

THE INNOVATIVE LIFESTYLE RENDEZ-VOUS

MEDIA KIT

New sectors, new locations...
With the official media, schedule appointments with buyers

REFLEXE
MAISON&OBJET ADVERTISING AGENCY

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MAISON&OBJET
NEW & NOW

'FOCUS' OPTIONS

Limited number of spaces available. Order as soon as possible!

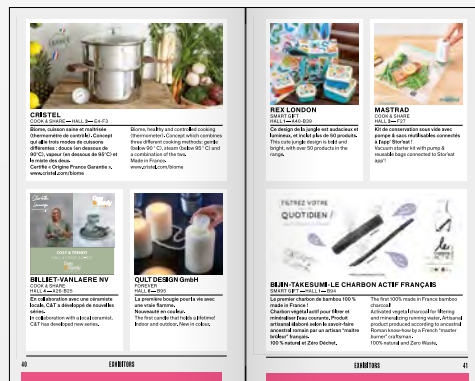
This illustrated selection of products with a 'shopping guide' feel provides a powerful incentive to visit the trade show.
Simple and effective, you get to choose the media and the format, technical costs included.

FOCUS GUIDE

FREE DIFFUSION
100,000 copies

FROM **650 € EX-TAX**

Visual, brand name, hall, sector, stand n°
and short English and French texts.



1/4 PAGE

650 € EX-TAX



1/2 PAGE

1,200 € EX-TAX



FULL PAGE

2,000 € EX-TAX

1 or 4 visuals

FOCUS ON SITE ADS

LARGE SCALE - SMALL PRICE

400 € EX-TAX

on the entire display network:
panels placed at the entrances to
the trade show and in strategic
locations.

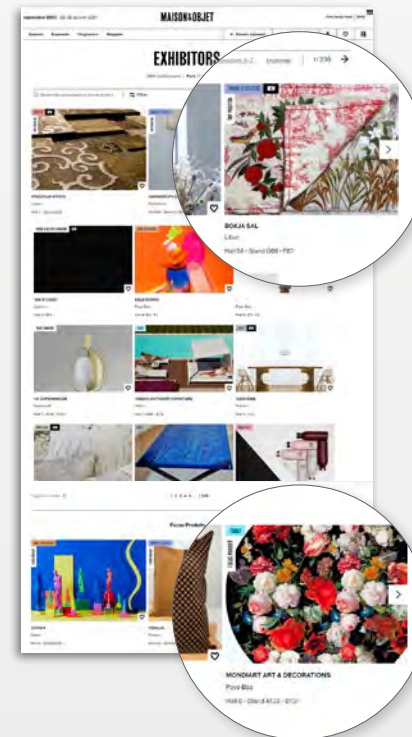


FOCUS/TOP POSITION OFFICIAL WEBSITE

DIGITAL MEETINGS 365 days a year

550 € EX-TAX / 1,200 € EX-TAX

Highlights a small selection
of brands and products
+ Link to your product sheet.

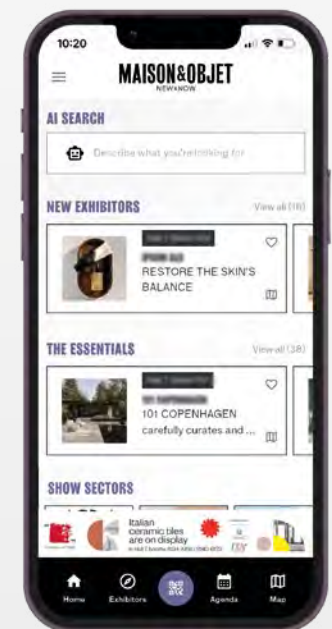


FOCUS/BANNER THE M&O APP

DEDICATED TO THE M&O COMMUNITY

900 € EX-TAX / 2,800 € EX-TAX

Major visibility on the essential
visit tool of the trade show
+ Link to your product sheets.



'FOCUS' PACKS

Optimize your budget while receiving maximum exposure, before, during and after the fair.

