MAISON&OBJET

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

CONTACT OUR ADVERTISING AGENCY

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info@reflexe.net

MEDIA KIT
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.

<table>
<thead>
<tr>
<th>AT EACH EDITION</th>
<th>85,000 VISITORS</th>
<th>48% International</th>
<th>3,000 EXHIBITORS</th>
<th>3,500 Brands</th>
<th>727K Followers on Instagram</th>
<th>528K Followers on Facebook</th>
<th>29K Followers on Twitter</th>
<th>17K Followers on Pinterest</th>
</tr>
</thead>
</table>

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.
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.

OFFICIAL CATALOGUE
For an advertising strategy in the LONG-TERM
The exhibitor directory is the essential reference book for professionals

GUIDE
For an advertising strategy targeting VISITORS
The trade show’s must-have programme

WEBSITE
For an advertising strategy that’s INTERACTIVE
The community’s online meeting place + an ideal place to showcase your product to a wide public

THE M&O APP
For an advertising strategy that’s MOBILE
Real-time contacts with purchasers

ON-SITE ADS
For an advertising strategy ON-SITE
Make sure visitors notice you as soon as they arrive

FOCUS FORMULA: put your products under the spotlight. Simple and effective, you choose the platform and the format, technical costs included.
FOCUS PACKAGE: Do you want visibility across 2, 3, 4 platforms? Constitute your very own bespoke package with an advantageous sliding price scale.
‘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.

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 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

2 Focus Web plus link
+ Focus Catalogue 1/2 page ➔ 2,000 € EX-TAX instead of 2,300 € 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-PLATFORM PACK

WEB SITE + CATALOGUE + GUIDE

1 Focus Web plus link
+ Focus Catalogue 1/4 page ➔ 1,400 € EX-TAX instead of 1,950 € EX-TAX

2 Focus Web plus link
+ Focus Catalogue 1/2 page ➔ 2,600 € EX-TAX instead of 3,600 € EX-TAX

3 Focus Web plus link
+ Focus Catalogue full page (choice of 1 or 4 visuals) ➔ 4,100 € EX-TAX instead of 5,400 € EX-TAX

4-PLATFORM PACK

WEB SITE + CATALOGUE + GUIDE + ON-SITE ADS

1 Focus Web plus link
+ Focus Catalogue 1/4 page ➔ 1,600 € EX-TAX instead of 2,300 € EX-TAX

2 Focus Web plus link
+ Focus Catalogue 1/2 page ➔ 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) ➔ 4,500 € EX-TAX instead of 6,200 € EX-TAX

1 Focus Web plus link
+ Focus Catalogue 1/4 page ➔ 1,600 € EX-TAX instead of 2,300 € EX-TAX

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

LIFESPAN
6 MONTHS
up to 1 year

FORMAT
160 x 240 mm
± 500 pages

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

FREE OF CHARGE
for key influencers, major Club members, journalists and exhibitors
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-t.m.
    Presentation, index by sector (front or back)
- DOUBLE PAGE SPREAD
  - 4,000 € ex-t.m.
    Contents page, editorial, preferred pages (front or back)
- COVER
  - 5,800 € ex-t.m.
    1st page
- DOUBLE PAGE SPREAD
  - 6,000 € ex-t.m.
    inside front cover
- COVER
  - 6,500 € ex-t.m.
    following double page spreads
- COVER
  - 8,000 € ex-t.m.
    back cover

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-t.m.
    - 1 visual 62 x 60 mm
    - French / English text
      (125 characters per text)
- 1/2 PAGE
  - 1,300 € ex-t.m.
    - 1 visual 129 x 60 mm
    - French / English text
      (330 characters per text)
- FULL PAGE
  - 2,100 € ex-t.m.
    - 1 visual 129 x 167 mm
    or 4 visuals 64,5 x 84,5 mm
    - French / English text
      (330 characters per text)

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

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Contact:
sales@hanlinltd.com T. + 44 1564 702116

www.hanlinltd.com

French manufacturer since 1951:
HANLIN LIMITED

hides, Icelandic sheepskins, sheepskin rugs, springbok and

A major wholesaler of cowhides, reindeer

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Contact:
olivier.santini@mojow-mobilier.com T. + 33 (0)2 47 74 58 82

www.mojow-mobiliers.com

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Contact:
today@airborne.fr T. + 33 (0)5 58 71 98 20

www.airborne.fr

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Contact:
welcome@chehoma.com T. + 32 68 65 96 96

www.chehoma.com

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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
# THE GUIDE

For an advertising strategy targeting visitors

## GUIDE ADS

Find the perfect position for your print ad.

