers alike.

**Pictures Title:** Blum, Munksjö, 20-20, Pfeleiderer

## WHY YOU SHOULD ADVERTISE IN MÖBELFERTIGUNG

■ **Full market coverage:** *möbelfertigung* is close to market and reaches decision-makers amongst suppliers to the furniture industry, woodworking machinery manufacturers, furniture and kitchen manufacturers, architects, designers, the building interior completion industries, professional craftsmen and institutes of higher learning., their suppliers, architects, designers, building interior completions businesses, design bureaus and institutes of higher education.

■ **IVW-audited and targeted readership :** Our English language edition ensures perfect **international distribution** and readership – including leading trade fairs world-wide.

■ **Advertising guaranteed to be highly effective:** Expertly written editorial specials and multi-page focus reports in an unique layout creates the ideal opportunities for presenting your products.

■ 28 years, *möbelfertigung* has become the reading essential for the furniture industry and its suppliers.

■ Our in-house publishing team provides individual, carefully targeted and optimised advice on all aspects of your media plan.

## 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.



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Jörn Holzmann, Jochen Holzmann

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## YEAR AND FREQUENCY OF ISSUES

28th year 2012/ 7 issues a year

## SUBSCRIPTION RATE

Annual subscription Germany € 25.10  
Individual issue price € 4.60 plus VAT & shipping

## CIRCULATION

Copies per issue, second quarter 2011:  
Print run



Print run

9,905 copies

**Actual distribution (TVA)**

**9,786 copies**

## TARGET GROUPS

Furniture industry: manufacturers of home furniture; bedrooms; kitchens; upholstery; office furniture. Large-scale craft-industry manufacture: 3.639 copies

37.2 %

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

2,403 copies 24.5 %

Building interior completion companies, planning bureaus, designers, architects, timber trades, wood technicians:

792 copies 8.1 %

Woodworking and processing industries:

1,310 copies 13.4 %

Manufacturers of tools and machinery:

1,253 copies 12.8 %

Woodworking industry trade associations; institutes of higher education; students:

389 copies 4.0 %

**Actual distribution**

**9,786 copies 100.0 %\***

\*deviation due to rounding

## DISTRIBUTION

möbelfertigung is a controlled circulation trade journal distributed to carefully selected and targeted readers; these are the decision-makers, 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.

## AD SPECIALS

We can do even more. 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, fluffy sensitive with flockings, 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.

### 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.

**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).



# SPECIALS

Specials in *möbelfertigung* are published to coincide with specific furniture industry development cycles. Our specials provide you with complete market coverage on all aspects of trade and industry. Each special issue is an integral part of the respective edition, supplemented by a carefully chosen supplementary distribution list.



ZOW-Special



Xylexpo-Special



Decors-Special



Italy-Special



Hardware and fittings Special

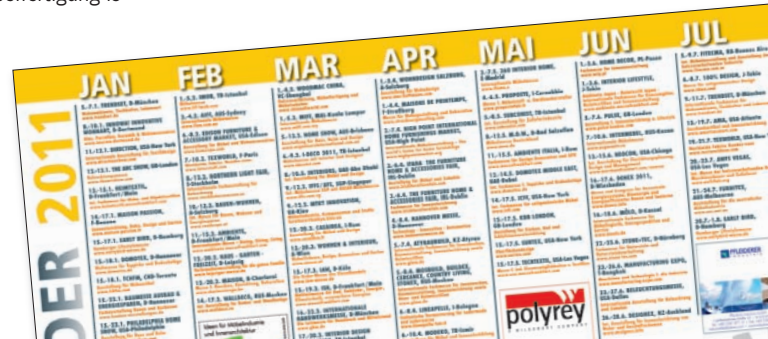


Lightweight material Special



Materials-Special

The December-issue of *möbelfertigung* is accompanied by a valuable XXL-format calendar of forthcoming trade fairs, and is also sent to carefully selected decision-makers. The calendar is also widely distributed at the annual International Cologne Furniture Fair, at ZOW Bad Salzfluren and Holz-Handwerk.



