

# INTERIORS MONTHLY

FIRST FOR FLOORING, FURNITURE AND ACCESSORIES

## 2021 Rate Card

Number of insertions	1	3	6	12
Front cover	£3050	3, 6 or 12 insertions on application		
DPS	£3900	£3510	£3120	£2730
Full page	£2400	£2160	£1920	£1680
Half page	£1350	£1215	£1080	£945
Quarter page	£750	£675	£600	£525
Inserts	A4 single sheet 1x A4 @ £1500			

## Online opportunities

Recruitment Package – Quarter page advert in the magazine, web listing with logo and link to your website £250

Web directory £99 per year

Banner on home page from £250 pcm

Weekly newsletter sponsorship £400 p/w or £1200 pcm

eBlast £500 per eshot (maximum 1 per week)

'We were delighted with the number of enquiries we received as a result of our recent Interiors Monthly eBlast, it's an excellent service – we've already planned our next campaign!'

**SMG Group**

## Contacts

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## Advertising Copy Deadline

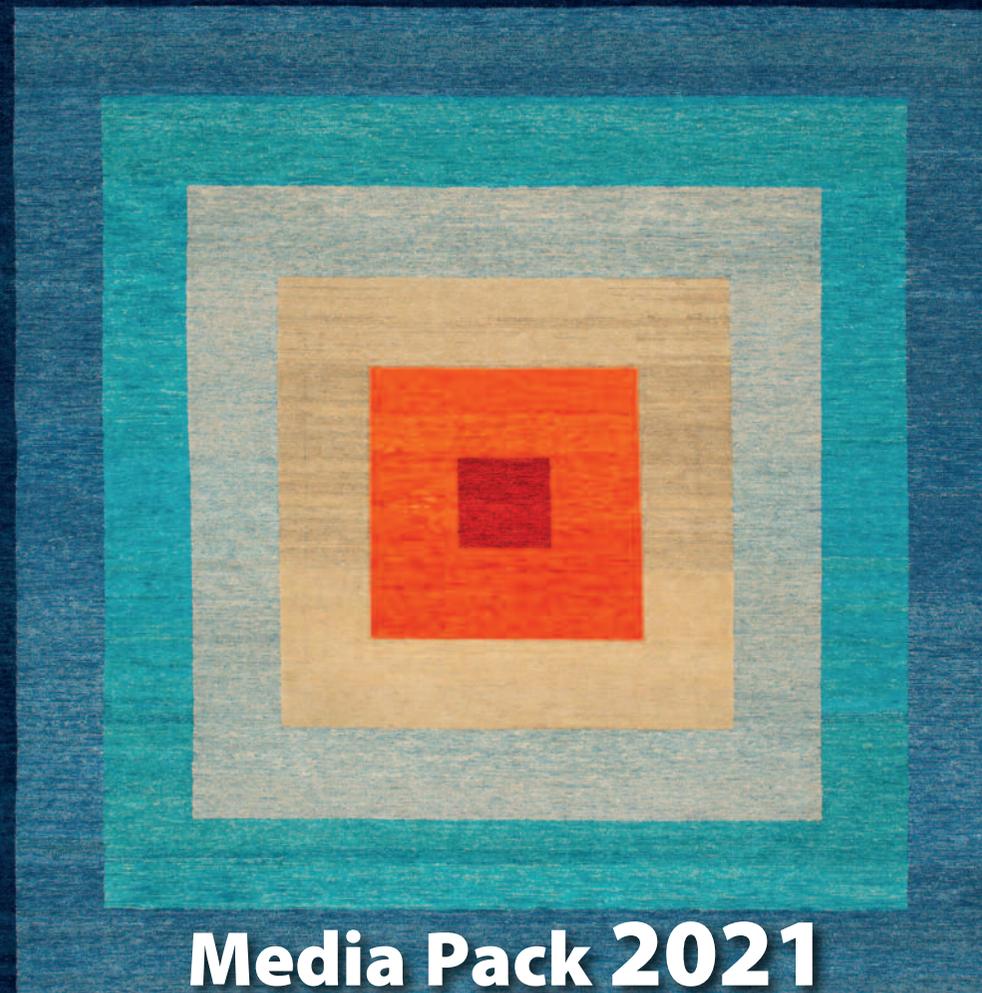
20th of the month prior to issue date

## Editorial deadline

15th of the month prior to issue date

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## Media Pack 2021

## Introduction

With over 60 years of combined experience in the interiors market, Interiors Monthly is the must read magazine for flooring and furniture buyers.

Interiors Monthly, established in 2007, is now seen to be the leading magazine in the interiors sector. Major manufacturers such as the Headlam Group, Cormar, Balta, Furlong, Ball & Young, Interfloor and Associated Weavers all use the magazine to reach the key buyers in flooring retail. Because of the quality editorial content, Interiors Monthly is now clearly seen as the market leading magazine.

## What it's all about

Interiors Monthly is a design led magazine, incorporating high quality features, news, views and worldwide exhibition previews and reviews. Delivering quality information, the latest products and company profiles to inspire, inform and improve UK interiors retailing.

## Who receives the magazine?

Interiors Monthly is the only magazine that covers the whole retail interiors market and has the best and most up to date readership you'll find. With over 7,500 flooring and furniture retailers individually requesting the magazine, and with a pass on readership of 2.9 per copy, that's over 21,000 interiors professionals that will see your sales message each month.

Interiors Monthly is circulated to the key department stores, multiples and independent buyers across the flooring and furniture retail sectors. Independently requested, this high quality circulation represents the change that is happening in interiors retailing. Many furniture retailers now stock flooring, including well-known retailers such as Arighi Bianchi, John Lewis, Bentalls, ScS, Lee Longlands and Barker & Stonehouse. This is why Interiors Monthly is not only the magazine that truly reflects the whole market, but reaches it.