<table>
<thead>
<tr>
<th>Format</th>
<th>Pages</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>±160 pages</td>
<td></td>
<td>100,000 ex.</td>
</tr>
</tbody>
</table>

### GUIDE ADS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Ex-Tax Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation by sector (front or back)</td>
<td>4,000</td>
<td>6,300</td>
</tr>
<tr>
<td>Contents, editorial, introduction by sector (front or back)</td>
<td>4,500</td>
<td>6,750</td>
</tr>
<tr>
<td>1st page</td>
<td>5,000</td>
<td>7,500</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>650</td>
<td>975</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>1,200</td>
<td>1,740</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>2,000</td>
<td>2,990</td>
</tr>
</tbody>
</table>

### DOUBLE PAGE SPREAD

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Ex-Tax Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st or 2nd double page spread</td>
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<td>12,000</td>
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<tr>
<td>Following double page spreads</td>
<td>7,700</td>
<td>11,550</td>
</tr>
<tr>
<td>Back cover</td>
<td>8,500</td>
<td>12,750</td>
</tr>
<tr>
<td>Back inside cover+ inside flap</td>
<td>12,000</td>
<td>17,990</td>
</tr>
</tbody>
</table>

### COVER

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Ex-Tax Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front or back inside cover, outside flap</td>
<td>6,800</td>
<td>10,200</td>
</tr>
<tr>
<td>Back cover</td>
<td>8,500</td>
<td>12,750</td>
</tr>
<tr>
<td>Back inside cover+ inside flap</td>
<td>12,000</td>
<td>17,990</td>
</tr>
</tbody>
</table>

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### FOCUS GUIDE

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Ex-Tax Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 visual 43,5 x 42 mm - French / English text</td>
<td>650</td>
<td>975</td>
</tr>
<tr>
<td>1 visual 95 x 42 mm - French / English text</td>
<td>1,200</td>
<td>1,740</td>
</tr>
<tr>
<td>1 visual 95 x 126 mm or 4 visuals 46,5 x 62 mm - French / English text</td>
<td>2,000</td>
<td>2,990</td>
</tr>
</tbody>
</table>

- French / English text (80 characters per text)
- French / English text (210 characters per text)
- French / English text (280 characters per text)
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.

TRAFFIC

10 M PAGE VIEWS
1.7 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.

Non contractual illustrations.
THE WEB SITE
For your interactive advertising needs

10 million page views and 1.7 million visits per year

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.

- 1x focus web: 550 € ex-tax
- 2x focus web: 900 € ex-tax
- 3x focus web: 1,200 € ex-tax
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
28,000
DOWNLOADS
each edition

BANNERS
2,4 M
displays in
January 2019

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
FREE OF CHARGE
Available on

Non contractual illustrations.
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

<table>
<thead>
<tr>
<th>Pages: Badges or Installation or My Visit</th>
<th>Pages: Agenda or Information</th>
<th>Pages: Exhibitors or Map</th>
<th>Prices:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>€ (ex-t)</td>
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<td></td>
<td></td>
<td></td>
<td>alternately</td>
</tr>
<tr>
<td>650</td>
<td>950</td>
<td>1,450</td>
<td>650 € (ex-t)</td>
</tr>
<tr>
<td>alternatively</td>
<td>alternatively</td>
<td>alternatively</td>
<td>alternately</td>
</tr>
<tr>
<td>1,700 € (ex-t)</td>
<td>2,500 € (ex-t)</td>
<td>3,800 € (ex-t)</td>
<td>exclusive presence</td>
</tr>
</tbody>
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THE M&O APP

For your mobile advertising needs

28,000 downloads each edition, 453,000 times

THE M&O APP

For your mobile advertising needs

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THE M&O APP

For your mobile advertising needs
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
L 7 x H 2 m
Placed in the entrances

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

DURING THE TRADE SHOW

GET YOURSELF NOTICED!

LIFESPAN
DURING THE TRADE SHOW

4 poster (77 x 145 cm) and 36 focus (21 x 29,7 cm) spaces available
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 € excl. VAT
on the entire display network

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 € excl. VAT
1 x focus on-site ad on the entire display network

- 900 € excl. VAT
3 x focus on-site ad on the entire display network

Please note there are only 36 spaces available