

MAISON&OBJET PARIS

PRESENT YOUR PRODUCTS,
TARGET AND INFORM PROFESSIONALS,
OPTIMISE YOUR PARTICIPATION

MEDIA KIT

CONTACT OUR ADVERTISING AGENCY

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Maison&Objet has been setting the standard in the world of home interiors, both in France and worldwide. In addition to the twice-yearly trade show, it boasts a vast online community that's active all year round.

AT EACH
EDITION

85,000

VISITORS
130,000 visits



International



Retailers



Key Influencers

3,000

EXHIBITORS

3,500
Brands

2,800
Journalists



782 K
Followers on
Instagram



549 K
Followers on
Facebook



29 K
Followers on
Twitter



22 K
Followers on
Pinterest

Maison&Objet is also an online community of qualified individuals ever on the lookout for new products and trends. For this community, Maison&Objet is both a go-to trend scout and a lifestyle sector during the key moment of its trade shows.

Maison&Objet keeps the buzz going in its community using a panel of various supports, which means you can manage your visibility as you see fit.

FROM 350€ EX TAX

CATCH THE EYE OF THE MARKET'S KEY PLAYERS

Whether you want a hard-hitting campaign during the trade show, or a continuous presence throughout the year, the print, digital and on-site poster platforms give you all the choice you need and can be tailored to suit your strategy. From 350 €. Customized package, Special display (XXL) on request.



P.6



P.8



P.10



P.12



P.14

OFFICIAL CATALOGUE

For an advertising strategy in the

LONG-TERM

The exhibitor directory is the essential reference book for professionals



ADVERTISING PAGES



FOCUS CATALOGUE (a choice of 4 options)

GUIDE

For an advertising strategy targeting

VISITORS

The trade show's must-have programme



ADVERTISING PAGES



FOCUS GUIDE (a choice of 4 options)

WEB SITE

For an advertising strategy that's

INTERACTIVE

The community's online meeting place + an ideal place to showcase your product to a wide public



TOP POSITION



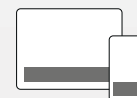
FOCUS WEB

THE M&O APP

For an advertising strategy that's

MOBILE

Real-time contacts with purchasers



BANNERS

ON-SITE ADS

For an advertising strategy

ON-SITE

Make sure visitors notice you as soon as they arrive



AFFICHE



FOCUS ON-SITE ADS

FOCUS FORMULA : put your products under the spotlight. Simple and effective, you choose the platform and the format, technical costs included. **P.4**

FOCUS PACKAGE : Do you want visibility across 2, 3, 4 platforms? Constitute your very own bespoke package with an advantageous sliding price scale. **P.5**

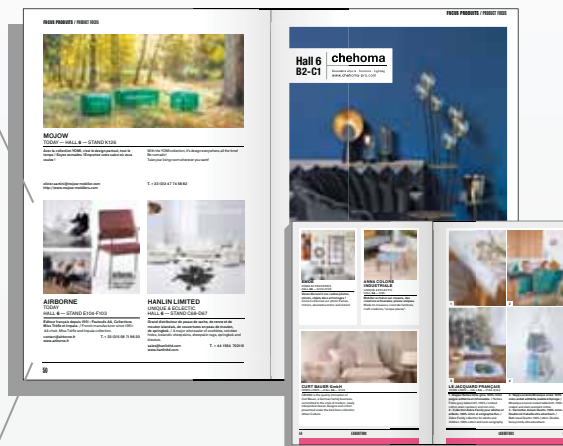
'FOCUS' OPTIONS

This illustrated selection of products with a 'shopping guide' feel provides a powerful incentive to visit the trade show. Simple and effective, you get to choose the media and the format, technical costs included.