UP TO
-30%

PACKS START

GUIDE 1/4 PAGE + ON-SITE ADS + OFFICIAL WEBSITE + APP

PACK START 1

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

► **1,200 €** EX-TAX
instead of
~~1,600 €~~ EX-TAX

PACK START 2

1 Focus Guide 1/4 page
+ 1 Focus on-site ad A4
+ 1 Focus Web plus link
+ 1 Focus APP "Exhibitors"

► **2,200 €** EX-TAX
instead of
~~3,100 €~~ EX-TAX

PACKS ESSENTIEL

GUIDE 1/2 PAGE + ON-SITE ADS + OFFICIAL WEBSITE + APP

PACK ESSENTIEL 1

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

► **1,800 €** EX-TAX
instead of
~~2,150 €~~ EX-TAX

PACK ESSENTIEL 2

1 Focus Guide 1/2 page
+ 1 Focus on-site ad A4
+ 1 Focus Web plus link
+ 1 Focus APP "The Essentials"

► **3,200 €** EX-TAX
instead of
~~4,150 €~~ EX-TAX

PACKS EXCELLENCE

GUIDE FULL PAGE + ON-SITE ADS + OFFICIAL WEBSITE + APP

PACK EXCELLENCE 1

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

► **2,500 €** EX-TAX
instead of
~~2,950 €~~ EX-TAX

PACK EXCELLENCE 2

1 Focus Guide full page
(choice of 1 or 4 visuals)
+ 1 Focus on-site ad A4
+ 1 Focus Web plus link
+ 2 Focus APP: "Exhibitors" & "The Essentials"

► **4,500 €** EX-TAX
instead of
~~6,450 €~~ EX-TAX

Create your customized package at a discounted rate, with technical fees included



**THE
GUIDE**

+



**ON-SITE
ADS**

+



**OFFICIAL WEBSITE
MAISON-OBJET.COM**

+



**M&O
APP**

THE GUIDE

For an advertising strategy targeting visitors

ESSENTIAL FREE DIFFUSION



CIRCULATION

100,000
EX.

LIFESPAN

**BETWEEN
6 MONTHS
AND 1 YEAR**

DISTRIBUTION

**FREE OF
CHARGE**

Available at
the trade show

FORMAT

116 x 185 mm

CONTENTS

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

Product selections made
by exhibitors are found
on the FOCUS pages.

GUIDE ADS

Find the perfect position for your print ad.

Limited number of spaces available. Order as soon as possible!

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

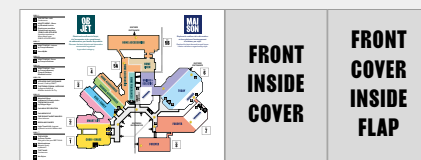
Front or back inside cover,
outside flap

8,500 € EX-TAX

Back cover

12,000 € EX-TAX

Back inside cover+
inside flap



ON-SITE ADS

For an Multi halls advertising strategy

DISPLAY YOUR BRAND AT THE ENTRANCE TO ALL HALLS

Limited number of spaces available. Order as soon as possible!

LARGE POSTER

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

ON THE ENTIRE DISPLAY NETWORK:

▼
6,000 € EX-TAX

FOCUS ON-SITE ADS

Photo (21 x 29,7 cm) and company information: business name, hall, sector, stand no and product name.

ON THE ENTIRE DISPLAY NETWORK:

▼
400 € EX-TAX

1 x
focus
on-site ad

▼
950 € EX-TAX

3 x
focus
on-site ad

▼
1750 € EX-TAX

6 x
focus
on-site ad

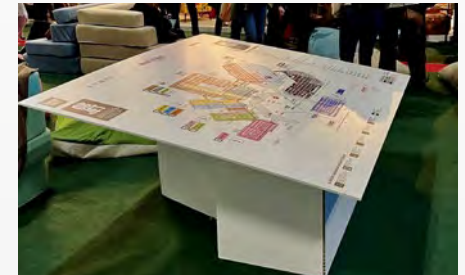


AND/OR IN AN XXL FORMAT FOR EXCEPTIONAL VISIBILITY

Exclusive locations > by sector or by exhibit hall



Your brand on floor maps



Your brand on raised maps



Four-sided spinner display ads in Hall 5A



Large-format, four-sided display ads on the entrance columns in Hall 6

A SECTOR EXCLUSIVE:

- Entry and/or frontline display ads in Hall 4
- Escalator and/or riser panels in Halls 6, 7
- Display on Water fountains
- Floor maps & Podium maps
- Hall plan distributor totems

TRADE FAIR EXCLUSIVE:

- Lanyards and badge holders
- Bag, brochure, goodie hand-outs

Prices and conditions upon request

OFFICIAL WEBSITE MAISON-OBJET.COM

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.

