

nterzum Report

SURFACE

SURFACE in motion

SURFACE

in motion

INDIEN

2023

TAGE LÖHNE



PLATFORM FOR SUPPLIERS TO THE INTERNATIONAL FURNITURE INDUSTRY

| 8 GERMAN EDITIONS |
|-------------------------------|
| 2 ENGLISH EDITIONS |
| PUBLISHER OF INTERZUM VISIONS |
| Print & digital |
| MÖBELFERTIGUNG. DIE APP |
| WWW.MOEBELFERTIGUNG.COM |
| NEWSLETTER |
| SOCIAL MEDIA |
| MÖBELFERTIGUNG. DER PODCAST |
| BRANCH EVENTS |
| WEBINARE |



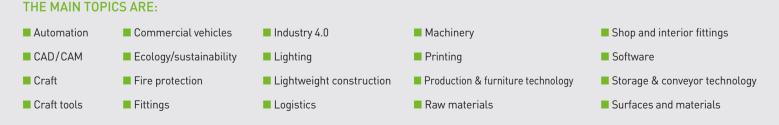






WE BRING DECISION-MAKERS TOGETHER – THE INDUSTRY NETWORK FOR FURNITURE SUPPLIERS

- An innovative industry needs an innovative network: Print, online, events, webinars, digital magazines, a daily updated website, newsletters, podcasts, sponsored articles, LinkedIn, Instagram, Facebook, Xing, YouTube channel möbelfertigung sees media change as an opportunity to network closely with its target group in many ways. We need and want to be where our readers are and have therefore set ourselves the goal of providing you with high-quality B2B information on all channels.
- The heart of the network for furniture suppliers is our print magazine. Up-to-date, packed with influential facts, opinions, exclusive and bilingual, the German and English print editions are the must read for entrepreneurs and managers of the international furniture industry and its suppliers, woodworking machinery and handicrafts.
- As the opinion leader of the furniture industry, however, we want to have sovereignty of interpretation on all channels and at the same time provide all advertisers a wide range of communication offerings. Only with möbelfertigung you can put together individual and cross-media communication packages and thus reach your target group unerringly and without coverage loss.
- The figures speak for themselves and underline the leading position of the möbelfertigung network. Through all channels, the network generates more than 2.5 million B2B contacts per year, which advertisers can activate with their messages. This enables möbelfertigung to provide Lead Management at its best!
- Talk to us about how we can help you with your Pains and Gains, to meet your challenges and goals in the best possible way and effectively support you. Because we bring business together – 2.5 million times a year.



THE NETWORK IN NUMBERS



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YEAR & FREQUENCY 39th year 2024. 8 german issues year + 2 english issues

SUBSCRIPTION RATE

Annual subscription of english issues

Annual subscription Print & Digital (german) 154,90.- € plus VAT + postage 34,90.- € plus VAT + postage

The general terms and conditions of Vincentz Network GmbH & Co. KG https://media.vincentz.de/AGB/#anzeigen



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CONTACTS





PRINT

Up-to-date, packed with influential facts, opinions, exclusive, bilingual; **möbelfertigung** is the leading trade magazine for suppliers and buyers of materials and components for the **European furniture industry and woodworking machinery**, it is the must read for the decision makers and senior managers of the entire business community.

möbelfertigung editors report on upcoming market trends. **Topics**: automation, Industry 4.0, CAD/CAM, commercial vehicles, hardware and fittings, lightweight materials, surface materials, production tools and machinery, materials, craft tools, production technology, logistics, lighting, resources, design, IT, raw materials, ecology/sustainability. There is no other trade journal conveying such a wide range of opinion and information drawn from the industry's decision makers.

möbelfertigung reports are based on well-researched data, hard facts and background information. Reports focus on clearly defined industrial sectors, with **market analyses**, **overviews of the main players and their respective markets**, supported by graphical presentation.

There are **five industry issues** each year synchronised with the cycle of furniture industry trade fairs and technical innovation. With the three craft special issues each year we prepare the targeted topics for the small and medium-sized craft industries engaged in series production for furniture manufacturers and interior completion.

möbelfertigung works in close partnership with the **key trade fairs** where we are represented on-site by staff members – worldwide-

In addition, the möbelfertigung team is the publisher of interzum visions. The digital and print magazine interzum visions is the only magazine licensed by Koelnmesse for the world's leading trade fair for furniture production and interior design. It is published in English.

CIRCULATION

Copies, 2nd quarter 2023:



Print run Actual circulation (TvA) (TvA) plus distributed German and English digital magazines (2nd guarter 2023)

5,914 Exemplars 34,446 Exemplars

6,500 Exemplars

TARGET GROUPS

| Furniture industry: manufacturers of home furniture; bedrooms; kitchens; upholstery; office furniture; Large-scale craft-industry manufactures | 36,8 % |
|---|---------|
| Suppliers to wood and furniture industries: manufacturers of wood-based materials; manufacturers of hardware and fittings, surface materials manufacturers; service businesses and their suppliers | 22,5 % |
| Building interior completion companies, Carpenters, cabinetmakers, planning bureaus, shop fitting designers, architects, timber trades, wood technicians | 26,1 % |
| Woodworking and processing industries, manufacturers of tools and machinery | 13,3 % |
| Woodworking industry trade associations; institutes of higher education; students | 2,0 % |
| Actual distribution | 100,0 % |

DIGITAL DISTRIBUTION / E- MAGAZINES

All issues of the German möbelfertigung are also sent out in full as a digital magazine to **11,847 decision-makers**. All advertisements are linked directly to the advertisers.

All English-language issues of möbelfertigung are sent as a digital magazine to **10,752 decision-makers**. All advertisements are linked directly to the advertisers.

WHY YOUR ADVERTISING IN FURNITURE PRODUCTION PAYS OFF

- Full market coverage: möbelfertigung is close to market and reaches decision makers amongst suppliers to the furniture industry, woodworking machinery manufacturers, furniture and kitchen manufacturers, architects, designers, the building interior completion industries, professional craftsmen, their suppliers, architects, shop and interior designers and institutes of higher education.
- IVW-audited and targeted readership: Our English language edition ensures perfect international distribution and readership including leading trade fairs world-wide.
- Advertising guaranteed to be highly effective: Expertly written editorial specials and multi-page focus reports in a unique layout creates the ideal opportunities for presenting your products.
- möbelfertigung is distributed world-wide as an e-magazine to furniture industry decision makers. The e-magazine contains some innovative features, i.e. the magazines' advertisements are linked directly with the costumers website.
- In 39 years of experience möbelfertigung has become the reading essential for the furniture industry and its suppliers.
- **Our in-house publishing team** provides individual, carefully targeted and optimised advice on all aspects of your media plan.
- The close networking with other branch-leading trade magazines from the Hamburg publishing sector furniture in Vincentz Network, such as möbel kultur, arcade, der küchenprofi and P&G creates valuable synergies.

CIRCULATION



1/2024 February ET: 15.02.2024 / Advertising deadline: 12.01.2024

PRINT + DIGITAL including linked ads

TRENDPANEL 2024

What will shape the furniture industry in 2024 - strategies and products from the fittings/ furniture technology segments, lighting, surfaces/materials, woodworking machinery, logistics, adhesives, lacquers, oils.

