

FURNITURE  CONTACTS  
Contacts for Contracts

# MEDIADATA 2011

Effective starting January 1, 2011

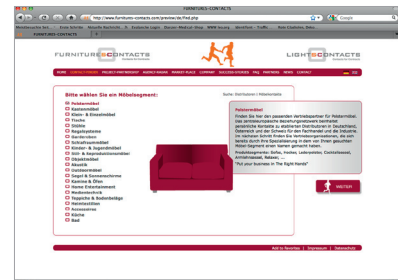
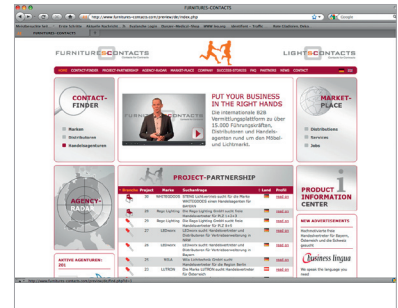
# THE MEDIUM [www.FURNITURES-CONTACTS.COM](http://www.FURNITURES-CONTACTS.COM)

## Short information:

[www.FURNITURES-CONTACTS.com](http://www.FURNITURES-CONTACTS.com) is the international B2B platform for searching and finding high quality business contacts throughout the furniture and lights industry. In the FURNITURES-CONTACTS database you will discover more than 15,000 premium business contacts with detailed profiles for search queries. Furniture and lighting brands, distributors, sales agencies and service providers are presented on the publicly available platform.

## Scope / monthly:

approx. 10,000 website visitors/month  
approx. 15,000 recipients of the DISTRIBUTION NEWS  
approx. 100,000 website visitors/month of the linked partner sites



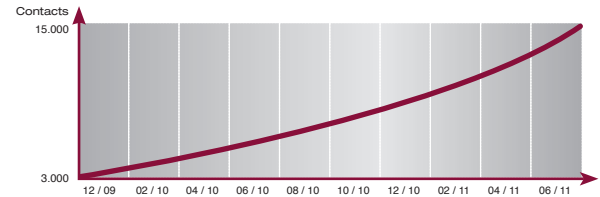
# RECIPIENT / READER STRUCTURE ANALYSIS

## Introduction

The program and topics of FURNITURES-CONTACTS, the B2B portal, concentrate exclusively on persons associated with the furniture and lights market. So the online programme and the newsletter services are used at a 100% rate by people with a sphere of interest affiliated to furniture & light, primarily at decision-maker level. The following charts show a detailed breakdown of the demographic user profile.

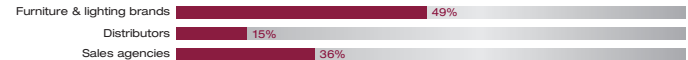
## Development / business potential

Within the last 18 months, the number of persons registered for arrangement of business contacts and the number of recipients of the newsletter have been boosted to 3,000 to 15,000 profiles.



## Principal categories

Divided into three main categories, 49% of the addresses and recipients can be assigned to furniture and lighting brands, followed by distributors and sales agencies.



## Principal countries

The primary focus of target groups, namely 95%, is on decision makers associated with the furniture and lights market in the German-speaking and south European countries. Our principal countries for distribution solutions are Germany, Austria and Switzerland.



# THE ONLINE DOUBLE

## The Online Double – speed and scope – a combination for your success

As an additional service, FURNITURES-CONTACTS offers you the possibility to publish your MARKET-PLACE ad also in the new online job market, called FurnishingJOBS, powered by MÖBELMARKT. With this option you can benefit equally from the speed and scope of both furniture portals, combined with a special fixed rate. The offers and target groups from different sources are complementary and strengthen each other. This leads on to effective synergy effects, a considerable increase in recognition and a prospect of success for your ad.

Online Partner: **furnishingJOBS**  
Die MÖBELMARKT Online-Jobbörse

**Short information:** FurnishingJOBS is the new B2B job portal for decisive players and employees of the furniture and furnishing branch. The platform informs in the German speaking area about all current positions offered/wanted and presents industry news, themes in forums, advanced training offers, dates of workshops and trade shows.

Online since: 2011  
Newsletter: 15,000 recipients  
Partner Website visitors: 100,000 / month  
More information: [www.furnishing-jobs.de](http://www.furnishing-jobs.de)



# THE CROSSMEDIA-PARTNERSHIP

## Crossmedia – speed and sustainability – the combination for your success

As an additional service, FURNITURES-CONTACTS offers you the possibility to publish your MARKET-PLACE ad in the field-related magazine MÖBELMARKT as a printed ad. With this option you can benefit equally from the speed and scope of online media in combination with the sustainability of print media. The information presented in the different sources complement and boosts each other. The results are effective synergy effects, a considerable increase in recognition and a prospect of success for your ad.