AIRBORNE
TODAY
HALL 6 — STAND E104-F103

Editeur français depuis 1951 : Fauteuils AA, Collections Miss Trèfle et Impala. / French manufacturer since 1951: AA chair, Miss Trèfle and Impala collection.
contact@airborne.fr T. + 33 (0)5 58 71 98 20
www.airborne.fr



FOCUS CATALOGUE & GUIDE

An illustrated selection of products presented in an editorial content style and located before the exhibitor directory in the catalogue (or before the exhibitor list in the Guide). Standard page layout: visual, brand name, hall, sector, stand no and short text (Tel, Fax, E-mail, and web site address included for the catalogue only).

FOCUS WEB WEB SITE

Highlights a small selection of brands and products.




FOCUS ON SITE ADS

An ensemble of 11 advertising panels placed at the entrances to the trade show.



3 POSSIBLE FORMATS



1/4 PAGE



1/2 PAGE



FULL PAGE

1 or 4 visuals

'FOCUS' PACKS

Optimise your budget and get maximum visibility. Bespoke packages with an advantageous sliding price scale, technical costs included.



2-PLATFORM PACK

WEB SITE + CATALOGUE

1 Focus Web plus link
+ Focus Catalogue 1/4 page

▶ **1,100 €** EX-TAX
instead of ~~1,300 €~~ EX-TAX



3-PLATFORM PACK

WEB SITE + CATALOGUE + GUIDE

1 Focus Web plus link
+ Focus Catalogue 1/4 page
+ Focus Guide 1/4 page

▶ **1,400 €** EX-TAX
instead of ~~1,950 €~~ EX-TAX



4-PLATFORM PACK

WEB SITE + CATALOGUE + GUIDE + ON-SITE ADS

1 Focus Web plus link
+ Focus Catalogue 1/4 page
+ Focus Guide 1/4 page
+ Focus on-site ad A4

▶ **1,600 €** EX-TAX
instead of ~~2,300 €~~ EX-TAX

2 Focus Web plus link
+ Focus Catalogue 1/2 page

▶ **2,000 €** EX-TAX
instead of ~~2,300 €~~ EX-TAX

2 Focus Web plus link
+ Focus Catalogue 1/2 page
+ Focus Guide 1/2 page

▶ **2,600 €** EX-TAX
instead of ~~3,600 €~~ EX-TAX

2 Focus Web plus link
+ Focus Catalogue 1/2 page
+ Focus Guide 1/2 page
+ 2 Focus on-site ad A4

▶ **3,100 €** EX-TAX
instead of ~~4,300 €~~ EX-TAX

3 Focus Web plus link
+ Focus Catalogue full page
(choice of 1 or 4 visuals)

▶ **2,800 €** EX-TAX
instead of ~~3,300 €~~ EX-TAX

3 Focus Web plus link
+ Focus Catalogue full page
(choice of 1 or 4 visuals)
+ Focus Guide full page
(choice of 1 or 4 visuals)

▶ **4,100 €** EX-TAX
instead of ~~5,400 €~~ EX-TAX

3 Focus Web plus link
+ Focus Catalogue full page
(choice of 1 or 4 visuals)
+ Focus Guide full page
(choice of 1 or 4 visuals)
+ 3 Focus on-site ad A4

▶ **4,500 €** EX-TAX
instead of ~~6,200 €~~ EX-TAX

THE OFFICIAL CATALOGUE

For your long-term communication needs



**A REFERENCE FOR
DESIGN & DECORATION
PROFESSIONALS**

The catalogue is indispensable both during and after the trade show. Literally a tool of the trade, this reference book contains a directory of all the professionals present at Maison&Objet PARIS with their full contact details.

Readers per copy: 3.5 to +10

CIRCULATION

25,000
EX.