Plus: The most important trends from other sectors.

COUNTDOWN TO HOLZ-HANDWERK

The woodworking industry meets in Nuremberg: Top machine and supplier technology for joiners/ carpenters, joiners and the furniture industry.

SPECIAL SECTION SOFTWARE & IT

From A for automation technology to Z for time recording. Business software, CAD/CAM, interfaces, ERP and digital support at the POS.

SPECIAL INTRALOGISTICS / CONVEYOR AND STORAGE TECHNOLOGY + PREVIEW LOGIMAT

How to efficiently optimise internal material flow, IT control from procurement to production and delivery. Through to delivery are efficiently optimised. Focus on process management, intralogistics, logistics, conveyor and warehouse technology in focus.

Plus: Preview of Logimat, the leading international trade fair for intralogistics solutions and process management intralogistics solutions and process management.

SPECIAL SECTION INDUSTRY 4.0 / AUTOMATION

Broader supply chains, even larger networks: what companies can now do in terms of networked manufacturing need to do. Plus: The most important facts from the leading industry congress Efficient furniture production in practice - Digitalisation/Automation/lot size 1.

EXPERTS

Strategies and concepts: How companies find the right staff. **Plus:** The highlights from the Personnel Days Löhne.

TRADE FAIRS TOTAL

This is what Heimtextil, Domotex and Imm Cologne had to offer.

2/2024 March

ET: 12.03.2024 / Advertising deadline: 12.02.2024

PRINT + DIGITAL including linked ads

TRADE FAIR EDITION

CRAFT & INTERIOR DESIGN FOR THE WOOD Working and wood processing trade, interior finishingand shopfitting

SPECIAL WOOD CRAFTSMANSHIP

High-end machine technology: The latest trends and innovations in the woodworking industry in preview: From sawing and sanding machines to woodworking machines and extraction systems through to power tools. Top supplier technology: This is what furniture suppliers offer in the segments of fittings/systems, software, IT, surfaces/materials, lacquers, oils, adhesives for joiners/ carpenters and the furniture industry.

Plus: The latest products for sustainable operation.

SPECIAL FENSTERBAU-FRONTALE

The new products at the world's leading trade fair: Innovations for window, door and façade construction under the magnifying glass.

SPECIAL SECTION SHOPFITTING & INTERIOR DESIGN

Inspiring consumers: these products and concepts effectively showcase brands and goods. effectively staged. **Plus:** These particularly resistant surfaces also score points in terms of design.

SPECIAL TEXPROCESS/TECHTEXTIL

Everything you need to know about the leading international trade fair for the processing of technical textiles, flexible materials and nonwovens.

3/2024 мау

ET: 14.05.2024 / Advertising deadline: 16.04.2024

TRADE FAIR EDITION

PRINT + DIGITAL

including linked ads

XYLEXPO PREVIEW

Preview of the Italian trade fair for woodworking technologies and components for the furniture industry in Milan.

REPORT HOLZ-HANDWERK

The latest innovations and trends from the mega trade fair in Nuremberg in a large special section. Woodworking and -processing machines, power tools, software, IT, fittings/systems, surfaces/materials, lacquers, oils, materials, paints, oils, adhesives.

SPECIAL IINTRALOGISTICS / CONVEYOR AND STORAGE TECHNOLOGY + REPORT LOGIMAT

This is how internal material flow. IT control from procurement to production to delivery are efficiently optimised. Process management, intralogistics, logistics, conveyor and storage technology in focus.

Plus: Preview of Logimat, the leading international trade fair for intralogistics solutions and process management.

SPECIAL SUSTAINABILITY & GREEN SUCCESS

Sustainability, degradable products, circular economy, resource conservation, energy efficiency, ecological concepts, strategies, new materials, alternative manufacturing concepts.

SPECIAL MATTRESSES & UPHOLSTERED FURNITURE & CAD/CAM + HIGHLIGHTS OF TEXPROCESS

Materials, machines, functional fittings, recycling. **Plus:** These were the top themes and products at Texprocess & Techtextil in Frankfurt.

INTERZUM FORUM ITALY

Preview of the industry meeting in Bergamo.

FURNITURE TRENDS 2024/2025

Review of the Salone del Mobile, Milano - the trends for 2024/2025 directly from the most important furniture fair in the world.

INTERZUM VISIONS MAY 2024 PRINT + DIGITAL

ET: 29.05.2024 Advertising deadline: 06.05.2024

ROAD TO INTERZUM FORUM BERGAMO

With the interzum forum in Bergamo every two years, Koelnmesse offers a platform with a congress focus. In terms of content, all B2B topics that are important along the supply chain: trends new technical and technological solutions, new materials, environmentally friendly products and processes, digitalisation for production and services.

interzum visions is the only magazine licensed by Koelnmesse formats of the world's leading trade fair interzum. It summarises the concentrated innovative power the industry in a nutshell and is published digitally and in print in English language.

Elt combines the expertise of the editorial teams arcade (interior design) and möbelfertigung (furniture technology) from the the Vincentz Network.

Information on print and digital distribution on page 19.

Technologies & Strategies July

ET: 12.July 2024 Advertising deadline: 17.Juni.2024

PRINT + DIGITAL including linked ads

TRADE FAIR EDITION

THE BIG ISSUE FOR THE IWF ATLANTA Completely in English!

The premium magazine for international markets the high editorial quality standards of a German trade magazine.

- Technology, design and functional trends for 2024/2025
- Strategies of the global players
- International markets
- Top products from furniture suppliers and machine manufacturers
- Woodworking and wood processing machines, fittings/systems systems, software/IT, adhesives, oils, lacquers, Surfaces/materials

Technologies & Strategies is available in the print version at the IWF and in neighbouring trade fair hotels and will also be and will also be sent to selected international decision decision-makers. It will also be on display at Sicam in Pordenone, Italy. Pordenone in Italy. In addition, more than 10,700 international recipients worldwide receive the complete digital edition. Among other things, the adverts are linked.



4/2024 July

ET: 15.07.2024 / Advertising deadline: 20.06.2024

TRADE FAIR EDITION

PRINT + DIGITAL

SPECIAL DECORS & SURFACES

Decor trends 2024/2025: The top developments in decors, edges and surfaces, finish foil, gravure, digital and direct printing. Market analysis. These machines are fuelling surface technologies: Printing, sanding, varnishing, etc.

Plus: The big overview of decor printers, surface and material specialists.

Preview of the SURFACE IN MOTION - Technology & Design Conference, the hotspot of the surface industry.

SPECIAL SECTION INDUSTRY 4.0 / AUTOMATION / NETWORKED MANUFACTURING

Broader supply chains, even larger networks: What companies need to do in terms of networked manufacturing in order to be able to deliver and survive in global competition.

SPECIAL SECTION ON EXTRACTION TECHNOLOGY

Which systems combine high performance and energy efficiency. Current trends and the latest developments. Fire protection in production.

