

MEDIA CARD 2008

Forma & Furniture

Forma & Furniture is a professional home decoration, furniture and giftware magazine aimed at retailers, buyers, interior designers and other related industries. In terms of appearance as well as editing, the magazine is high quality, topical and comprehensive. Trend-consciousness and topicality conveyed by way of domestic and international fair surveys are appreciated Forma & Furniture characteristics.

Readership surveys show that the magazine front cover attracts readers to have a further look at the content.

(Forma & Furniture Talent Partners Readership Survey 2006)

FORMA & FURNITURE

Forma & Furniture

READERSHIP PROFILE

Forma & Furniture's media coverage amounts to 25,000 professionals. According to readership surveys*, 68 per cent of the readers are satisfied or very satisfied with the magazine. The magazine is considered as stylish, trendy and informative.

92 per cent of the readers are decision-makers, 78 per cent read the magazine twice or more.

68 per cent of the readers save all issues after reading and 13 per cent save those issues containing the most interesting topics.

66 per cent of the readers spend more than 30 minutes reading the magazine and 86 per cent spend more than 15 minutes.

83 per cent of the readers are women, 60 per cent are from the Helsinki region and Southern Finland, 14 per cent from Western Finland and 9 per cent from Eastern Finland.

Age distribution	30-39 years	30 per cent
	40-49 years	39 per cent
	50-59 years	25 per cent

*Talent Partners 2007 Readership Survey

CONTACT PERSONS

Editor-in-chief Arja Tammi
arja.tammi@formamessut.fi

Managing Editor Marja Ahonala
marja.ahonala@formamessut.fi

Sales Manager Marja-Leena Lindholm
marja-leena.lindholm@formamessut.fi
Tel. +358 (0)9 296 2411, +358 (0)40 584 4487
Fax +358 (0) 10 820 9806

PUBLISHER

Forma Messut Oy (Forma Fair)
Mannerheimintie 40 D 82, FI-00100 Helsinki
Telephone +358 (0) 10 820 9800
Fax +358 (0) 10 820 9806

ISSUED BY

Forma Messut Oy (Forma Fair) in cooperation
with the Association of Finnish Furniture
Retailers
Mannerheimintie 40 D 82, FI-00100 HELSINKI
Telephone +358 (0) 10 820 9800
Fax +358 (0) 10 820 9806
Internet: www.formamessut.fi

Publishing dates, themes and material deadlines

ISSUE/THEMES	DATE OF ISSUE	MATERIALS	MATERIALS TO BE PREPARED
1 Environmental thinking, Forma Spring '08	02.01.2008	28.11.2007	21.11.2007
2 Entrepreneurship, spring festivals, stories from Forma Spring '08 Fair	12.03.2008	13.02.2008	06.02.2008
3 Summer shopping paradises, summer presents, souvenirs	28.05.2008	29.04.2008	23.04.2008
4 Forma Autumn '07, back to school, students apartment and furniture	23.07.2008	16.06.2008	10.06.2008
5 - 6 Christmas and gifts, stories from Forma Autumn '07 Fair	08.10.2008	10.09.2008	03.09.2008

TECHNICAL DATA

Magazine size	210 x 280 mm
Screen ruling	70 lines/cm
Printing method	Sheet offset
Binding	Perfect binding

Printing House/Repro
Rakennuspaino Oy

MATERIAL REQUIREMENTS

The prices are subject to ready-made ad materials, preferably in PDF-format (Illustrator, Freehand, Photoshop, InDesign 2.0, Quark 6.0). Ads produced using other software than those listed above must be converted into an applicable format; such extra costs will be charged separately.

MATERIALS TO BE SENT

By e-mail
forma.furniture@formamessut.fi
By mail: CD to Forma Messut Oy,
Mannerheimintie 40 D 82, FI-00100 Helsinki

Colour proof required!



ADVERTISEMENT RATES from May 15, 2006 VAT 22 per cent to be added.

Size	4-colour	1 x	3 x packet	(price each)
2/1	EUR 3.850		EUR 9.817	(EUR 3.272)
Back cover	EUR 2.700		EUR 6.885	(EUR 2.295)
2. cover	EUR 2.350		EUR 5.990	(EUR 1.996)
3. cover	EUR 2.350		EUR 5.990	(EUR 1.996)
1/1 -page	EUR 2.250		EUR 5.730	(EUR 1.910)
1/2 -page	EUR 1.560		EUR 3.720	(EUR 1.240)
1/4 -page	EUR 930		EUR 2.370	(EUR 790)
1/6 -page	EUR 660		EUR 1.680	(EUR 560)
1/8 -page	EUR 580		EUR 1.475	(EUR 492)

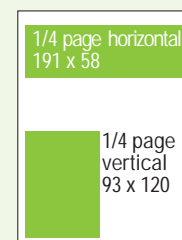
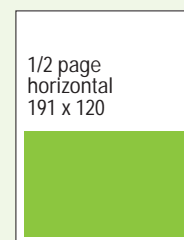
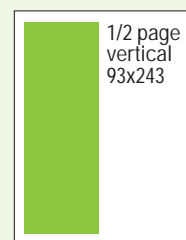
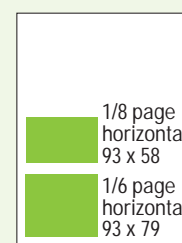
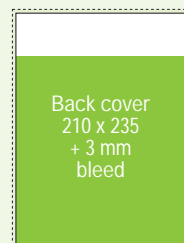
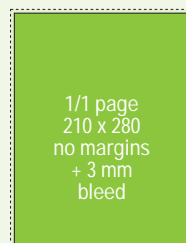
10 per cent add-on for specific space reservation.

15 per cent discount if charged to advertising agency.

All advertisement rates are subject to ready-made ad material.

AD SIZES

Back cover	210 x 235 mm + 3 mm bleed
1/1 -page	210 x 280 mm + 3 mm bleed
1/2 -page vertical	93 x 243 mm
1/2 -page horizontal	191 x 120 mm
1/4 -page vertical	93 x 120 mm
1/4 -page horizontal	191 x 58 mm
1/6 -page horizontal	93 x 79 mm
1/8 -page horizontal	93 x 58 mm
1/1 -page advertorial	2.500 EUR
2/1 -page advertorial	4.100 EUR



Supplement: Request your personal quotation.

Cancellation of advertisements: Orders must be cancelled in writing latest on material deadline date.

Claims: Claims must be filed in writing within 8 days from magazine publishing date. The magazine's liability is limited to the cost of the advertisement.

FORMA FAIR WEBSITE (www.formamessut.fi)

	Size	Period	Price
Small banner	195 x 80 pixels	3 months	250 EUR
	195 x 80 pixels	6 months	450 EUR
	195 x 80 pixels	12 months	650 EUR
Large banner	240 x 60 pixels	3 months	350 EUR
	240 x 60 pixels	6 months	550 EUR
	240 x 60 pixels	12 months	850 EUR

VAT 22 per cent to be added.

Banner production is not included in the price.

eForma Monthly e-mail newsletter for giftware and home decoration professionals to 5,000 addresses, fair extras in January and August.

eFurniture E-mail newsletter for furniture industry professionals. For further information, please contact saija.aalto@formamessut.fi