DISTRIBUTION

TO BUY
on-site
or online

FORMAT

160 x 240 mm
± 500 pages

LIFESPAN

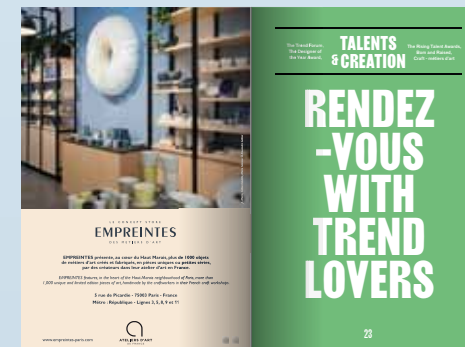
6 MONTHS
up to 1 year

**FREE OF
CHARGE**

for key influencers,
major Club members,
journalists and exhibitors

CONTENTS

A presentation of the trade show, its news and main events, as well as an exhaustive directory of some 3,000 exhibitors.





Format: 160 x 240 mm
± 500 pages
Circulation: 25,000 ex.

THE OFFICIAL CATALOGUE

For your long-term communication needs

CATALOGUE ADS

Basic and premium versions; find the perfect position for your print ad.

FULL PAGE



3,500 € EX-TAX

Presentation, index by sector (front or back)



4,000 € EX-TAX

Contents page, editorial, preferred pages (front or back)



5,800 € EX-TAX

1st page

DOUBLE PAGE SPREAD



7,000 € EX-TAX

1st or 2nd double page spread



6,500 € EX-TAX

following double page spreads

COVER



6,000 € EX-TAX

inside front cover



5,800 € EX-TAX

inside back cover



8,000 € EX-TAX

back cover

Front and back inside cover flaps, bookmark - options on request.

FOCUS CATALOGUE

An all-inclusive formula with a standard page layout to promote your products:

visual(s), brand, hall, sector, stand no and accompanying text, telephone, fax, E-mail, and web site address.



1/4 PAGE



750 € EX-TAX

- 1 visual 62 x 60 mm
- French / English text (125 characters per text)



1/2 PAGE



1,300 € EX-TAX

- 1 visual 129 x 60 mm
- French / English text (330 characters per text)



FULL PAGE



2,100 € EX-TAX

- 1 visual 129 x 167 mm
or 4 visuals 64,5 x 84,5 mm
- French / English text (330 characters per text)

AIRBORNE
TODAY
HALL 6 — STAND E104-F103

Editeur français depuis 1951 : Fauteuils AA, Collections Miss Tréfle et Impala. / French manufacturer since 1951: AA chair, Miss Tréfle and Impala collection.
contact@airborne.fr T. + 33 (0)5 58 71 98 20
www.airborne.fr

Hall 6 | **chehoma**
B2-C1

MOLOWN
TODAY — STAND K104

AIRBORNE
TODAY — STAND E104-F103

HANLIN LIMITED
TODAY — STAND E104-F103

Chehoma
HALL 6 — STAND B2-C1

THE GUIDE

For an advertising strategy targeting visitors



AN INDISPENSABLE COMPANION FROM THE OFF

If you only needed one thing, this would be it! It's small, practical and sure to be in the pocket or in the hands of every visitor to the trade show. It is distributed free of charge at information desks, reception areas, press services and the Club, as well as at other strategic points around the trade show. It boasts an exceptional rate of use, both during and after the show.

CIRCULATION

100,000
EX.

LIFESPAN

TRADE SHOW

CONTENTS

A general map, an alphabetical list of exhibitors and stand numbers, special spaces, events and places to eat.

