

MAISON&OBJET PARIS

**Discover, in this Media Kit,
how to optimize your participation to the Show
thanks to its Official Media**

REFLEXE

MAISON&OBJET ADVERTISING AGENCY

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'FOCUS' OPTIONS

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

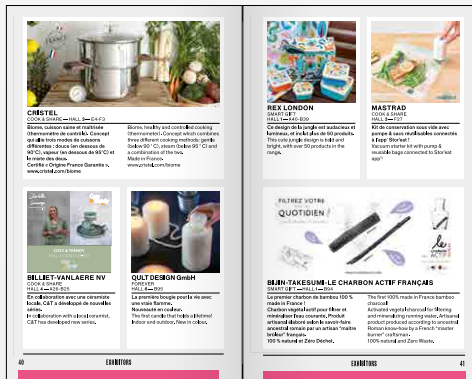
This illustrated selection of products with a 'shopping guide' feel provides a powerful incentive to visit the trade show.
Simple and effective, you get to choose the media and the format, technical costs included.

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



LARGE SCALE – SMALL PRICE

400 € EX-TAX

For 10 advertising panels placed
at the entrances to the trade
show and in strategic locations.

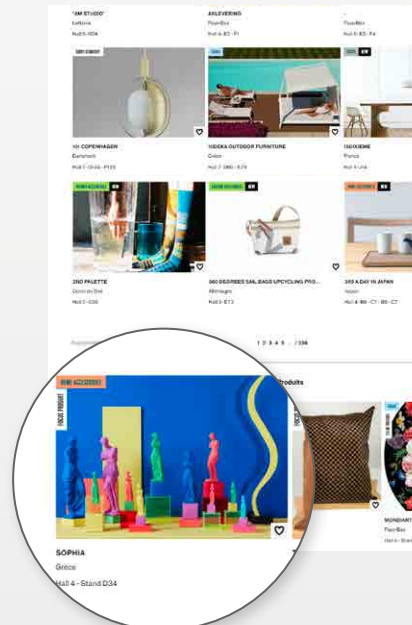


FOCUS PRODUCT OFFICIAL WEBSITE

DIGITAL MEETINGS 365 days a year

550 € EX-TAX

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

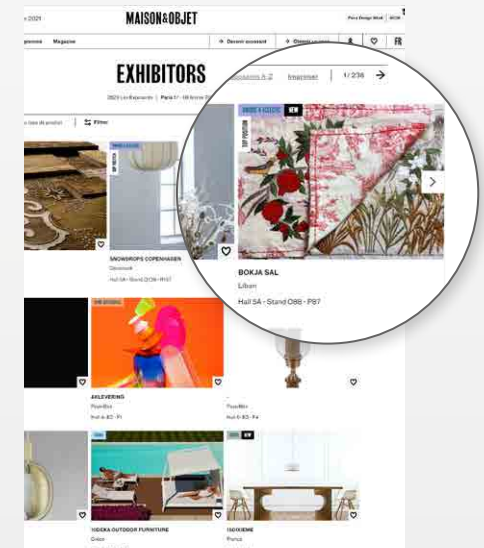


TOP POSITION OFFICIAL WEBSITE

DEDICATED TO THE M&O COMMUNITY

1200 € EX-TAX

A major visibility at the top of the highly
consulted exhibitors list
+ 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

PACK START 1

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

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

PACK START 2

2 Focus Guide 1/4 page
+ 2 Focus on-site ad A4
+ 2 Focus Product plus link

► **2,600 €** EX-TAX
instead of
~~3,150 €~~ EX-TAX

PACKS ESSENTIEL

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

PACK ESSENTIEL 1

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

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

PACK ESSENTIEL 2

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

► **3,600 €** EX-TAX
instead of
~~4,250 €~~ EX-TAX

PACKS EXCELLENCE

GUIDE FULL PAGE + ON-SITE ADS + OFFICIAL WEBSITE

PACK EXCELLENCE 1

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

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

PACK EXCELLENCE 2

2 Focus Guide full page
(choice of 1 or 4 visuals)
+ 2 Focus on-site ad A4
+ 2 Focus Product plus link

► **4,900 €** EX-TAX
instead of
~~5,850 €~~ 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.