TRAFFIC

10 M
PAGE VIEWS

2,4 M
VISITS / YEAR

AVERAGE VISIT DURATION

8 min.
90 %
of purchasers sign up
in advance online

SERVICE LIFE

maximum
6 MONTHS
/ session

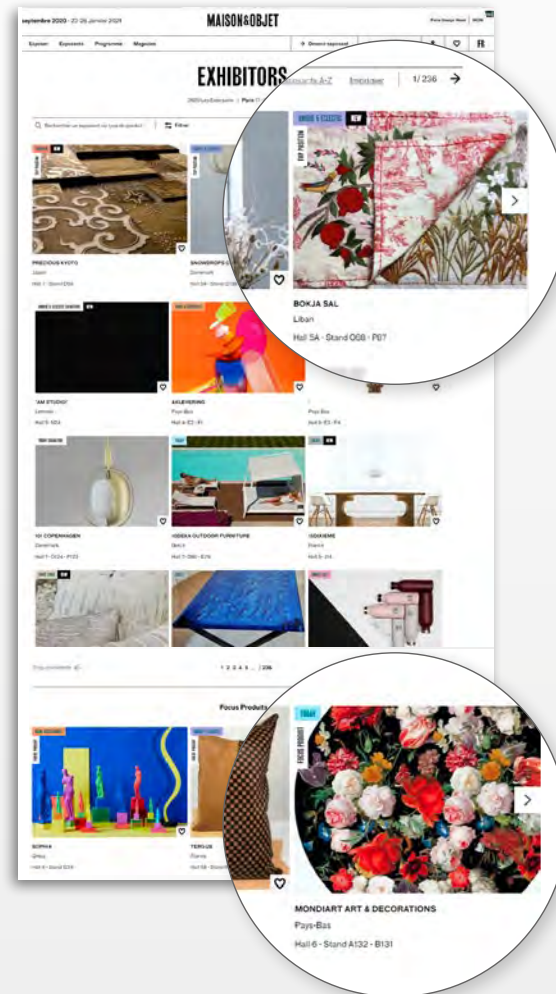
CONTENTS

Fair presentation.

General list of
exhibitors / products
/ sectors / itineraries
/ countries.

Top Position,
Focus product.

Programme:
trends, events,
conferences.



TOP POSITION + LINK

A position at the top of the frequently visited exhibitor list and category list (active for 6 months max per session) and a link to your product sheets, contact details and website. A guaranteed visibility for the 3 visuals of your product sheet, which is alternated online.

1,200 € EX-TAX
1x top
position

2,200 € EX-TAX
2x top
position

3,000 € EX-TAX
3x top
position

FOCUS + LINK

A small selection of brands and products are showcased at the bottom of every page in the Exhibitor Section, as well as on the pages / category (which is active for 6 months max per session), with a link to your product sheets, contact details and website. A guaranteed visibility for the 3 visuals of your product sheet, which is alternated online.

550 € EX-TAX
1x focus

900 € EX-TAX
2x focus

1,200 € EX-TAX
3x focus

THE M&O APP

For your mobile advertising needs

NEW

A VERITABLE PERSONAL ASSISTANT FOR YOUR VISIT TO THE TRADE FAIR

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

530,000
times

SERVICE LIFE

maximum
6 MONTHS
/ session

BANNERS

3 M
displays
each edition

DISTRIBUTED

**FREE OF
CHARGE**

Available on
 

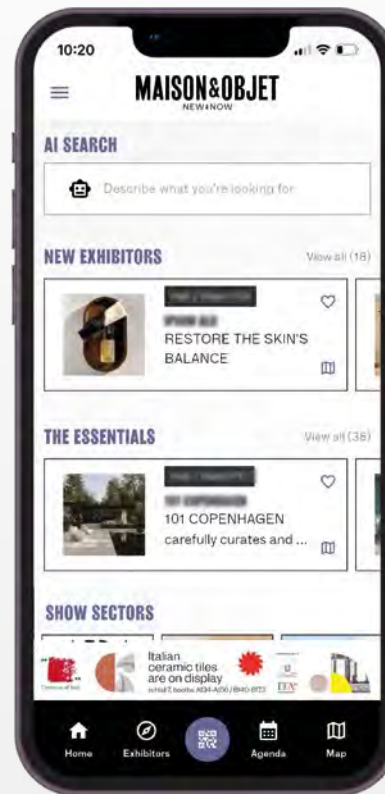
CONTENTS

Map of the fair.

General list of
exhibitors / products
/ sectors / itineraries
/ countries.

Agenda
/ conferences
/ theme
/ place / date.

News, practical
information, ticket.



Non contractual illustrations.

BANNER/FOCUS

Your brand is displayed as a banner on the homepage, or as a Focus on the pages of your choice, with a link to your product sheets.

**Limited number of Focus available.
Order as soon as possible!**

Focus “New Exhibitors”
page

900 €^{EX-TAX}

Focus “Exhibitors”
page

1,500 €^{EX-TAX}

Focus “The Essentials”
page

2,000 €^{EX-TAX}

Other pages:
upon request

Home Page Banner:

alternately

2,800 €^{EX-TAX}
(3 banners max)

exclusive presence

5,800 €^{EX-TAX}