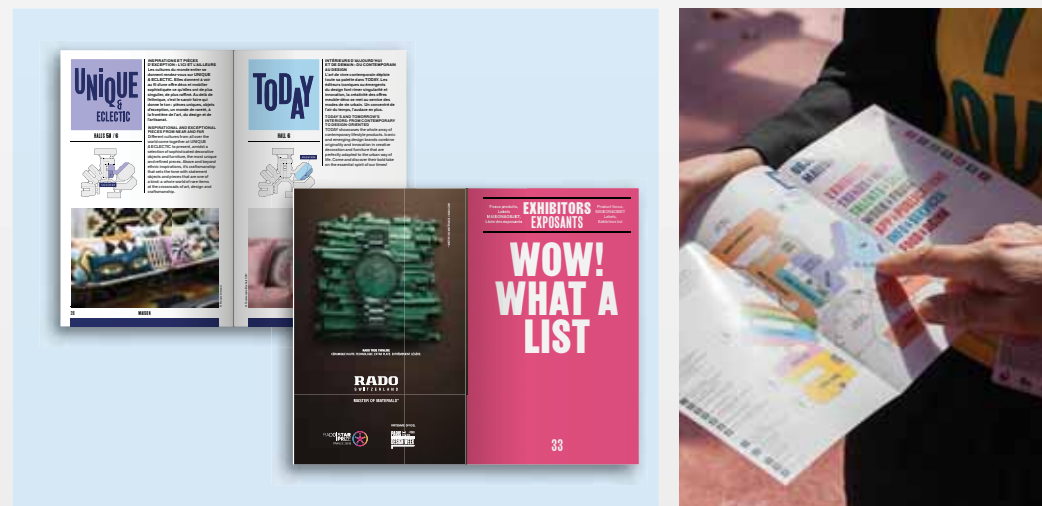
DISTRIBUTION

FREE OF CHARGE

Available at the trade show

FORMAT

116 x 185 mm
± 160 pages





Format: 116 x 185 mm
± 160 pages
Circulation: 100,000 ex.

THE GUIDE

For an advertising strategy targeting visitors

GUIDE ADS

Find the perfect position for your print ad.

FULL PAGE

4,000 €^{EX-TAX}

Presentation by sector (front or back)

4,500 €^{EX-TAX}

Contents, introduction in front of : product focus / Maison&Objet itineraries / exhibitors / trends & news / talents & talks / work & pause... (front or back)

5,000 €^{EX-TAX}

1st page

DOUBLE PAGE SPREAD

8,000 €^{EX-TAX}

1st or 2nd double page spread

7,700 €^{EX-TAX}

Following double page spreads

COVER

6,800 €^{EX-TAX}

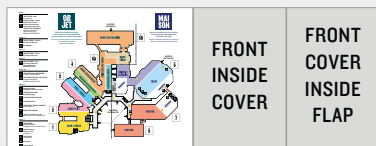
Front or back inside cover, outside flap

8,500 €^{EX-TAX}

Back cover

12,000 €^{EX-TAX}

Back inside cover+ inside flap



FOCUS GUIDE

An all-inclusive formula with a standard page layout to promote your products:

visual(s), brand, hall, sector, stand no and accompanying text.



1/4 PAGE

650 €^{EX-TAX}

- 1 visual 43,5 x 42 mm
- French / English text (80 characters per text)



1/2 PAGE

1,200 €^{EX-TAX}

- 1 visual 95 x 42 mm
- French / English text (210 characters per text)



FULL PAGE

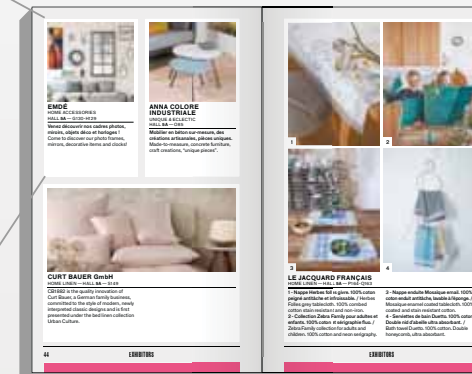
2,000 €^{EX-TAX}

- 1 visual 95 x 126 mm or 4 visuals 46,5 x 62 mm
- French / English text (280 characters per text)



EMDÉ
HOME ACCESSORIES
HALL 5A — G130-H129

Venez découvrir nos cadres photos, miroirs, objets déco et horloges !
Come to discover our photo frames, mirrors, decorative items and clocks!