IWF ATLANTA

Everything about the most important machinery and supplier trade fair in North America with all the global key players. Market analysis - why America offers so much potential. Woodworking and wood processing machinery, fittings/furniture technology, surfaces/materials, software/IT, adhesives, oils, paints.

REPORT XYLEXPO

The most important news from Milan.



CORE TOPICS OF ALL ISSUES:

Surfaces/materials, fittings/furniture technology, woodworking and processing machines, networked manufacturing

SPECIAL EDITION CONSTRUCTION WITH WOOD & GREEN SUCCESS - DESIGN & TECHNOLOGY

SEPTEMBER 2024 ET: 12.09.2024 | Advertising deadline: 12.08.2024

Structural timber construction, building with timber modules and timber hybrid construction are booming - despite an overall stagnating residential construction activity in Germany. Reasons such as CO2 reduction and CO2 storage, resource and energy efficiency, short construction times, aesthetics and a pleasant indoor climate, demonstrably positive effects on people's well-being favour of using wood.

In addition to the technical and climate-relevant aspects meanwhile more and more design and aesthetic aspects are coming focus. focus. Hardly any other material offers as many architectural design options as wood.

The special edition of Bauen mit Holz is published by the editorial teams arcade and möbelfertigung from the furniture publishing division of the Vincentz Network and brings together design, architecture and technical aspects of building with wood.

THE FOCUS IS ON:

NEW

- Software for planning
- Machine technology (joinery systems, CNC processing centres, finger-jointing lines, saws etc.)
- Lighthouse projects: Timber house and hybrid projects presented
- Robotics in production
- What architects need to consider when planning
- Which funding opportunities are currently relevant
- Façade renovation with timber construction elements
- Building panels, wall elements, prefabricated walls and insulation panels
- Coating systems for exterior areas
- The right wood for the respective application
- Unique pieces: wood as the perfect material for customised design
- How craftsmanship merges with modern architecture
- How wood ensures a healthy indoor climate

SUSTAINABILITY & GREEN SUCCESS

- biodegradable products
- Circular economy
- Which certificates are really important
- Conservation of resources
- energy efficiency
- ecological concepts & strategies
- new materials
- alternative manufacturing concepts

PRINT + DIGITAL including linked ads



5/2024 September

ET: 16.09.2024 / Advertising deadline: 19.08.2024



TRADE FAIR EDITION

CRAFT & INTERIOR DESIGN FOR THE WOOD Working and wood processing trade, interior finishingand shopfitting

EVERYTHING FOR THE INDIVIDUAL KITCHEN

Current kitchen trends: fittings/furniture technology, lighting, surfaces/materials, woodworking and -processing machines, foils, CAD systems, lacquers, adhesives, oils, waxes, sinks, fittings. Plus: What carpenters (can) do in the kitchen and what sets them apart from the industry.

SPECIAL SOFTWARE & IT

These digital tools make carpentry & interior design even more efficient and flexible: Efficient data flow in operations, cybersecurity, design software for furniture, order entry, industry programmes, visualisation and presentation systems. The trade on the net. **Plus:** An overview of software providers.

WOODWORKING MACHINES

These solutions make carpenters and joiners fit for the future. This is how the skilled trades can also become a series manufacturer. Edge banding, CNC technology, sawing, drilling, routing, power tools, machines for door and window production, software and Industry 4.0.

SPECIAL SECTION SHOPFITTING & INTERIOR DESIGN

How to showcase brands and goods even better and inspire consumers. **Illuminated:** Lighting solutions for retail.

HEALTHY WORKING

Lifting tables, carrying aids and more: ergonomics in the trade.

6/2024 October

ET: 08.10.2024 / Advertising deadline: 10.09.2024



TRADE FAIR EDITION

SPECIAL SICAM

News, trends and innovative products for and from the stimulating Italian furniture market. All about the most important European supplier trade fair of the year. These innovations are ready for 2025 in the starting blocks. Fittings/systems, surfaces/materials. Market analysis.

SPECIAL MATERIALS & SURFACES

Industry overview: Innovative materials, surfaces, minerals, synthetics, composites, boards, adhesives, leather, fabrics, textiles.

Contract manufacturers and service providers at a glance: What MEV, Horatec, Becker, Erform & Speedmaster (can) offer and provide.

SPECIAL LIGHTWEIGHT CONSTRUCTION

From the machine to the finished product - who offers what? More than "just" lightweight: creative materials open up new perspectives in terms of appearance and function. **Plus:** How lightweight construction conserves resources.

OFFICE & NEW WORK / ORGATEC PREVIEW

Merging living and working - this is what the office worlds of tomorrow will look like. Products and practical examples for offices, co-working spaces and home offices. Intelligent systems from suppliers show new possibilities.

Preview of Orgatec, the leading international trade fair for the future of work.

WOODWORKING AND WOOD PROCESSING MACHINES

Preliminary report Efficient furniture production in practice - digitalisation/automation/lot size 1 - the industry congress in Düsseldorf.

7/2024 November

ET: 18.11.2024 / Advertising deadline: 22.10.2024



SPECIAL FITTINGS & SYSTEMS

Even more value thanks to greater functionality and even more elegant design. These fittings and systems enhance the furniture and offer numerous customisation options. And: How the fittings and systems specialists develop innovative solutions in new networks. develop innovative solutions. **Plus:** The latest developments in the smart home and micro-living segments.

SPECIAL LIGHT

Discovering new possibilities: Light designs furniture and shapes rooms. What OLED, Micro-LED and LED can do today. The latest control systems at a glance.

SPECIAL SECTION KITCHEN 2025

Suppliers scored with these innovations at the autumn kitchen trade fairs in East Westphalia. Technology and design for the top kitchens of 2025.

SPECIAL SECTION SURFACES 2025

Preview of the coming year: these textures score points and give the decor that certain something. Surfaces with functions. From dirt-repellent and antibacterial to printed electronics - the surface of tomorrow can do even more. Trend decors that will be on furniture in 2025. We asked the industry leaders: What will be next year's mega-sellers?

Plus: Pure individuality - the comeback of veneer.

At a glance: The most important machine manufacturers for decor printing and surface processing.

SICAM-REPORT The highlights from Pordenone.

SPECIAL CAD/CAM & UPHOLSTERY

The top systems for effective cutting and processing of fabrics, composites and leather.Software for optimum material utilisation and efficient company processes. Foams, Fabrics & leather: What the new materials can do. Materials, machines and functional fittings. **Plus:** An overview of CAD/CAM specialists.

SPECIAL SECTION PANEL DIVIDING TECHNOLOGY

These machines consistently utilise material and work even faster and more efficiently.

8/2024 December

PRINT + DIGITAL including linked ads

CRAFTS & INTERIOR DESIGN

ET: 13.12.2024 / Advertising deadline: 15.11.2024

FOR THE WOODWORKING AND WOOD PROCESSING TRADE, INTERIOR FINISHING AND SHOPFITTING

SPECIAL BAU MUNICH

Everything about the world's leading trade fair for architecture, materials and systems in the Bavarian capital. The mega event for industry, trade, architects, planners and trade. Focus on new technologies, materials and possible applications.