## PARTNER DER „MÖBELFERTIGUNG“



Nürnberg



Widmark für die Forst- und Holzwirtschaft



Bad Salzfluren



Furniture Manufacturing & Supply China Shanghai



Mailand



Poznan



Rimini

Hochschule Rosenheim University of Applied Sciences



TARGET GROUPS/SPECIALS

MAIN SUBJECTS, SPECIALS AND FAIR REPORTS

1/2012	<b>SPECIAL: ZOW GERMANY</b>	<ul style="list-style-type: none"> <li>&gt; Furniture trends at the <b>international Cologne Furniture Fair</b></li> <li>&gt; Preview Light + Building</li> <li>&gt; <b>Eurocucina Milan:</b> big preview of the Milan mega kitchen show!</li> <li>&gt; <b>Surface materials:</b> fronts, profiles, decor papers and decor foils, veneer, work tops</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <b>Furniture hardware &amp; fittings:</b> hinges, pull-out systems, lift/lower mechanisms, guides, finger grips</li> <li>&gt; <b>Machinery: woodworking businesses,</b> production technology, adhesives, glues, materials management, logistics, data processing</li> </ul>
30 January	<p>The main trade fair of the year for suppliers of materials and components to the furniture industry with their key-players! All the latest innovations at a glance. With additional print run and distribution. Special offer for exhibitors on request.</p>		
Advertising deadline: 9.1.2012			
2/2012	<b>CRAFT-SPECIAL FOR PROFESSIONAL WOODWORKING BUSINESSES AND BUILDING INTERIOR COMPLETION</b>		
13 March	<b>HOLZ-HANDWERK 2012</b>	<ul style="list-style-type: none"> <li>&gt; <b>ZOW-Report:</b> Everything for the craft business</li> <li>&gt; <b>Hardware Fair news:</b> for the professional workshop</li> <li>&gt; <b>Machinery:</b> woodworking industries, production techniques, adhesives, glue, materials management, logistics, data processing</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <b>Surfaces / materials:</b> Fronts, profiles, decor paper &amp; foil, veneer, worktops</li> <li>&gt; <b>Hardware / furniture mechanisms:</b> hinges, pull-out systems, lift/lower mechanisms, guides, finger-grips</li> </ul>
Advertising deadline: 20.2.2012	<p><b>The Nuremberg trade fair for machinery technology and production components.</b> The machines and products that make craft businesses and small businesses competitive. Preview: What the visitor can expect to see.</p>		
3/2012	<b>XYLEXPO - LARGE MACHINE-SPECIAL</b>	<b>HOLZ-HANDWERK REPORT</b>	<b>ZOW-REPORT</b>
30 April	<p>The new ideas at XYLEXPO show how tomorrow's production will be even more efficient. Trends and innovation for the woodworking industries from Milan.</p>	<p>All the new ideas and products from Nuremberg</p> <ul style="list-style-type: none"> <li>&gt; <b>Kitchen 2012:</b> Top-News from Eurocucina</li> <li>&gt; <b>Report from the Milan Fair:</b> impressions from Il Salone</li> </ul>	<ul style="list-style-type: none"> <li>&gt; The most important new products and trends at the East Westphalia in-house fairs</li> <li>&gt; <b>Report Light + Building:</b> Top topic: lighting analysis. Top products at the fair.</li> </ul>
Advertising deadline: 5.4.2012			
4/2012	<b>SPECIAL: DECORS + SURFACES</b>	<b>XYLEXPO-REPORT</b>	
9 July	<p>The decor trends for 2012/2013. The most important developments in surface materials, digital print, direct print, market analyses and background. Plus: overview of decor printers and surface materials specialists</p>	<p>The top innovations of the Milan machinery fair</p> <ul style="list-style-type: none"> <li>&gt; <b>SPECIAL LOGISTICS + MATERIAL FLOW</b> Processes getting more efficient</li> <li>&gt; <b>Total USA:</b> Preview of IWF Atlanta. North America's leading trade fair for machinery, components and materials for</li> </ul>	<p>the furniture industry. American market business forecast.</p> <ul style="list-style-type: none"> <li>&gt; <b>Upholstery:</b> High-tech upholstered furniture – innovative drive systems, covering materials, upholstery filling materials, process aids.</li> </ul>
Advertising deadline: 15.6.2012			