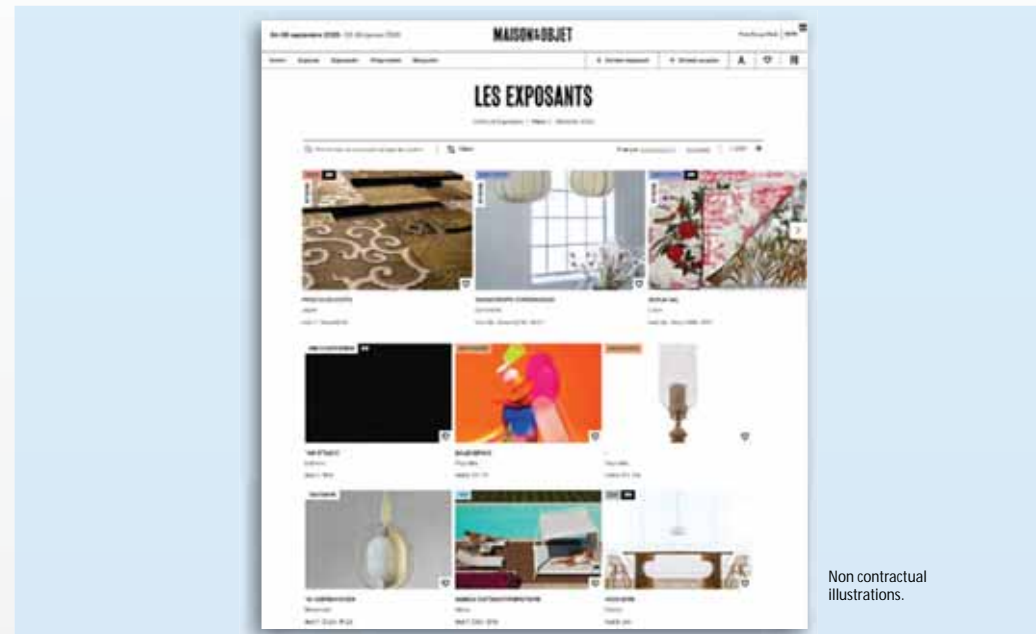
THE WEB SITE

For your interactive advertising needs



THE LIFESTYLE COMMUNITY'S ALL-YEAR-LONG VIRTUAL MEETING PLACE

This web site brings together the entire M&O community and is the go-to place for prospective purchasers. It's an attractive place to showcase products to members of the general public interested in design, decoration and lifestyle products and what's more, it's accessible 24 hours a day, 365 days a year wherever you may be.



Non contractual illustrations.

TRAFFIC

10 M
PAGE VIEWS

2,4 M
VISITS / YEAR

AVERAGE VISIT DURATION

8
minutes

90%
of purchasers sign up
in advance online

CONTENTS

Presents M&O, a review of each sector and the list of exhibitors, in addition to news items, practical information.