## The magazine retailers want to read....

'Interiors monthly is one of the few business magazines that I open and read on the day that it arrives. Rarely do I read an edition that does not provide some information that helps our business. The small annual cost is a great investment as far as I am concerned.'

**Andy Laird, Fludes Carpets md**

'I really look forward to receiving my copy of Interiors Monthly, it helps me understand upcoming trends, industry news and the newest products available. I certainly wouldn't be without my copy.'

**Farren Murphy, ScS head of flooring**

'Interiors Monthly is an excellent magazine. A quality publication, which is informative, interesting and very readable. With so little time to read magazines and so many different ones being sent, I have to be very selective. Interior Monthly is one I always try and find time for.'

**Graham Waltho, Living Floors manager**

## Manufacturers' testimonials

Associated Weavers always likes to be close to and in touch with the market and to the people in our industry. Interiors Monthly covers a broad spectrum of all things interiors related, so for us it's a great medium to keep us up to date on the developments and novelties in our trade and an excellent way to communicate with our customers on our developments and concepts. Interiors Monthly does not only have a premium look and feel: editorials are premium too. Interiors Monthly keeps the finger on the pulse in a never changing flooring landscape.'

**Emmanuel Lioen, Associated Weavers marketing & corporate communications manager**

'In a short period where companies are holding back budgets and are focusing on cost savings, the better companies are also investing in innovation and marketing. In a short period of time, Interiors Monthly has become the market-leading trade magazine in the interiors sector. Advertising and communicating in Interiors Monthly is a good deal for Balterio as we touch, thanks to its large circulation, a huge number of our customers throughout the UK. The readership is not only flooring stockists, but also furniture stores that are also potential Balterio customers as flooring is complementary to general home decoration. The cost per contact is therefore maximised making the magazine a profitable investment for Balterio.'

**Franky Terrijn, Balterio marketing director**

'Cormar Carpets has supported Interiors Monthly since its launch. Since then it has quickly become one of the trade's leading publications with relevant, independent editorial on all aspects of the flooring trade, making it an essential read for UK retailers, wholesalers and manufacturers.'

