



Forma & Furniture



Forma Online



Formamessut.fi



Sisustakotia.fi

MEDIA GUIDE 2012 FORMA FAIR

Forma & Furniture



Forma & Furniture is the only professional home decoration, furniture and giftware magazine in Finland aimed at retailers, buyers, interior designers and other related industries.



According to reader survey 2009:

- 98 % of the readers are satisfied with the magazine
- 83 % use the magazine when making purchasing decisions
- The magazine is well read: most readers spend over half an hour to read it
- 82 % save the magazine
- Forma & Furniture is described as trendy, informative, professional, stylish and versatile

PUBLISHING DATES AND MATERIAL DEADLINES

ISSUE	DATE OF ISSUE	MATERIALS	MATERIALS TO BE PREPARED
1	04.01.2012	23.11.2011	16.11.2011
2-3	25.04.2012	28.03.2012	21.03.2012
4	25.07.2012	13.06.2012	06.06.2012
5-6	17.10.2012	19.09.2012	12.09.2012

SISUSTAKOTIA-magazine

THEMES	DATE OF ISSUE
Sisusta! fair magazine	29.3.2012
Habitare fair magazine	12.9.2012

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ADVERTISEMENT RATES FROM JANUARY 1, 2011

Issues 1 and 4

Size	4-colours
2/1	5 780 €
Back cover	4 050 €
2. cover	3 525 €
3. cover	3 525 €
1/1 -page	3 375 €
1/2 -page	2 340 €
1/4 -page	1 395 €
1/6 -page	990 €

Issues 2-3 and 5-6

Size	4-colours
2/1	4 235 €
Back cover	2 970 €
2. cover	2 585 €
3. cover	2 585 €
1/1 -page	2 475 €
1/2 -page	1 720 €
1/4 -page	1 030 €
1/6 -page	730 €

10 % add-on for specific space reservation.
15 % discount if charged to advertising agency.

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

TECHNICAL DATA

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

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!

AD SIZES

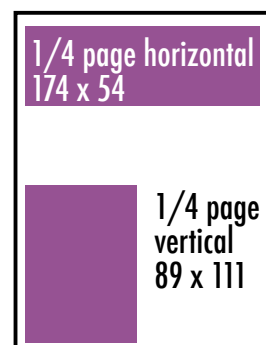
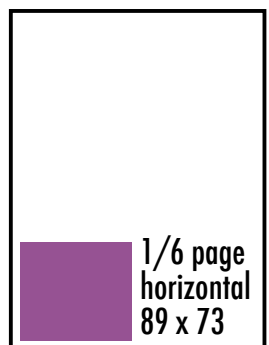
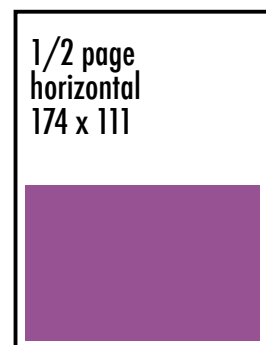
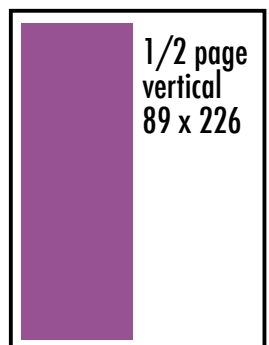
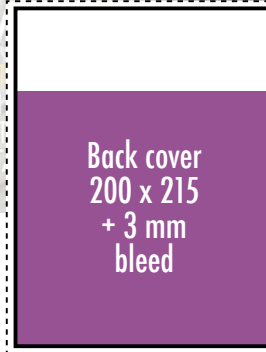
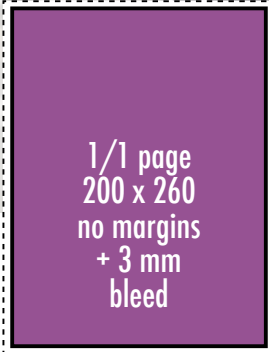
Back cover 200 mm x 215 mm +3 mm bleed
1/1 -page 200 mm x 260 mm +3 mm bleed
1/2 -page vertical 89 mm x 226 mm
1/2 -page horizontal 174 mm x 111 mm
1/4 -page vertical 89 mm x 111 mm
1/4 -page horizontal 174 mm x 54 mm
1/6 -page horizontal 89 mm x 73 mm

PRODUCT PLACEMENT

Product Placement 1/1 -page 2 500 EUR
Special offer in fair catalogue 290 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 ONLINE

Forma Online is Forma Fair's exhibitor catalogue in the internet. Here you can find the most important suppliers in Finland all year round.

Forma Fair exhibitor can buy an Online -packet to the catalogue for 6 months. It includes 6 product pictures with text, company logo, company presentation text and link to company's website. These Online-pages are promoted in our monthly inFORMAtion-newsletter to over 15 000 interior decoration professionals.

Forma Online is open for spring's fair on 1.10.-31.3. and for autumn's fair on 1.4.-30.9.

Forma Online 6 months 420 €



FORMAMESSUT.FI

Forma Fair's homepage is the meeting place for interior decoration and giftware professionals in the net. Over 15 000 people visit the site every month.

BANNER VISIBILITY

3 months banner	250 €
6 months banner	450 €
12 months banner	750 €





TUOTPRODUCT BANNERS

Sisustakotia.fi is the plentiful idea site for interior decoration enthusiasts. Market your products here straight to consumers and help your retailers marketing efforts!

You can buy a whole product review with 1-12 pictures or promote your products in various reviews for up to 20 weeks. Product reviews have different themes, on spring there are for example garden products, on autumn back to school products and on November Christmas products: gifts, lighting and decoration.

All reviews are promoted to 15 000 interior decoration and giftware professionals before they are published. In addition it is promoted to consumers that are registered to Sisustakotia.fi-website.

Pick your reviews:

Week	Themes
1	Epiphany
2	Winter joys
3	Valentine's Day
4	Skiing holidays
6	Spring awakens
8	Spring parties
12	and 13 Easter
16	1st of May
17	Garden and balcony
18	Mother's day
19 and 20	Graduation
19 and 20	End of school, teachers gifts
22	Summer souvenirs
21	Holidays
23	Confirmation parties
24	Midsummer festival
28	Crawfish parties
30	Back to school
31	Autumn's new hobbies
32	Harvest
33	Kids parties
34	Hello from Finland
35	International festivals
41	Halloween
42	Winter is here!
43	Father's day
44	Pre-Christmas parties
47	Finland's independent day
48, 49, 50	Christmas
52	New Year

Price for a product review:

1 picture	250 €
2 pictures	300 €
3 pictures	350 €
4 pictures	450 €
5 pictures	500 €
6 pictures	600 €
7 pictures	700 €
8 pictures	800 €
9 pictures	900 €
10 pictures	1000 €
11 pictures	1100 €
12 pictures	1200 €

One banner in several reviews:

1 review	250 €
5 reviews	1100 €
10 reviews	2100 €
15 reviews	3000 €
20 reviews	3800 €



Viikon lahja- ja sisustusvinkit



Kesäpiha on parvekkeellakin