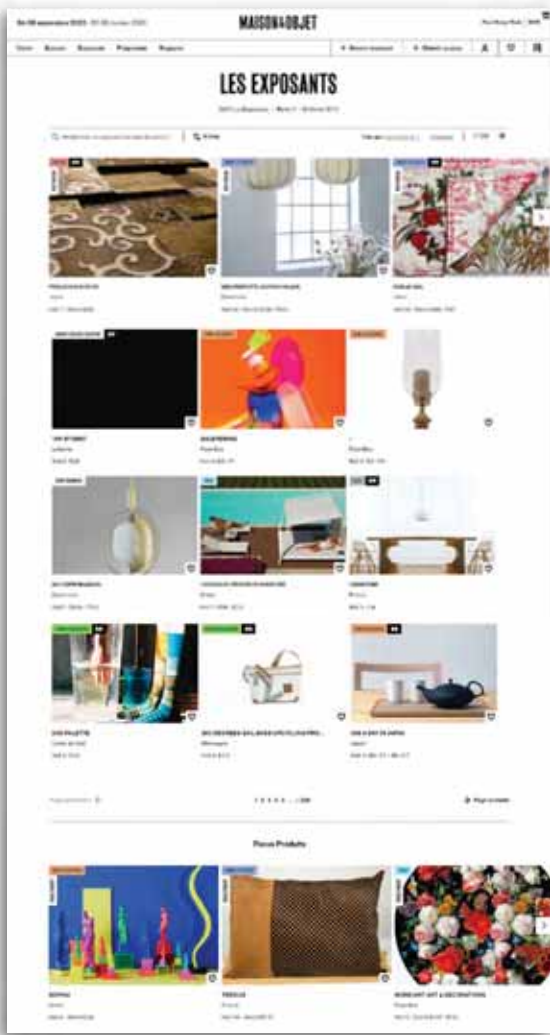




10 million page views
and 2.4 million visits per year

THE WEB SITE

For your interactive advertising needs



TOP POSITION

exhibitors list

FOCUS WEB



TOP POSITION

A position at the top of the frequently visited exhibitor list (in the Exhibitor Section, which is active for 6 months max per session) and a link to your product sheets, contact details and website: visibility guaranteed.

▼
1,200 € EX-TAX

FOCUS WEB

A small selection of brands and products are showcased at the bottom of every page in the Exhibitor Section (which is active for 6 months max per session), as well as on the pages /category, with a link to your product sheets, contact details and website.

▼
550 € EX-TAX
1x
focus web

▼
900 € EX-TAX
2x
focus web

▼
1,200 € EX-TAX
3x
focus web

THE M&O APP

For your mobile advertising needs



A VERITABLE PERSONAL ASSISTANT FOR YOUR VISIT TO THE TRADE SHOW

Helps you find your way around with ease on the big day and access all the information you need: the list of exhibitors, maps, event and conference programmes etc. Meet the digital version of the Guide.

USAGE

29,000
DOWNLOADS
each edition

BANNERS

3 M
displays in
January 2020

CONTENTS

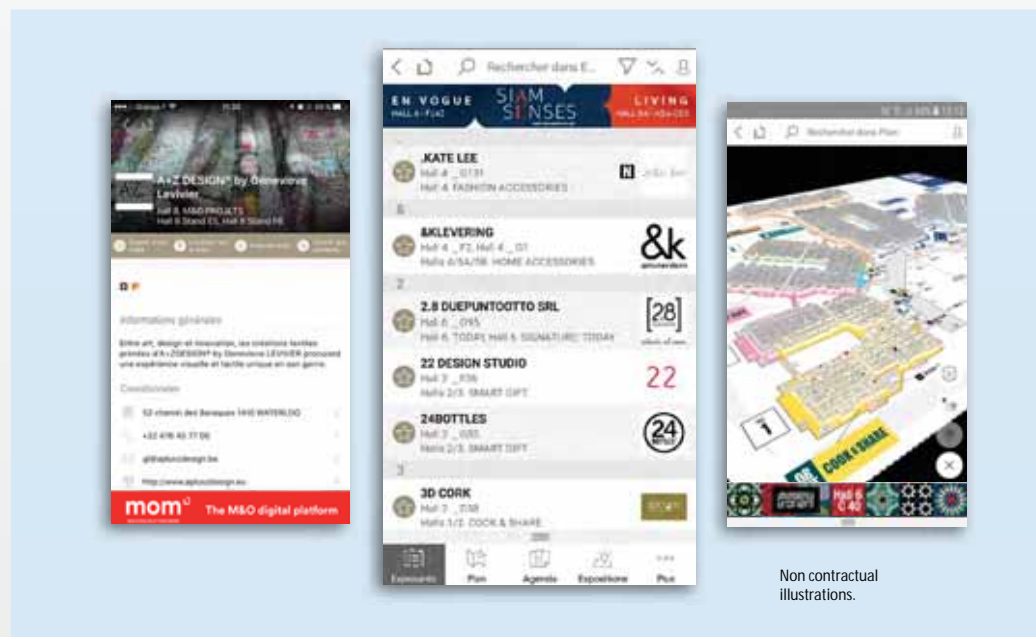
Maps, list of exhibitors, conference programmes, personal 'my visit' space where you can create your own list of exhibitors and geolocate them during the trade show.