DISTRIBUTION

**FREE OF
CHARGE**

Available at
the trade show

LIFESPAN

**BETWEEN
6 MONTHS
AND 1 YEAR**

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

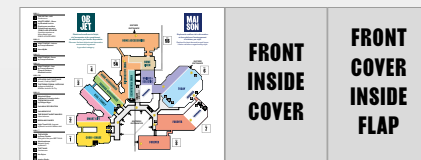
Front or back inside cover,
outside flap

8,500 € EX-TAX

Back cover

12,000 € EX-TAX

Back inside cover+
inside flap



ON-SITE ADS

For an on-site 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

FOR THE 10 PANELS:

6,000 €^{EX-TAX}

on the entire display network

FOCUS ON-SITE ADS

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

FOR THE 10 PANELS:

400 €^{EX-TAX}

1 x
focus
on-site ad

950 €^{EX-TAX}

3 x
focus
on-site ad

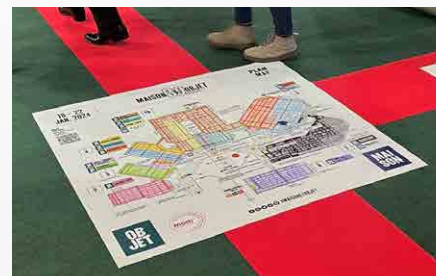
1750 €^{EX-TAX}

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 Halls 2, 3, 4
- Escalator and/or riser panels in Halls 6, 7
- Display ads in passageways between halls and/or in front of badge check area

- Window stickers on the revolving doors and/or entrance doors

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

AVERAGE VISIT DURATION

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

SERVICE LIFE

maximum
6 MONTHS
/ session

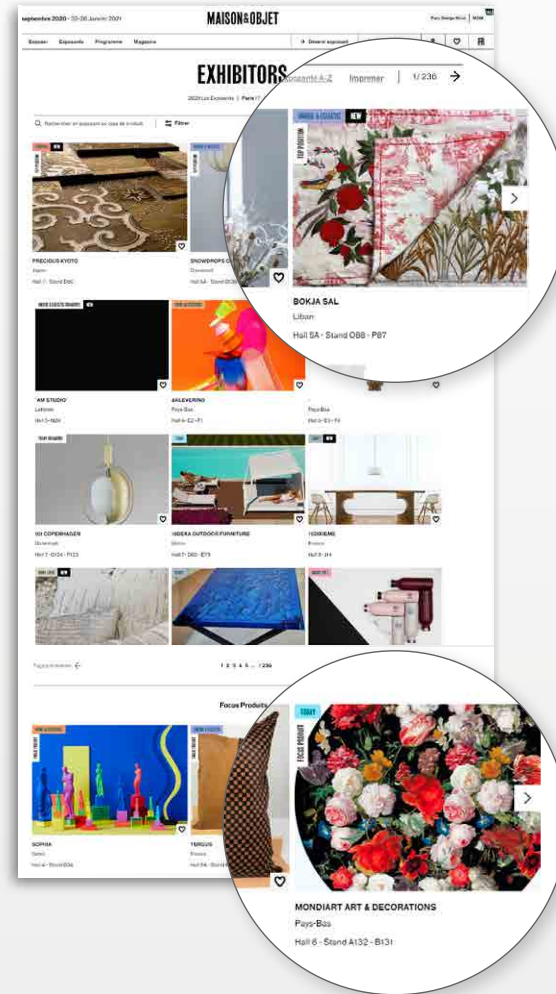
CONTENTS

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

FOCUS PRODUCT + 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
product

900 € EX-TAX

2x focus
product

1,200 € EX-TAX

3x focus
product

2,4 M
VISITS / YEAR

THE M&O APP

For your mobile advertising needs

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

Your brand is displayed on a banner at the bottom of the screen. Link to your product sheets* or to your website. *Statistics are made possible by the link to your product sheets.

2 options:
alternating display (max. 3 banners)
or exclusive presence.

Page:
Practical
Information

750 € EX-TAX
alternately

1,800 € EX-TAX
exclusive
presence

Pages: Conferences
and workshops or
Exhibitions and
inspirations

1,150 € EX-TAX
alternately

2,800 € EX-TAX
exclusive
presence

Pages:
Exhibitors
or Visit
itineraries **NEW!**

1,450 € EX-TAX
alternately

3,800 € EX-TAX
exclusive
presence