- Wood: Interior fittings, wood-based materials, structural timber construction, façade systems
- Light/Smart Building
- Locks/hardware/security: door drive and access systems
- Doors and windows: wood, aluminium, plastic, glass
- Robotics/AI: software, generative design
- Digital solutions: Software, hardware, measurement technology
- Tools & power tools
- Floor coverings

SUSTAINABILITY AS A SALES ARGUMENT

How carpenters play the green trump card right. And what the ecological Joinery needs. Environmentally friendly lacquers, paints, stains, material-friendly application systems, green materials, energy efficiency.

SPECIAL SECTION SHOPFITTING

These materials are all the rage in shop design. They create perfect presentation platforms for brands and goods.

CNC & CAD/CAM TECHNOLOGY

Precise processing on stationary machines. Which machines can be used for the series production.

DOMOTEX

Preview of the hot spot of the international flooring industry.





TECHNOLOGIES & STRATEGIES – Magazine complete in English

The big edition of the IWF ATLANTA

THE HIGHLIGHTS OF THE YEAR

the editorial team bundles them in a completely English-language edition. The möbel-fertigung Technologies & Strategies 2024 brings together the technology and design trends and strategic orientations for 2024/2025 in a nutshell and presents the most important products of the furniture suppliers and machine manufacturers. Close to the market, strong in analysis, on site worldwide and with a unique density of industry decision-makers.

Publication date 12. July 2024 Advertising deadline: 17. June 2024

TARGETED DISTRIBUTION:

Technologies & Strategies 2024 is distributed in the print version to a selected for international target group. 2024 is published the IWF Atlanta, the most important North American machinery and supplier trade fair. It will be available at the trade fair and in neighbouring trade fair hotels. An additional will also be displayed at Sicam in Italy.

INTERNATIONAL EDITIONS IN ENGLISH



möbel fertigung

Publication dates english furniture production: **12. July** – just in time for theIWF Atlanta/USA **08. October** – in time for Sicam Italy

The möbelfertigung is published before **IWF** Atlanta and Sicam and is distributet at international decision-makers in the furniture and supplier industry and at international trade fairs. An ideal platform to present your English-language advert or PR. The digital version of the English edition is also distributed worldwide to over 10,750 international decision-makers per mailing by e-mail.

ENGLISH-LANGUAGE EDITION DIGITAL AS E-MAGAZINE

All English-language issues of möbelfertigung are published as e- magazines worldwide. The e-magazines include innovative features: the adverts in the magazine link advertisements in the magazine to the advertiser, From the title or table of contents interviews and stories can be accessed at the click of a mouse.

NEW: All e-magazines also appear in the new möbelfertigung app.

On request, we can provide you with the link to the e-magazine for dispatch to your customers.



PREFERENCE PLACEMENTS

| Inside front and back cover page, 4c. | 8,240.– € |
|--|-----------|
| 4th back cover page, 4c. | 8,780.– € |
| 1/1 page ad in table content, 4c. | 8,505.– € |
| 1/2 page ad in table content, 4c. | 5,282€ |
| 1/3 page ad in table content, 4c. | 4,190€ |
| double page ad before table content, 4c. | 17,010€ |
| Front page on request | · |

COLOUR SURCHARGE

| For each additional colour, 1/1 page or less | |
|--|--------|
| Special colours (HKS, Pantone), 1/1 page | 800.–€ |
| Special colours (HKS, Pantone), 1/2 page | 400.–€ |

***THE JOB PORTAL OF THE FURNITURE INDUSTRY**

| Millimetre price: | |
|--------------------------------|----|
| Job and representative offers | 5€ |
| Job and representative soughts | 3€ |

DISCOUNTS

within a period of one year Series discounts or volume discounts 3 advertisements 3 % 6 advertisements 6 % 9 advertisements 9 % 12advertisements 12 %

3 Seiten 6 % 6 Seiten 9 % 12 Seiten 12 %

No discount can be granted on colour, loose or bound inserts.

COMBINATION DISCOUNTS

Advertisement placements in various objects of the Publishing Division Furniture in the Vincentz Network are discounted together.

CONDITIONS OF PAYMENT

 $2\ \%$ discount for payment within 7 days, otherwise payment without reduction within 30 days from date of invoice.

*In addition to the print edition, all advertisements appear free of charge for 8 weeks on the Internet at www.karrierecenter.de.

ADVERTISEMENT FORMATS AND PRICES (Price list valid from 01.11.2023)

| Format | Type area: width x hight mm | Bleed size ¹ : width x hight mm | 4-colour-price |
|--------|--|---|----------------|
| 2/1 P. | 2 x 1/1 Seite | 2 x 1/1 Seite | 15,476.–€ |
| 1/1 P. | 183 x 263 | 210 x 297 | 7,739.– € |
| 1/2 P. | 89 x 263 183 x 130 130 x 183 (Juniorpage) | 105 x 297 210 x 150 | 4,799.– € |
| 1/3 P. | 183 x 87 61 x 263 | 210 x 105 70 x 297 | 3,822 € |
| 1/4 P. | 42 x 263 183 x 65 89 x 130 | 56 x 297 210 x 70 | 3,224 € |
| 1/8 P. | 89 x 65 183 x 33 | - | 1,617€ |







1/2 PAGE Bleed*

210 mm wide x 150 mm high

Live type area 183 mm wide x 130 mm high

1/3 PAGE

Bleed* 210 mm wide x 105 mm high

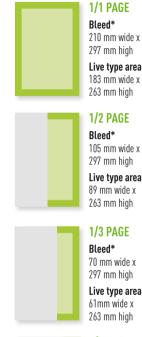
Live type area 183 mm wide x 87 mm high

1/4 PAGE Bleed*. across*

210 mm wide x 70 mm high Live type area 89 mm wirde x

89 mm wirde x 130 mm high

*incl. bleed difference 4 mm





ISSUE SIZE

DIN A4, 210 mm wide x 297 mm high, uncut 218 mm wide x 305 mm high (bleed difference 4 mm)

TYPE AREA

183 mm wide x 263 mm high

ADDITIONAL CHARGE FOR BLEEDING

Advertisements exceeding the type area 10 %

PRINTING PROCESS

Offset, 60 raster, direct exposure of the digital data on printing plate (CTP)

Prices do not include applicable statutory value-added tax. Postal fees are subject to change. The General Terms and Conditions for advertisements in newspapers and magazines apply.

DIGITAL DATA

System: Windows/PC Software: Adobe CC (Illustrator, Photoshop, Indesign) Picture formate: tif, eps, jpg, line drawings, at least 300 dpi We also require a colour true digital proof based on the FOGRA standard and the complete character sets. Data delivery: dispo-hh@vincentz.net

Contact:

Claudia Höfner, Fon +49 40 63 20 18-41 Mail: claudia.hoefner@vincentz.net

Maike Lesperance, Fon: +49 (0)40 632018-42 Mail: maike.lesperance@vincentz.net

Address of the printer: Grafisches Centrum Cuno GmbH & Co. KG Gewerbering West 27, 39240 Calbe (Saale)

LOOSE INSERTS

If you have current image brochures, program flyers or other printed products, please talk to us about possible enclosures. Of course, we will also develop booklets, posters, bookmarks or glued-in samples together with you, which we can enclose with the möbelfertigung or attach to a page.



