

MEDIA CARD 2010

Forma & Furniture



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

(Forma & Furniture Talent Partners Readership Survey)

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.

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 Readership Survey

CONTACT PERSONS

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PUBLISHER

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ISSUED BY

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with the Association of Finnish Furniture
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Publishing dates, themes and material deadlines

ISSUE/THEMES	DATE OF ISSUE	MATERIALS	MATERIALS TO BE PREPARED
1 Forma Spring '10, Finland & design, Easter	04.01.2010	25.11.2009	18.11.2009
2 - 3 Forma Fair, gardens and patios	28.04.2010	31.03.2010	24.03.2010
4 Forma Autumn '10	28.07.2010	14.06.2010	07.06.2010
5 - 6 Forma Fair and Habitare '10, Christmas and presents	13.10.2010	15.09.2010	08.09.2010

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

aineisto@formamessut.fi

By mail: CD to Forma Messut Oy,
Mannerheimintie 40 D 82, FI-00100 Helsinki

Colour proof required!



ADVERTISEMENT RATES from January 1, 2010 VAT 22 per cent to be added.

Issues 1 and 4

Size	4-colours	3 x packet	(price each)
	1 x		
2/1	5 780 EUR	14 700 EUR	(4 900 EUR)
Back cover	4 050 EUR	10 330 EUR	(3 443 EUR)
2. cover	3 525 EUR	8 990 EUR	(2 997 EUR)
3. cover	3 525 EUR	8 990 EUR	(2 997 EUR)
1/1 -page	3 375 EUR	8 610 EUR	(2 870 EUR)
1/2 -page	2 340 EUR	5 970 EUR	(1 990 EUR)
1/4 -page	1 395 EUR	3 560 EUR	(1 187 EUR)
1/6 -page	990 EUR	2 530 EUR	(844 EUR)

Issues 2-3 and 5-6

Size	4-coulours	3 x packet	(price each)
	1 x		
2/1	4 235 EUR	10 800 EUR	(3 600 EUR)
Back cover	2 970 EUR	7 580 EUR	(2 527 EUR)
2. cover	2 585 EUR	6 600 EUR	(2 200 EUR)
3. cover	2 585 EUR	6 600 EUR	(2 200 EUR)
1/1 -page	2 475 EUR	6 320 EUR	(2 107 EUR)
1/2 -page	1 720 EUR	4 400 EUR	(1 467 EUR)
1/4 -page	1 030 EUR	2 630 EUR	(877 EUR)
1/6 -page	730 EUR	1 860 EUR	(620 EUR)

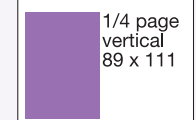
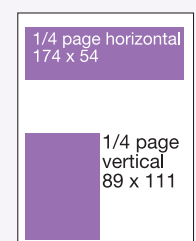
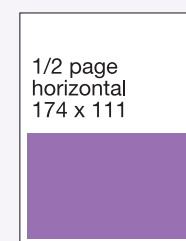
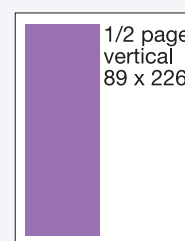
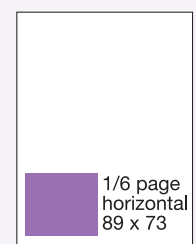
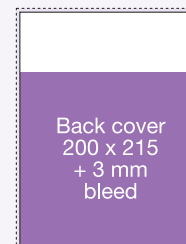
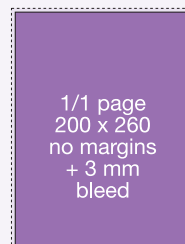
10 per cent add-on for specific space reservation.

15 per cent discount if charged to advertising agency.

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

AD SIZES

Back cover	200 mm x 215 mm +3 mm bleed
1/1 -page	200 mm x 260 mm +3 mm bleed
1/2 -page vertical	89 mm x 226 mm
1/2 -page horizontal	174 mm x 111 mm
1/4 -page vertical	89 mm x 111 mm
1/4 -page horizontal	174 mm x 54 mm
1/6 -page horizontal	89 mm x 73 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.

PRODUCT PLACEMENT

Product Placement	1/1 -page	1 990 EUR
Product Placement	1/2 -page	1 500 EUR
Product Placement picture		250 EUR

VAT 22 per cent to be added.

Ask more: Forma Fair tel. +358 10 820 9800.