**David Cormack, Cormar Carpets marketing director**

'I've tried advertising in all the other flooring trade magazines and Interiors Monthly gives me the best response by far! It's a fantastic read, great to advertise in and a lovely friendly company to deal with.'

**Gill Finch, Stroolmount md**

'Since its launch in 2007, Interiors Monthly quickly became the benchmark by which all other magazines are judged. We, at Balta, have supported Interiors Monthly from day one and have found its flexible approach, excellent advertising response and value for money to be key factors in our successful partnership.'

**Geert Vanden Bossche, Balta marketing manager**

# Interiors Monthly features 2021

## January

• Carpet/Underlay • Vinyl • Wood/ Engineered/ Laminate LVT • Beds and Bedroom • Upholstery • Accessories • Warranties and Protection • Trade Services

## February

• Rugs • Carpet/Underlay • Branded Furniture/Design • Living and Dining • Home Review • Children's Furniture • Motion upholstery • IMM Cologne Review • Wholesaling and Importation • Accessories

## March

• Wood/Engineered/Laminate • Vinyl • Belgium Supplement • Carpet/Underlay • Best of British • Bed and Bedroom Supplement • Living and Dining • Home Entertainment • ISalone Preview • Accessories: Blinds, Curtains and Poles • Lighting

## April

• Rugs Supplement • Underlay • Protection • LVT • Buying Groups' National Flooring Show Preview • Beds • Upholstery • Living and Dining Focus • Outdoor Furniture • Design • Children's Furniture • Software • Proposte Preview • Heimtextil Preview • Domotex Preview • The Flooring Show Review • Trade Services

## May

• Carpet/Underlay • Wood/Engineered/Laminate • Vinyl • Matting • Bed and Bedroom Supplement • Living and Dining • Home Entertainment • Branded Furniture • ISalone Review • Accessories

## June

• Carpet Tiles • Rugs • Floorcare/Protective Treatments: Underlay • Buying Groups' National Flooring Show Review • Manchester Furniture Show Preview • Beds • Upholstery • Worldwide Interiors Exhibition Guide • Proposte Review • Buying Groups • Heimtextil Review • Domotex Review

In addition, every issue will feature new products, marketing, business advice, industry events, appointments and exhibition information along with major profile, interviews, economic updates and environmental issues.

Please note: features may be subject to change, particularly exhibition coverage.

## July

• Carpet/Underlay • Wood, Engineered and Laminate Supplement • Vinyl • LVT • Manchester Furniture Show Issue • Living and Dining • Bedroom • Living and Dining • Home Entertainment • Accessories: Blinds, Curtains and Poles • Trade Services

## August

• The Flooring Show Preview • Carpet/Underlay • Rugs • Manchester Furniture Show Review • Beds • Interiors Monthly 2021 Awards Supplement • Protection • Accessories

## September

• The Flooring Show Show Guide • Carpet Supplement • Wood/Engineered/Laminate • Vinyl • Bed Supplement and Bed Show Preview • Living and Dining Focus • Accessories

## October

• Carpet/Underlay • Tools, Accessories and Adhesives • Rugs Supplement • The Flooring Show Stand Review • LVT • Painted Furniture • Upholstery • Best of British • Living and Dining • Home Entertainment • Software • Accessories • Trade Services

## November

• Underlay • The Flooring Show Review • Wood, Engineered and Laminate Supplement • Natural Flooring • Vinyl • Accessories • London Design Festival Review • Bed and Bedroom Supplement • Bed Show Review • Living and Dining • Worldwide Interiors Exhibition Guide • Design • Lighting

## December

• Carpet/Underlay • Buying Groups • Domotex Preview • Rugs • Living and Dining • Upholstery • January Furniture Show Preview • Home Preview • IMM Cologne Preview • Heimtextil Preview • Accessories: Blinds, Curtains and Poles