AD-SPECIALS

We can do even more. Take a look at our Ad Specials / Special advertising options – custom-made to match your marketing objectives. The choice ranges from UV-lacquer high-gloss effects, to fold-out front cover, fold-

LOOSE INSERTS

| Format max. 200 mm wide x | | |
|---------------------------|----------|--|
| 290 mm high | | |
| Price up to 25 g weight | 3,670.–€ | |
| for each 5 g commenced | 651.–€ | |
| Plus postal fees ‰ | 15.–€ | |

We retain the right to refuse to fulfil the order until a sample of the insert is submitted.

BOUND INSERTS

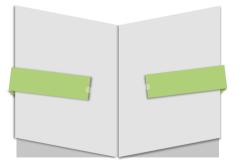
Format: 210 mm wide x 297 mm high (trimmed) plus bleed difference 4 mm 1 paper = 2 pages $5,838.- \\ \\ 2 paper = 4 pages 11,750.- \\ \\ (bigger amount on request)$

out posters, gatefold XXL-format, fluffy sensitive with flockings, 3D-look and outer banner strap – möbelfertigung is your flexible partner.



BANNER STRAP AROUND THE MAGAZINE 135 g paper as standard

Other grammages possible by arrangement



SPLIT BANDEROLE 135 g paper as standard

Other grammages possible by arrangement



BOOKMARK acts as a long-term reminder of your ad. Free choice of shape and material (e.g. wood, metal, with paint or lacquer, or fleece).

FORMATS / AD-SPECIALS





With the interzum forum in Bergamo, Italy, Koelnmesse offers a platform with a congress focus every two years. In terms of content all B2B topics that are important along the supply chain: Trends, new technical and technological solutions, new materials, environmentally friendly products and processes, digitalisation for production and services.

interzum visions is the only magazine licensed by Koelnmesse for the formats of the world's leading trade fair interzum. It summarises the concentrated innovative power of the industry and is published digitally and in print in English language.

It combines the expertise of the editorial teams **arcade** (interior design) and **möbelfertigung** (furniture technology) from the Vincentz Network.





DISTRIBUTION:

interzum visions is published in English and in digital form to reflect the international nature of the trade fair and the trade visitors.

PUBLICATION DATE:

■ interzum visions: Road to interzum forum Bergamo – 29th May 2024

OPTIMISED DIGITAL DISTRIBUTION: YOU REACH YOUR PARTNERS AND CUSTOMERS WORLDWIDE!

- two mailings (eight in total) via the newsletters of möbelfertigung, arcade, der küchenprofi, möbel kultur
- two mailings by Koelnmesse in the official interzum visitor newsletter
- Integration of the digital magazine on the websites interzum.de, moebelfertigung.com and arcade-xxl.de
- Posting of the magazine link on the Facebook, LinkedIn and Instagram channels of interzum, möbelfertigung, arcade, der Küchenprofi and möbel kultur

PRICES:

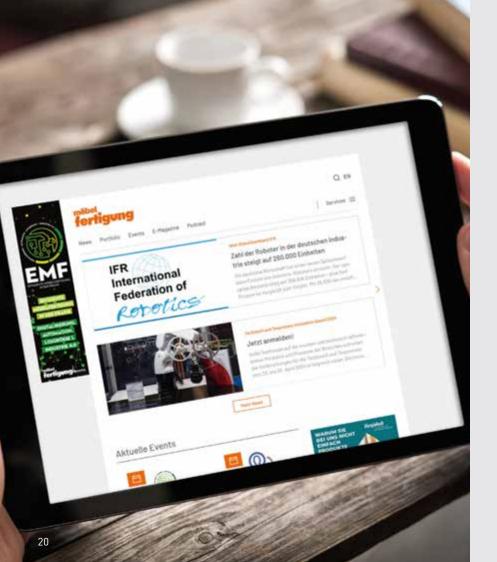
- 2/1 page AZ 9,000.- euros
- 1/1 page AZ 5,000.- euros
- 1/2 page AZ 3,000.- euros
- 1/3 page AZ 2,500.- euros
- 1/4 page AZ 2,000.- euros



More than 200,000 global contacts

through the mailing the digital magazines in newsletters

INTERZUM VISIONS



möbel fertigung online

We'll make sure your brand is up front

We have a broad spread of digital platforms ensuring that you can reach your target groups in real time - irrespective of whether via our weekly newsletters in German and English, via our website www.moebelfertigung.com or via our Social Media pages.

Take advantage of the speed and flexibility of our information channels to communicate directly with your customers. Our systems have reporting tools enabling you to measure the success of your promotion and provide valuable feedback.

You can link an ordering form as a PDF file in a picture/text advertisement, announce a new web-site with a banner slideshow or describe your latest product lines with brief articles in a special newsletter.

The news portal of the furniture industry

WWW.MOEBELFERTIGUNG.COM

With the news portal www.moebelfertigung.com you experience the international supplier, woodworking machine and furniture industry in real time - with the competence of the print medium and its 39 years of experience in the background.

www.moebelfertigung.com also focuses on the series-producing craft of furniture making, interior design and shop fitting - audited monthly by IVW (German Audit Bureau of Circulations). The main topics are: Fittings, systems, furniture technology, automation, lightweight construction, surfaces, machines, materials, craftsmanship, production technology, software, IT, logistics, resources, design, raw materials, sustainability, tools, industry 4.0, lighting, CAD/CAM and commercial vehicles.

PROFESSIONAL CONTENT

- Our specialist editorial offices produce up-to-date, unique content on a daily basis.
- We deliver exclusive industry news: "möbelfertigung" publishes reliable figures, hard facts and background reports with multimedia features: Picture galleries, videos, interviews.
- We report on important industry events and trade fairs at home and abroad with detailed trade fair and theme specials.
- The platforms of the "Möbel" division in the Vincentz Network are the furniture specialist portals with the widest reach in the German-speaking world.

THE USER COMMUNITY: DECISION-MAKERS FROM THE FURNITURE INDUSTRY

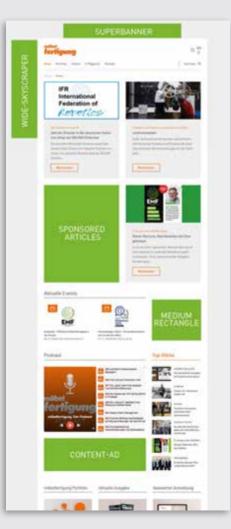
Our readers use www.moebelfertigung.com as a daily source of information to keep up to date with the latest trends in the industry. **Our website** is read by proprietors and senior managers of the international kitchen and office furniture industry, shopfitting, supplier and machinery industry. It covers the entire value chain of the sector.

Reach the top managers with your advertising message!