5/2012

9 October

Advertising  
deadline:  
14.9.2012

**SICAM-SPECIAL ITALY**

News, trends & innovations for and from Italy. Comprehensive market analysis.

**SPECIAL LIGHTWEIGHT**

The analysis: from machine to finished product – who makes which products? Who goes for which technology?

**SPECIAL MATERIALS + SURFACE MATE**

Industry overview: Trends, news, products and services

- > **Fabrics and leather:** materials, colours, sales proposition. Top suppliers at a glance.
- > Furniture hardware and mechanisms
- > Machinery

- > **ORGATEC preview:** Offices for more efficient work processes.
- > **Post-fair report ZOW Turkey**

6/2012

12 November

Advertising  
deadline:  
19.10.2012

**CRAFT-SPECIAL FOR PROFESSIONAL WOODWORKING BUSINESSES AND BUILDING INTERIOR COMPLETION:**

- > Preview of **BAU 2013**
- > Tools that make craft businesses more efficient
- > Furniture hardware and fittings

- > Current surface trends: from foil to veneer
- > **Commercial Vehicles 2013:** from pick-up to panel van.

- > **SICAM: Seen at the** Italian suppliers' fair for craft businesses
- > **Specialist machinery suppliers in-house fairs**
- > Surface materials

7/2012

3 December

Advertising  
deadline:  
9.11.2012

**SPECIAL FITTINGS**

Added value with better functions. The systems that enhance furniture utility. Interviews, Market estimates and analysis

- > **CAD/CAM 2012:** the top systems for effective cutting operations. Plus: software that minimises waste materials.

**SPECIAL LIGHT**

LEDs etc make furniture more attractive; everything you need to know on lighting trends.

- > **Machinery manufacturers in-house shows:** the plant and machinery on display. Also: the right software for the business processes.

- > **KITCHEN 2013: Preview of LIVING KITCHEN and INTERZUM@LIVING KITCHEN**
- > Post-fair report SICAM Italy
- > Post-fair report Orgatec
- > Preview Domotex, ZOW and BAU 2013

**EXTRA: TRADE FAIR CALENDER 2013**

**TRADE FAIR DATES**

- Domotex, D-Hannover,** 14.–17.01.2012
- Imm Cologne,** D-Köln, 16.–22.01.2012
- ZOW Deutschland,** D-Bad Salzuflen, 06.–09.02.2012
- Eisenwarenmesse,** D-Köln, 04.–07.03.2012
- Holz-Handwerk,** D-Nürnberg, 21.–24.03.2012
- Interzum Guangzhou,** RC-Guangzhou, 27.03.–30.03.2012
- Furnica/Drema,** PL-Poznan, 27.–30.03.2012
- Light+Building,** D-Frankfurt/Main, 15.–20.04.2012
- I Saloni del Mobile/cucina,** 17.–22.04.2012
- Technodomus,** I-Rimini, 20.–24.04.2012
- Interzum Moscow,** R-Moskau, 24.–27.04.2012
- Xylexpo,** I-Mailand, 08.–12.05.2012

