

# Media 2010

**B2B COMMUNICATION IN PERFECTION**

**MORE SERVICE  
—  
SAME RATES**

**Format advertisement and advertisement prices (type area), valid from 1 October 2008**

Format	width x height in mm	black/white	2-colours	4-colours	for every 3 placings 4c, per placing*
2/1 page	448 x 285	8,227.-€	9,307.-€	11,467.-€	10,601.-€
1/1 page	212 x 285	4,330.-€	4,870.-€	5,950.-€	5,517.-€
1/2 page	212 x 137	2,165.-€	2,705.-€	3,785.-€	3,677.-€
	104 x 285	2,165.-€	2,705.-€	3,785.-€	3,677.-€
1/3 page	212 x 90	1,445.-€	1,985.-€	3,065.-€	2,993.-€
	68 x 285	1,445.-€	1,985.-€	3,065.-€	2,993.-€
1/4 page	212 x 67	1,085.-€	1,625.-€	2,705.-€	2,651.-€
	50 x 285	1,085.-€	1,625.-€	2,705.-€	2,651.-€
	104 x 137	1,085.-€	1,625.-€	2,705.-€	2,651.-€

Further options on request.

\* Quantity and frequency discount respectively inclusive

**Discounts**

Within a contract year  
(commences with the appearance of the first advertisement).

**Frequency**

3 appearances	5 %
6 appearances	10 %
12 appearances	15 %
more than 12 appearances	20 %

**Quantity**

2 pages	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %
more than 12 pages	25 %

**Printing process, binding, printing material**

Offset printing, glued binding, lithographs up to screen 60.  
Retouching, drawings and lithographs will be involved at cost price. Printing material has to be at our publishing house at the latest until the printing material deadline (according to the plan). If the printing material is not available at us until this deadline, we cannot guarantee the adherence of keeping the publishing or positioning of the ad at the wanted place.

**Colours**

Euro-scale is used in 4 colour eds.

**Proofs**

(at the same time the color sequence for the production of the printing eds):

Black, Cyan, Magenta, Yellow

Proof printing on MÖBELMARKT 90 g/m²,

wood-free, matt-coated, offset magazine paper

**Magazine format**

230 mm wide, 287 mm high

**Type area**

212 mm wide, 265 mm high



**EXCLUSIVE PARTNERS OF THE FENA EUROPEAN FURNITURE TRADE**



\* Basis: Deutsche Fachzeitschriften für Möbelhandel- und Industrie lt. IWV

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## 2010 Theme plan

Issue	Date	Focal themes
<b>1</b>	JANUARY week 01 ad closing date 9.12.2009*	<ul style="list-style-type: none"> <li>- imm cologne 2010 – exhibition edition</li> <li>- MÖBELMARKT Asia: Preview on the furniture fairs 2010 in Far East</li> <li>- Preview Ambiente 2010</li> <li>- Lifestyle furniture for comfortable relaxing</li> </ul>
<b>2</b>	FEBRUARY week 07 ad closing date 29.01.2010*	<ul style="list-style-type: none"> <li>- imm cologne 2010 – exhibition report</li> <li>- Strategical partnerships in the furniture sector</li> <li>- Report on Heimtextil 2010</li> <li>- Latest trends from Domotex</li> <li>- MÖBELMARKT Bambini – the supplement</li> </ul>
<b>3</b>	MARCH ad closing date 12.02.2010*	<ul style="list-style-type: none"> <li>- Bedding special</li> <li>- Attenzione! First glance on Milano 2010</li> <li>- Report on Ambiente 2010</li> <li>- Innovation Centre: Report on ZOW</li> <li>- The growing premium segment: Valuable and full of emotions</li> </ul>
<b>4</b>	APRIL week 15 ad closing date 19.03.2010*	<ul style="list-style-type: none"> <li>- -M.O.W., Möbelmeile, Oberfranken, Hausmesse Süd: Preview on German house fairs</li> <li>- MÖBELMARKT Asia: Furniture fairs in South East Asia</li> <li>- Outdoor furniture: Preview on the new products for 2011</li> <li>- Office furniture</li> </ul>
<b>5</b>	MAY week 20 ad closing date 16.04.2010*	<ul style="list-style-type: none"> <li>- Report on German house fairs</li> <li>- Report on Salone del Mobile Milano</li> <li>- MÖBELMARKT Bambini – the supplement</li> </ul>
<b>6</b>	JUNE week 24 ad closing date 14.05.2010*	<ul style="list-style-type: none"> <li>- Design report: if and red dot design award 2010</li> <li>- Preview on Tendance 2010</li> <li>- New concepts of store construction</li> <li>- Sustainability: Mega trend and model for new business</li> </ul>

\* it is not possible to cancel advertisement orders after closing date

## 2010 Theme plan

Issue	Date	Focal themes
<b>7</b>	JULY week 28 ad closing date 16.06.2010*	<ul style="list-style-type: none"> <li>- Buying groups in Germany</li> <li>- Lighting innovations</li> <li>- Growing target groups in the focus: Modern market research</li> <li>- Report on Tendance 2010</li> </ul>
<b>8</b>	AUGUST week 32 ad closing date 12.07.2010*	<ul style="list-style-type: none"> <li>- “Special Outdoor 2010” (Spoga/Maison &amp; Objet)</li> <li>- European furniture brands</li> <li>- Focus on dining rooms</li> <li>- MÖBELMARKT Bambini – the supplement</li> </ul>
<b>9</b>	SEPTEMBER week 37 ad closing date 16.08.2010*	<ul style="list-style-type: none"> <li>- Market days in Upper Franconia and Southern Germany</li> <li>- Discount: Millions with low prices</li> <li>- Wellness dreams/wellness worlds</li> </ul>
<b>10</b>	OCTOBER week 41 a ad closing date 17.09.2010*	<ul style="list-style-type: none"> <li>- Report on Spoga 2010</li> <li>- Highlights of IFA/Home Entertainment</li> <li>- Furniture design: Between art and business</li> <li>- MÖBELMARKT Bambini – the supplement</li> </ul>
<b>11</b>	NOVEMBER week 45 ad closing date 18.10.2010*	<ul style="list-style-type: none"> <li>- Report on the market days in Upper Franconia and Southern Germany</li> <li>- Focus on the contract business</li> <li>- Accessoires for cozy homes</li> </ul>
<b>12</b>	DECEMBER week 49 ad closing date 15.11.2010*	<ul style="list-style-type: none"> <li>- imm cologne 2011 – Pre-exhibition edition</li> <li>- Sleeping room trends 2011</li> <li>- Preview on Domotex and Heimtextil</li> <li>- International Fair Guide 2011</li> </ul>

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MÖBELMARKT®