THE FIGURES SPEAK FOR

ONLINE





SPONSORED ARTICLES

Native integration into the editorial news

Do you want attention for your products or a new collection? And ideally immediately and precisely in your target group? You can have it: with Sponsored Articles on www.moebelfertigung.com and in the accompanying weekly newsletter, both in our english and german editions, biweekly and weekly.

WIDE SKYSCRAPER / SCROLLING SKYSCRAPER

A format that is out of the ordinary.

Wide skyscrapers (160 x 600 pixels) offer sufficient space for the presentation of image motifs and impressive animations in a prominent position. Also available as Scrolling Skyscraper. Up, down: Wherever the reader scrolls, your ad scrolls with it and always remains in the user's view when visiting the website.

SUPERBANNER

Above average size and unique position.

Superbanners (728 x 90 pixels) are characterized by their above-average size and unique position. The premium placement at the top of the page guarantees maximum attention.

MEDIUM-RECTANGLE

Placed right next to the content.

Through the integration within the content area, a strong attention for your advertising message is achieved. The medium-rectangle (600 x 100 pixels) is particularly suitable for larger images, logos, animations and film sequences.

CONTENT-AD

Integrated in the editorial area.

The best quality area for your ad. With the placement of your advertising message in the content area, you reach the users immediately while reading the articles. The content ad (300 x 250 pixels) is well suited as a countdown, e.g. for your trade fair.



NEWSLETTER

The weekly möbelfertigung newsletter is sent to round **about 9,000 decision-makers** in the furniture industry and their suppliers, woodworking industry professionals, craft businesses, machinery manufacturers, building interior completion companies and architects; in fact, all those in the business who have something important to say. This delivers your advertising message direct to the decision makers who matter to you: the furniture industry and their suppliers, woodworking industry professionals, craft businesses, machinery manufacturers. Delivery happens within an editorial framework that is bang up to date, 52 times a year. Find out how your advertisement can be part of an informative background and **reach thousands of decision-makers with the single click of a computer mouse.**

STANDALONE

In addition to our weekly newsletters, you can also commission a standalone newsletter to go direct and exclusively to our target group. You may design and specify the newsletter content. The target readership is guaranteed to be accurately directed to your potential customers. The newsletter will be distributed under the möbelfertigung corporate identity and will only contain content provided by you.*

*The content must be agreed with us at the planning stage.

TOPICS NEWSLETTER

Extra newsletter of möbelfertigung on hot topics that move the industry. The highlight: Only a maximum of 5 places per themed newsletter are allocated to brands. Planned topics for 2024 include: Sustainability, machine innovations, surface trends, hardware trends, kitchen 2024.

TOPICS AT A GLANCE

- 22.02.2024 Kitchen 2024
- 06.03.2024 Wood craft
- 12.03.2024 Wood craft 2
- 28.03.2024 Wood craft-report
- 09.04.2024 Texprocess/Techtextil
- 25.04.2024 Fittings
- 15.05.2024 Xylexpo (engl.)
- 28.05.2024 interzum forum Bergamo engl.
- 12.06.2024 Sustainability
- 26.06.2024 Machines
- 18.07.2024 Decors/surfaces innovations
- 29.08.2024 Building with wood & Green Success
- 19.09.2024 Software
- 26.09.2024 Individual kitchen
- 10.10.2024 Sicam (engl.)
- 30.10.2024 Sicam-Report (engl.)
- 07.11.2024 Light
- 14.11.2024 Fittings
- 21.11.2024 Surface innovations 2025
- 12.12.2024 BAU fair Munich



Advertisement formats and prices

Standardized banner formats according to IAB (Interactive Advertising Bureau). Other formats can be placed by arrangement. We reserve the right to rotate all banners.

CONTENT MARKETING

| Format | Description | | Price |
|----------------------|-------------------------------------|-----------|-----------|
| Sponsored Article | Native integrated Content | | 2,955.– € |
| Newsletter Placement | Sponsored article in the newsletter | | 910€ |
| Format | width x height in pixels | per week | per month |
| Medium Rectangle | 300 x 250 | 335.– € | 1,265.– € |
| Superbanner | 728 x 90 | 472.– € | 1,850.– € |
| Wide Content Ad | 600 x 100 | 508.– € | 1,920€ |
| Scrolling Skyscraper | 160 x 600 | 536€ | 2,057€ |
| Wallpaper | 930 x 90 + 160 x 600 | 878.– € | 3,365€ |
| Format | width x height in pixels | per week | per month |
| Halfsize Banner | 280 x 100 | 780.– € | 2,795.– € |
| Image-/text-display | Image 300 x 150/max. 250 signs | 1,150.– € | 3,925€ |
| Fullsize Banner | 600 x 120 | 1,452 € | 5,466€ |
| | | 1 | |

Individual banner creation is also possible in conjunction with a booking. Please feel free to contact us.

Cancellation deadline for online advertising bookings: 8 weeks before the start of the term.

Note:

The taking of screenshots for the purpose of visual documentation is not the responsibility of the Vincentz Network, but of the advertiser.

BANNER PRICES NEWSLETTER:

BANNER PRICE

| Format | width x height in pixels | per week | per month |
|-----------------------|---|-------------|-----------|
| Halfsize Banner | 280 x 100 | 780.– € | 2,795.–€ |
| Image-/text-display | Image 300 x 150/max. 250 signs | 1,150 € | 3,925 € |
| Fullsize Banner | 600 x 120 | 1,452.– € | 5,466€ |
| | | | |
| Format | width x height in pixels | per sending | |
| Standalone Newsletter | exclusiv-Content | 3,620€ | |
| Topics Newsletter | exclusive placement (max 5 customers per topic newsletter) | 1,199.– € | |

WEBINAR

Present yourself and generate valuable leads

Webinars are an ideal way to get in touch with your target group regardless of location and in a secure setting. Convince interested parties with your topics in front of the camera - and generate leads, high quality like trade fair contacts.



WHAT DO YOU DELIVER?

- > You determine the topic in consultation with our editorial team.
- > You provide the speaker, including a presentation. Your screen is shared via screen-sharing, so there are no restrictions on what you want to show for clarification (Excel, PowerPoint, Keynote, videos, etc.).
- > Your logo and a key visual: We create the advertising material for the webinar with your logo and a meaningful key visual from you in co-branding with möbelfertigung.

WHAT DO YOU GET?

- > Hosting by an editor of möbelfertigung.
- > Implementation and technical support of the webinar with the GoToWebinar platform (up to 500 participants).
- > Advertising in the target group with:

a) Super banner on www.moebelfertigung.com for 3 weeks (depending on the date)

b) 2 editorial news (announcement, preliminary report) on the webinar

c) Banner in the newsletter in at least two mailings (approx. 9,000 subscribers).

d) A target group-specific mailing to approx. 9,000 recipients for participant acquisition.

- > You receive all the leads of the participants. A lead includes name, first name, company, industry, position and email address (other fields on request).
- > The webinar is free of charge for participants. By the conditions of participation, all participants agree to the promotional use of their data by you (DSGVO-compliant).
- Participants can ask questions during the programme. In consultation with the host, you can answer these questions during the webinar or afterwards. You will receive a list of all questions and who asked them
- > Recording: A recording of the webinar will be published on www. moebelfertigung.com. You will also receive the video (mp4) for further use and publication on your own website or social media channels.
- Individual webinar from 5,900.-€

WEBINAR



PODCAST

If you don't want to read, you have to listen.