- IWF Atlanta,** USA-Atlanta, 22.–25.08.2012
- MoOo/Decosit,** B-Brüssel, 11.–13.09.2012
- Area 30, Küchenmeile A30, Forum 26 u.w.,** D-Ostwestfalen, 15.–21.09.2012
- M.O.W.,** D-Ostwestfalen, 22.–26.09.2012
- Furniture China,** RC-Shanghai, September 2012
- FMC China,** RC-Shanghai, September 2012
- ZOW Turkey,** TR-Istanbul, September 2012
- Intermob,** TR-Istanbul, 13.–17.10.2012
- Sicam,** I-Pordenone, 17.–20.10.2012
- Orgatec,** D-Köln, 23.–27.10.2012
- ZOW Moskau,** RUS-Moskau, 19.–23.11.2012

All data without guarantee. Please request our detailed exhibition calendar for the year 2012 which is available free of charge starting December 2011

## NEW: „HANDWERK-SPEZIAL“

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 House: the place where you can tell the market about your latest products, business strategy, services and achievements.

### Craft Industries Special - 2012 The large fair issue coinciding with the Holz-Handwerk fair

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 appears just in time for the Holz-Handwerk in Nuremberg. With analyses, feature reports and product news. Headings: Products and machinery that drive craft industry efficiency +++ Processes and tools to optimise everyday craft industry operations +++ At ZOW in Bad Salzufen.

### Craft Industries Special –2012 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 +++ Commercial Vehicles for 2013: from pick-up to panel van +++ SICAM: what the Italian suppliers 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: 13.3.2012  
Advertising deadline: 20.2.2012



Publication date: 12.11.2012  
Advertising deadline: 19.10.2012



www.mobelfertigung.com is the Online-Platform 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 August 2011: 175,543 visits, 492,310 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.mobelfertigung.com and the Newsletter.

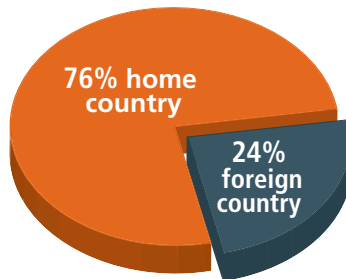
**Interested?** Just ask us to send you further information, or download from: [www.moebelkultur.de/media](http://www.moebelkultur.de/media)

**WWW.MOEBELFERTIGUNG.COM**



## International English language edition.

The five main issues of möbelfertigung are also published as separate English language editions; they are carefully targeted and distributed to key international decision takers in the furniture trade and industries, and at international trade fairs. It is the ideal vehicle for your English language advertisements or PR articles. The English edition is also distributed by e-mail worldwide as a digital edition.



## The German Issue

In addition to the English edition, the German-language edition of möbelfertigung has an international readership. Almost one quarter of the circulation also goes to decision takers who are suppliers of products, materials, machinery and components in surrounding European countries.

## 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:** Quark XPress–8.5, Adobe Illustrator CS5, Photoshop CS5

**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 standard and the complete character sets!

**Contact:** Jasmin Loose, phone +49 (0) 40 63 20 18-41

e-mail: jasmin.loose@holzmann.de

## ADDRESS OF THE PRINTER

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 Warenannahme,

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 S.	2 x 1/1 Seite	€ 9,120,-	€ 10,200,-	€ 12,360,-	€ 10,992,-
1/1 S.	183 x 263	€ 4,560,-	€ 5,100,-	€ 6,180,-	€ 5,724,-
1/2 S.	89 x 263 183 x 130	€ 2,280,-	€ 2,820,-	€ 3,900,-	€ 3,786,-
1/3 S.	183 x 87 61 x 263	€ 1,520,-	€ 2,060,-	€ 3,140,-	€ 3,064,-
1/4 S.	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 page	€ 5,472.-
4th back cover page, b/w	€ 5,928.-
Title flap, back, 1/2 page, 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



Foto: Eibe&Flut, Quelle: HafenCity Hamburg GmbH

# FROM HAMBURG - THE MEDIA CITY

ARCADE | MÖBELFERTIGUNG | MÖBEL KULTUR | MÖBEL KULTUR LIFESTYLE | DER KÜCHENPROFI | ONLINE | KARRIERECENTER



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