

# 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

Forma Messut Oy (Forma Fair) in cooperation  
with the Association of Finnish Furniture  
Retailers  
Mannerheimintie 40 D 82, FI-00100 HELSINKI  
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Internet: [www.formamessut.fi](http://www.formamessut.fi)

## 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
	1 x
2/1	5 780 EUR
Back cover	4 050 EUR
2. cover	3 525 EUR
3. cover	3 525 EUR
1/1 -page	3 375 EUR
1/2 -page	2 340 EUR
1/4 -page	1 395 EUR
1/6 -page	990 EUR

### Issues 2-3 and 5-6

Size	4-coulours
	1 x
2/1	4 235 EUR
Back cover	2 970 EUR
2. cover	2 585 EUR
3. cover	2 585 EUR
1/1 -page	2 475 EUR
1/2 -page	1 720 EUR
1/4 -page	1 030 EUR
1/6 -page	730 EUR

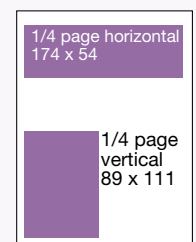
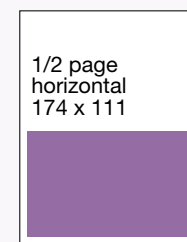
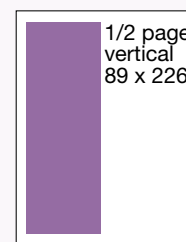
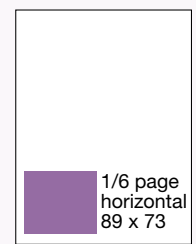
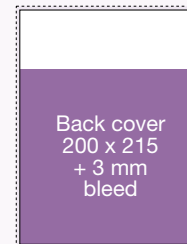
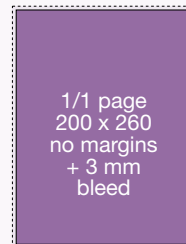
10 per cent add-on for specific space reservation.

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.