Current topics, industry personalities, technical features and and innovative concepts - we pick up on all of this with **möbelfertigung**. **The podcast**. In the categories furniture technology, lighting and fittings; surfaces, materials and design; production and Technology; Kitchen and Living; Office and New Work and Artificial Intelligence & IT Solutions we bring you up to date.

We offer for **möbelfertigung**. The podcast various possibilities of advertising participation. The offer ranges from sponsorship of an entire category, to a podcast created specifically for a product to the mentioning of a company or a product and recorded a company or a product and recorded advertising by the host of the respective podcast episode.



CUSTOMISED PODCAST

- A new collection, a new product, a new technical feature: we create a podcast around your special topic.
- This podcast can be ideally integrated into a cross-media marketing campaign with different media.
- Individual podcast: 4,900.-€

PRE-, MID- AND POST-ROLL

- Live recorded advertising or a pre-produced spot: During a podcast, your company or product can be advertised very effectively at various points.
- Commercials spoken by the host receive twice as much acceptance as a pre-produced spot and have an authentic effect.
- Single advertisement Preroll: 1,790.-€
- Single advertising Midroll: 1,490.– €
- Single advertisement Postroll: 1,490.-€
- Pre and Postroll Spot: 2,690.-€
- Pre-, Mid- und Postroll spot: 3,690.-€

Industry knowledge, a flair for good topics and an ear to the ground: put your trust in möbelfertigung. Der Podcast and inform your customers via this channel as well.

SPONSORING

- The sponsorship is designed for a longer-term partnership. The sponsor of a particular category is named and briefly introduced at the beginning of each podcast.
- Depending on the agreement, further references can be included during the episode or at the end of the episode.
- Sponsored category (10 podcasts): 11,900.- €





Events by professionals for professionals

Our networking strategy includes bringing together decision-makers from the furniture suppliers and the furniture industry together, imparting knowledge and the industry. That is why we focus on informative exciting and sociable event formats. From congresses and conferences to workshop formats and webinars.

Advertisers are offered the opportunity to shine their brand in high-calibre environments. For this we offer customised sponsorship opportunities. **Get in touch with us!**

EVENTS







SURFACE IN MOTION ITALIA - TECHNOLOGY & DESIGN CONFERENCE "WE GO DEEP WITH SURFACES" - NOW ALSO IN ITALY!

On **07 and 08 May 2024**, the B2B industry networks möbelfertigung and arcade will be organising **Surface in Motion Italia** in Verona. The congress, which will take place in the beautiful **Villa Brasavola de Massa** is aimed at the wood-based materials industry, users, furniture manufacturers, interior designers and suppliers. Be there, when industry experts discuss the latest topics such as design, technologies and trends. The event will be simultaneously Italian/English translation. The main language of the conference is Italian. You can expect top-class speakers and networking at the highest level.

In addition to the conference programme in the evening of the first day a **networking dinner** at the **Ristorante Caffè Vittorio Emanuele** right next to the Arena di Verona.The evening event is included in the conference price.

So take a note for the 07 and 08 May 2024 now. Increase the value of your brand by being a sponsor at this highly attractive event.

Date: 07.05.2024, 2.30 pm to approx. 6.30 pm, followed by a networking dinner. 08.05.2024, 10.00 am to approx. 4.00 pm

Location: Villa Brasavola de Massa, Piazza Cittadella – 37121 Verona VR

PROGRAMME, SPONSORING & ORGANISATION:

Tobias Lorenz, tobias.lorenz@vincentz.net, +49 40 632018-48 **REGISTRATION:** www.moebelfertigung.com/events



Your sponsorship options - multimedia & widereaching

BRONZE

- > Your logo on the conference website
- > Your logo in the möbelfertigung (and arcade) print advert
- > Company logo in direct e-mail advertising
- > Company logo in the e-mail thank-you letter to all participants
- > 1 conference participation included

2,200.-€

SILVER

All services of the Bronze package plus additional

- > Tabletop/display space on site
- > One additional participation included (=2)

5,000.-€

GOLD

All services of the Silver package plus additional

- > Superbanner on moebelfertigung.com (2 weeks)
- > Company logo on the participant badges
- > One further participation included (=3)
- > 50% discount on max. 1 further participation

7,000.-€

In addition to the above sponsorship packages we can offer you a range of other special special forms of advertising, e.g. sponsorship with logo/video insertion in the livestream, sponsorship of an after-work cocktail after the first day of the conference, table speech/ give-away distribution at the networking dinner and much more.

Get in touch with us!

EVENTS









SURFACE IN MOTION - TECHNOLOGY & DESIGN CONFERENCE "WE GO DEEP WITH SURFACES"

THE INDUSTRY CONGRESS - FOR THE FIRST TIME IN LEIPZIG

Don't miss out on the fifth **Surface in Motion** -**Technology and Design Conference** in **Leipzig**, top speakers will discuss the latest topics relating to the decorative surfaces of wood-based materials.

On the first day (18 September), five keynote speakers will present current topics around surfaces. On the second day (19 September) you can choose from two parallel lecture programmes - according to your preference Technology or Design. The B2B industry networks möbelfertigung and arcade use this event format to address the wood-based materials industry and its suppliers, furniture manufacturers and interior designers. All presentations at the event will be simultaneously translated into English. As we don't want to miss out on the fun, we invite all conference participants and speakers to a networking dinner on the evening of 18 September dinner. The evening event is included in the conference price.

So take a note for the 18 and 19 September 2024 now. Increase the value of your brand by being a sponsor at this highly attractive event.

Date: 18 September 2024, 2.00 pm to approx. 6.00 pm,followed by a networking dinner. 19.09.2024, 9.00 a.m. to approx. 4.00 p.m.

Location: Eventpalast Leipzig, Puschstraße 10, 04103 Leipzig PROGRAMM & ORGANISATION: Tobias Lorenz, tobias.lorenz@vincentz.net, +49 40 632018-48 SPONSORING: Hans-Christian Hahn, hans-christian.hahn@vincentz.net, +49 40 632018-43 Pia Eggert, pia.eggert@vincentz.net, +49 40 632018-23 REGISTRATION: www.moebelfertigung.com/events

Your sponsorship options - multimedia & widereaching

BRONZE

- > Your logo on the conference website
- > Your logo in the print advert for möbelfertigung (and arcade)
- > Company logo in direct e-mail advertising
- > Company logo in the e-mail thank you letter to all participants
- > 1 conference participation included

4,000.-€

SILVER

All services of the Bronze package plus additional

- > Tabletop/display space on site
- > One additional participation included (=2)

6,000.-€

GOLD

All services of the Silver package plus additional

- > Superbanner on moebelfertigung.com (2 weeks)
- > Company logo on the participant badges
- > One further participation included (=3)
- > 50% discount on max. 1 further participation

8,000.-€

PLATIN

All the benefits of the Gold package plus

- > 1 online article on moebelfertigung.com
- > 1 banner in the newsletter
- > 2 pages of company presentation in the participant documents
- > Distribution of give-aways/brochures at the conference
- > One additional participation included (=4)
- > 50% discount on max. 2 further participations

9,000.-€



Your sponsorship options - multimedia & highreach In addition to the sponsorship packages mentioned above we can offer you a range of other special special forms of advertising, e.g. sponsorship with logo/video insertion in the livestream, sponsorship of an after-work cocktail after the first day of the conference, table speech/give-away distribution at the networking dinner and much more.