DISTRIBUTED

530,000
times

FREE OF CHARGE

Available on



Non contractual illustrations.



29,000 downloads
each edition,
530,000 times

THE M&O APP

For your mobile advertising needs

BANNER

Your brand is displayed on a banner at the top or at bottom of the screen.
Link to your exhibitor entry.
2 options with alternating display (max. 3 banners) or exclusive presence

Pages: Information
or Installation
or My Visit

Pages: Agenda or
Badge

Pages: Exhibitors
or Map

650 €^{EX-TAX}
alternately

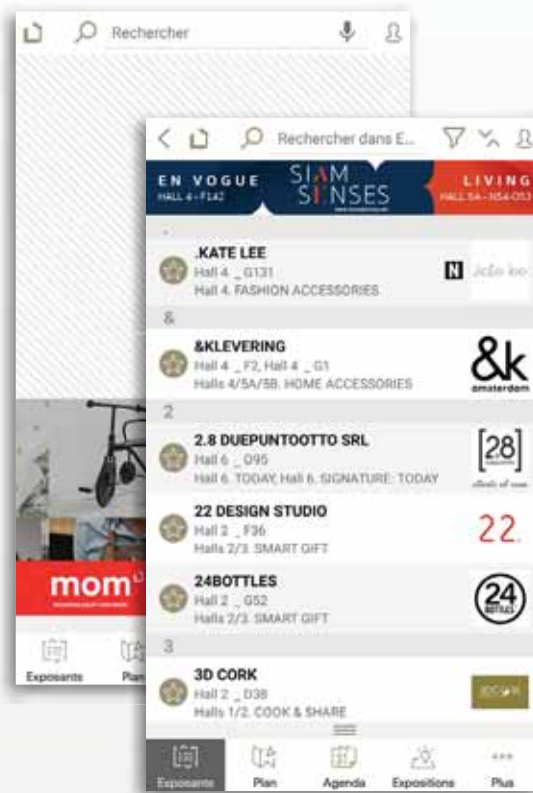
950 €^{EX-TAX}
alternately

1,450 €^{EX-TAX}
alternately

1,700 €^{EX-TAX}
exclusive presence

2,500 €^{EX-TAX}
exclusive presence

3,800 €^{EX-TAX}
exclusive presence



Link to your exhibitor
entry or to your website



Non contractual illustrations.

SPECIAL DISPLAY (XXL)
ON REQUEST

ON-SITE ADS

For an on-site advertising strategy

GET YOURSELF NOTICED!

Get noticed by visitors as soon as they arrive at the trade show thanks to an ensemble of 11 panels placed at the entrances.



ENSEMBLE

11
PANELS

FORMAT

L7xH2m
Placed in the entrances

CONTENTS

4 poster (77 x 145 cm)
and 36 focus (21 x 29,7 cm)
spaces available

LIFESPAN

DURING THE
TRADE SHOW

Choice of
2 formats
77 x 145 cm or
21 x 29,7 cm



SPECIAL DISPLAY (XXL)
ON REQUEST



Ensemble: 11 panels
placed in the entrances

ON-SITE ADS

For an on-site advertising strategy

LARGE POSTER

Make your presence known with a splash!
Format : 77 x 145 cm

5,500 €^{EX-TAX}

on the entire display
network



LARGE
POSTER

Please note there are only
4 spaces available

FOCUS ON-SITE ADS

An all-inclusive formula with a standard page layout to promote your collections
or your brand image. Your photo (21 x 29,7 cm) and company information:
business name, hall, sector, stand no and product name.

350 €^{EX-TAX}

1 x focus on-site ad
on the 11 panels

900 €^{EX-TAX}

3 x focus on-site ad
on the 11 panels

FOCUS
ON-SITE AD

Please note there are only
36 spaces available



L7 m

H2 m