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FURNISHING INTERNATIONAL

Media Kit

www.furnishinginternational.com

Exclusive Australasian
Member of:



Profile

Furnishing International has been actively promoting the Australian furnishing industry for over 60 years.

Furnishing International provides the latest industry news and trends, as well as constant monitoring of its distribution to ensure we reach all major buyers and key decision makers from around the nation.

Over the past 20 years, the furnishing industry has gone through a considerable change due to imports from around the world, and Furnishing International will continue to keep abreast of these changes.

As Furnishing International remains the sole Australasian Pacific Member of the International Alliance of Furnishing Publications (IAFP). Our membership provides access to the latest in news, design trends, industry developments, as well as firsthand show reports and distribution overseas to promote Australian furniture manufacturers on a global scale. In fact, we are distributed in China, Taiwan, Hong Kong, Singapore and Malaysia, New Zealand and of course Australia.

Furnishing International magazine objectively reports on all aspects of the Australian furnishing industry. We're committed to editorial excellence and providing our readers with the only one-stop forum in the industry.

■ **CIRCULATION: 10,377**

■ **READERSHIP: 51,885**

■ Our Target Market:

- Architects
- Bedding Manufacturers
- Bedding Retailers
- Boutique Retailers
- Commercial Furniture Manufacturers
- Department Store Key Buyers
- Furniture Buyers
- Furniture Manufacturers
- Furniture Agents, Distributors
- Furniture Designers
- Furnishing Industry Association of Australia (Vic/Tas)
- Furniture Association of New Zealand
- Government Departments (Federal, State and Local)
- Importers
- Interior Decorators
- Office Furniture Suppliers
- Retail Furniture Buying Groups
- Soft Furnishing Stores
- Specialty Retailers
- Training Centers

Plus bonus distribution at the following exhibitions:

- Furnitex
- Australian International Furniture Fair
- International Famous Furniture Fair (3F)
- Shanghai Furniture Sourcing Fair (JSWB)
- Singapore International Furniture Fair (IFFS)
- Malaysian International Furniture Fair (MIFF)
- Heimtextil, Frankfurt
- Furniture China
- Cologne International Furniture Fair
- Paris Furniture Fair
- CebuX
- Taipei International Furniture Show



Why Advertise In Furnishing International?

- Furnishing International can boast the highest circulation of a furnishing magazine not only within Australasia, but globally through our 'exclusive' Membership with the International Alliance of Furnishing Publications (IAFP).
- Furnishing International is Australia's premier furniture title promoting the Australasian furnishing industry. Other IAFP members include:

- **BRAZIL** *Mobile Lojista*
- **CHINA** *China Furniture*
- **FRANCE** *Le Courier*
- **GERMANY** *Mobelmarkt*
- **INDIA** *Index Furniture Journal*
- **ITALY** *G.D.A.*
- **JAPAN** *The Home Living*
- **MEXICO** *Moblaje*
- **SPAIN** *El Mobilario*
- **TAIWAN** *CENS Furniture*
- **UNITED KINGDOM** *The Cabinet Maker*
- **USA** *Furniture Today*
- **UNITED ARAB EMIRATES** *Gulf Interiors*
- **ROMANIA** *Mobilia*
- **SOUTH KOREA** *GaGu*
- **TURKEY** *Furniturk*
- **SINGAPORE** *Furniture & Furnishing Export International*

- Advertising in Furnishing International is the only way to ensure your sales message reaches buyers and decision makers throughout the entire furnishing retail industry. We deliver your brand or product message reliably and economically.
- Our readers are provided with the latest news, design trends, overseas trade as well as first hand show reports.
- Furnishing International builds excellent brand awareness, currently in its 60th year of publishing and promoting the Australasian furniture industry.
- Furnishing International provides a cost effective trade dimension to your advertising and sales budgets. Our targeted furnishing retail demographic and store based distribution, gives us the most eagerly awaited furnishing publication in the industry. A smart advertising budget ought to address your most important customer first, the retail buyers and store managers, the gatekeepers to your sales.
- Readers are drawn to the authoritative and unbiased nature of the magazine content. The magazine's unique presentation, with clear concise, in depth articles and practical, sustained and trusted advice, makes Furnishing International a valuable magazine for both readers and advertisers alike.
- Our readers are exclusive and difficult to reach via other mediums. No supplier has a big enough sales force to call on all stores, all the time. That's where Furnishing international is so cost effective. Regular appearance in FI is the only way to ensure that information about your company reaches the right people wherever they are in the buying cycle, and no matter where your sales reps are on the road.