Get in touch with us!

EVENTS







PERSONNEL DAYS WAGES COUNTERING THE SHORTAGE OF SKILLED LABOUR

THE INDUSTRY CONGRESS AT THE HEART OF THE FURNITURE INDUSTRY

On **05 and 06 November**, the möbelfertigung together with the Lehrfabrik Möbelindustrie is once again organising the Löhne Personnel Days. The congress will cover topics relating to the the omnipresent shortage of skilled labour, right in the heart of the German furniture industry.

Under the motto "Personnel Innovations", experts and top speakers will talk about current trends in the personnel market and show solutions how companies can counteract the shortage of skilled labour.

The event is divided into a lecture section with exciting keynotes and a workshop part with five masterclasses in which selected topics are

explored in greater depth. Participants choose three masterclasses from the programme according to their personal preference.

At the joint networking evening you will have the opportunity to exchange ideas with other experts, make new contacts and discuss the topics of the day. The event is aimed at entrepreneurs, managers, executives, personnel decisionmakers and personnel officers with a focus in the furniture and supplier industry and companies from the greater East Westphalia area. Join us and take the next step in your HR work - you too can find out how personnel innovations can ensure the future viability of your company.

So take a note for the 05 and 06 November 2024 now. Increase the value of your brand by participating in this highly attractive event as a sponsor.

Date: 05.11.2024, 1.00 pm to approx. 5.30 pm, networking dinner from 6:30 pm. 06.11.2024, 9.00 a.m. to approx. 4.00 p.m. Location: To be announced



PROGRAMME & ORGANISATION:

Tobias Lorenz, tobias.lorenz@vincentz.net, +49 40 632018-48 **SPONSORING:** Hans-Christian Hahn, hans-christian.hahn@vincentz.net, +49 40 632018-43 **REGISTRATION:** www.moebelfertigung.com/events

Your sponsorship options - multimedia & widereaching

BRONZE

- > Your logo on the conference website
- > Your logo in the print advert for möbelfertigung (and arcade)
- > Company logo in direct e-mail advertising
- > Company logo in the e-mail thank you letter to all participants
- > 1 conference participation included

2.500.-€

SILVER

All services of the Bronze package plus additional

- > Tabletop/display space on site
- > One additional participation included (=2)

4.500.-€

GOLD

All services of the Silver package plus additional

- > Superbanner on moebelfertigung.com (2 weeks)
- > Company logo on the participant badges
- > One further participation included (=3)
- > 50% discount on max. 1 further participation

6.000.-€

ΡΙ ΔΤΙΝ

All the benefits of the Gold package plus

- > 1 online article on moebelfertigung.com
- > 1 banner in the newsletter
- > 2 pages of company presentation in the participant documents
- > Distribution of give-aways/brochures at the conference
- > One additional participation included (=4)
- > 50% discount on max. 2 further participations

7.000.-€









EFFICIENT FURNITURE PRODUCTION IN PRACTICE DIGITALISATION - AUTOMATION - BATCH SIZE 1 - INDUSTRY 4.0

THE INDUSTRY CONGRESS - FOR THE FIRST TIME IN COLOGNE

Industry knowledge at the highest level, practical and at the same time with a view to the future - that is the specialist congress on efficient furniture production in practice in Cologne. In a curated programme of lectures, participants learn how they can master the current challenges in furniture production. 2024 is the year the furniture production industry congress goes in the seventh round. From practice for practice and specifically tailored to the needs of the furniture industry, the examples of best practice to show the opportunities with elements of Industry 4.0 in theglobal competition. From the human factor to material flow, data management and plant technology through to funding opportunities and return-on-investment scenarios. At the same time the bigger picture. High-calibre speakers from other sectors, such as the automotive industry or robotics, explain their successful concepts and strategies. To ensure that there is no shortage of fun knowledge exchange will continue on the evening of the first day in Cologne's historic city centre. Participation in the networking dinner is included in the congress ticket.

So take a note for the 19 and 20 November 2024 now. Showcase your brand perfectly in this high-calibre environment and become a sponsor of this event.

Date: 19.11.2024, 3.30 to approx. 6.00 p.m., followed by networking dinner. 20.11.2024, 9.00 a.m. to approx. 4.00 p.m. Location: Steigenberger Hotel, Habsburgerring 9 - 13, 50674 Cologne PROGRAMME: Doris Bauer, doris.bauer@vincentz.net, +49 151 68962569 SPONSORING: Hans-Christian Hahn, hans-christian.hahn@vincentz.net, +49 40 632018-43 ORGANISATION: Raphael Lupp, event up +49 (221) 17071302, info@event-up.de REGISTRATION: www.moebelfertigung.com/events

Your sponsorship options - multimedia & widereaching

BRONZE

- > Your logo on the conference website
- > Your logo in the möbelfertigung print advert
- > Company logo in direct e-mail advertising
- > Company logo in the e-mail thank you letter to all participants
- > 1 conference participation included

4,000.-€

SILBER

All services of the Bronze package plus additional

- > Tabletop/display space on site
- > One additional participation included (=2)

6,000.-€

GOLD

All services of the Silver package plus additional

- > Superbanner on moebelfertigung.com (2 weeks)
- > Company logo on the participant badges
- > One further participation included (=3)
- > 50% discount on max. 1 further participation

8,000.-€

PLATIN

All the benefits of the Gold package plus

- > 1 online article on moebelfertigung.com
- > 1 banner in the newsletter
- > 2 pages of company presentation in the participant documents
- > Distribution of give-aways/brochures at the conference
- > One additional participation included (=4)
- > 50% discount on max. 2 further participations

9,000.-€



In addition to the sponsorship packages mentioned above we can offer you a range of other special forms of advertising, e.g. sponsorship with logo/video insertion in the livestream, sponsorship of an afterwork cocktail after the first day of the conference, table speech/give-away distribution at the networking dinner and much more. **Get in touch with us!**

EVENTS

The **NETWORK** möbelfertigung



CONTACTS

Sources: IVW, Leserstruktur-Analyse, Evalanche-Webtracking, IVW-Online, Instagramm, Facebook, Libsyn, Google Analytics

THE TREND SCOUTS FROM THE MEDIA CITY HAMBURG



ARCADE | MÖBELFERTIGUNG | MÖBEL KULTUR | P&G | DER KÜCHENPROFI

Weidestraße 120a, 22083 Hamburg Fon: (040) 632018-0, Fax: (040) 6307510 Mail:moebelfertigung@vincentz.net, www.moebelfertigung.com