Crossmedia Partner:

**MÖBELMARKT.**  
International Interior Business Magazine

**Short information:** MÖBELMARKT is the leading field-related magazine for decisive players in the furniture branch. The publication informs the German-speaking furniture traders of all relevant news and developments in the field.

Frequency: monthly

Printed copies: 12,353

Circulation: 11,954

Additional information: [www.moebelmarkt.de](http://www.moebelmarkt.de)



# PUBLICATION DATES, CROSS-MEDIA

## Running time MARKET-PLACE online advertisement

From booking on: 30 days.

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## Publication from advertisements in the DISTRIBUTION NEWS

In the middle of each month all running online ads are integrated into the DISTRIBUTION NEWS and send out to more than 15,000 recipients in the furniture and lights industry.

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## Publication from online advertisements at FurnishingJOBS

Publication as an additional online advertisement at the new job portal FurnishingJOBS.

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## Publication from cross-media advertisements in the MÖBELMARKT magazine

Publication as MARKET-PLACE small ad in the size double-columned, 104mm x 67mm to the next available date.

Please get in contact with our advertisement department for your precisely desired publication date. Main topics and publications can be found in the media data MÖBELMARKT on the next side.

# MEDIADATA MÖBELMARKT

**1/1 SW-Grundpreis 4.330,- €**

## Formatanzeigen und Anzeigenpreise (Satzspiegelformate), gültig ab 1. Oktober 2010

Format	B x H (mm)	S/W Preis	2c Preis	4c Preis	bei je 3 Schaltungen 4c, je*
2/1 Seite	448 x 285	8.227,00 €	9.307,00 €	11.467,00 €	10.601,00 €
1/1 Seite	212 x 285	4.330,00 €	4.870,00 €	5.950,00 €	5.517,00 €
1/2 Seite	212 x 137	2.165,00 €	2.705,00 €	3.785,00 €	3.677,00 €
	104 x 285	2.165,00 €	2.705,00 €	3.785,00 €	3.677,00 €
1/3 Seite	212 x 90	1.445,00 €	1.985,00 €	3.065,00 €	2.993,00 €
	68 x 285	1.445,00 €	1.985,00 €	3.065,00 €	2.993,00 €
1/4 Seite	212 x 67	1.085,00 €	1.625,00 €	2.705,00 €	2.651,00 €
	50 x 285	1.085,00 €	1.625,00 €	2.705,00 €	2.651,00 €
	104 x 137	1.085,00 €	1.625,00 €	2.705,00 €	2.651,00 €
1/8 Seite	212 x 35	542,50 €	1.082,50 €	2.162,50 €	2.054,38 €
	50 x 137	542,50 €	1.082,50 €	2.162,50 €	2.054,38 €
	104 x 67	542,50 €	1.082,50 €	2.162,50 €	2.054,38 €

Weitere Optionen auf Anfrage.

\* inkl. jeweils Mengen- und Malrabatt

**Alle genannten Preise zzgl. Mehrwertsteuer!**

More informatione at [www.moebelmarkt.de](http://www.moebelmarkt.de)

# PACKAGES, FORMATS, RUNTIME AND PRICES

Medium	Formats and properties	Runtime and publication	Prices/ month
<p><b>MARKET-PLACE Online Ad</b> Online ad + Logo (updated daily) incl. 1 mailing DISTRIBUTION NEWS to more than 15,000 furniture and lighting contacts</p> <p>Renewal of the Online Ad</p>	<p>Logo: max. 166 x 150 pix(BxH) Header: 30 characters max. Short text: 60 characters max Long text: 600 chars. max. + Link</p>	<p>30 days from booking (opportunity to renew)</p>	<p>€ 300,-  + € 150,-</p>
<p><b>MARKET-PLACE Online-Banner</b> banner ad (updated daily)</p> <p>Renewal of the Online-Banner</p>	<p>Banner: 166 x 150 pix (BxH)</p>	<p>30 days from booking</p>	<p>€ 150,-  + € 100,-</p>
<p><b>The Online Double Ad</b> on www.furnishingJOBS.de</p>	<p>Publication as Online Ad  Appearance as Online Banner</p>	<p>30 days from booking</p>	<p>+ € 250,-  + € 50,-</p>
<p><b>MARKET-PLACE Crossmedia Ad</b> print publishing (monthly) in the MÖBELMARKT magazine</p>	<p>Publication as MARKET-PLACE small ad Format: 2 columns 104mm x 67mm</p>	<p>See publication dates print MÖBELMARKT</p>	<p>+ € 200,-</p>

Additional marketing opportunities and combination models available upon request.  
Prices do not include applicable VAT.  
Private code costs: € 20,-



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**light+building**

**MÖBELMARKT.**  
International Interior Business Magazine

**HIGH**  
**LIGHT**  
DAS FACHMAGAZIN DER LICHTBRANDE

**ON-LIGHT**

**furnishingJOBS**  
Die MÖBELMARKT Online-Jobbörse