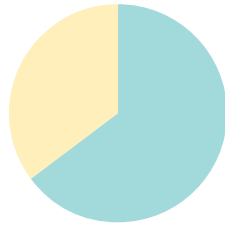
Furnishing International Website

Furnishing International expands into an informative website.

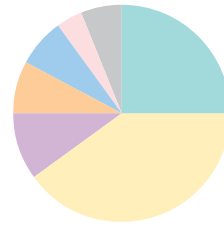
www.furnishinginternational.com attracts thousands of loyal and enthusiastic readers and show-goers each year. Furnishing International is truly a marketing success within the furniture and furnishings industry.



Distribution Statistics



- Proprietor, Owner, Director - 68%
- Department Head, Store Manager, Purchasing Manager/Buyer - 32%



- New South Wales - 25%
- VIC - 40%
- Queensland - 10%
- South Australia - 8%
- Western Australia - 7%
- Tasmania - 4%
- Overseas - 6%
includes China, Singapore, Hong Kong, Malaysia

A note from the Editor

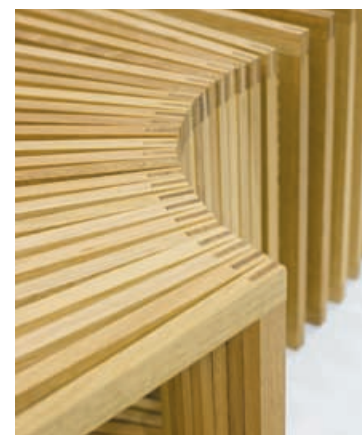
The secret of our success is passion and dedication – not just for the furniture and furnishing industry, but for delivering the most accurate and inspiring information. Each month, thousands of loyal and highly involved readers turn to us for information they can trust.

In a world where readers increasingly perceive trust and integrity as the most precious (and diminishing) of commodities, Furnishing International is unique. We have close links with our international affiliate magazines which allow us to source international news and on the spot reports of shows where the latest trends are being showcased.

Toni Briggs
Editor

Editorial

Editorial contributions are welcome.
Please submit articles to our Editor: Toni Briggs
E-mail: toni@furnishinginternational.com



Rates, deadlines and Specs

Advertising Rates

	Casual	x 2 issues	x 4 issues
Centre page spread	\$6,300	\$6,100	\$5,800
Double page spread	\$4,800	\$4,350	\$4,100
Full page	\$2,800	\$2,600	\$2,400
Two Thirds page	\$2,240	\$2,080	\$1,900
Half page	\$1,700	\$1,600	\$1,450
One Third page	\$1,150	\$1,075	\$1,000
Quarter page	\$1,050	\$900	\$750
One Sixth page	\$600	\$565	\$525

PREFERRED POSITIONS	Casual	x 2 issues	x 4 issues
Back Cover	\$4,050	\$3,800	\$3,450
Inside Front Cover	\$3,400	\$3,050	\$2,900
Inside Back Cover	\$3,250	\$2,900	\$2,800

Advertising Deadlines 2009/2010

Issue	Booking	Material	Release
Winter Edition	11 May	18 May	1 June
Spring Edition	10 August	17 August	1 September
Summer Edition	9 November	16 November	1 December
Autumn Edition	9 February	16 February	1 March

Accepted Media

CD, DVD or Email to prepress@furnishinginternational.com
Platforms - Both PC and Macintosh

File Formats Supported

Preferred format – PDF distilled with PRESS Job Options (could be supplied upon request). Please ensure that PDF complies to specifications described in Space Sizes section, all fonts are embedded and images are CMYK at right resolution (see below).

Also supported – InDesign, QuarkXPress, Illustrator, Freehand, Pagemaker, Photoshop (Images to be saved at 300 dpi for colour CMYK or grey, and 1200 dpi bitmaps in TIFF or EPS formats).

Advertising Enquiries

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Material Specifications

Double Page Spread:	297mm x 420mm
Full Page:	297mm x 210mm
Two Thirds Page:	134mm x 297mm
Half Page:	(horizontal) 210mm x 147mm (vertical) 100mm x 297mm
Half Island:	122mm x 170mm
One Third Page:	122mm x 110mm
Quarter Page:	(horizontal) 74mm x 210mm (vertical) 100mm x 147mm
One Sixth Page:	122mm x 55mm

