

# Maison&Objet Premier

Paris  
14\_18 Jan 27

## REFLEXE

MAISON&OBJET ADVERTISING COMPANY

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# Media Kit

The Official  
Media dedicated to  
Maison&Objet exhibitors

|    |       |                             |
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| 02 | _____ | <b>The Focus</b>            |
| 04 | _____ | <b>The Packs</b>            |
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# The 'Focus' Options

To really get noticed

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

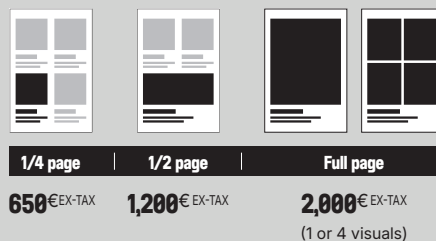
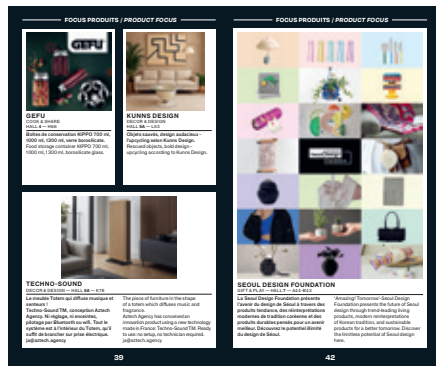
This illustrated selection of products with a 'shopping guide' feel provides a powerful incentive to visit the trade show. Simple and effective, you get to choose the media and the format, technical costs included.

## Focus guide

Circulation 100,000 copies

From **650€** EX-TAX

Circulation 100,000 copies. Visual, brand name, hall, sector, stand n° and short English and French texts.

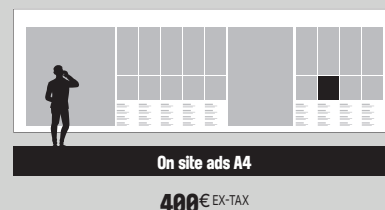


## Focus on site ads

At the entrance to all halls

**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

From **550€** EX-TAX

Digital meetings throughout the year. Highlights a small selection of brands and products + link to your product sheet.



## Focus / Banner

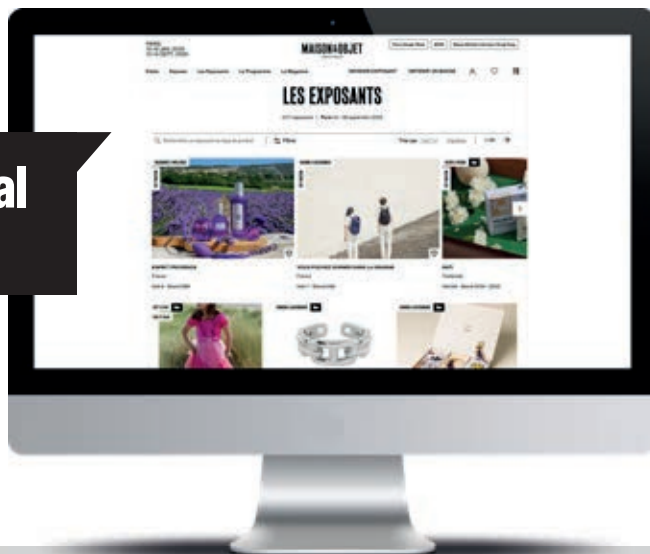
M&O App

From **1,000€** EX-TAX

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



The Official Website



M&O App



The Guide

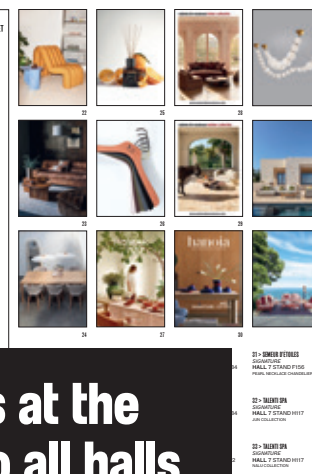
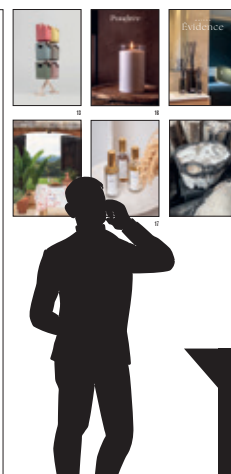
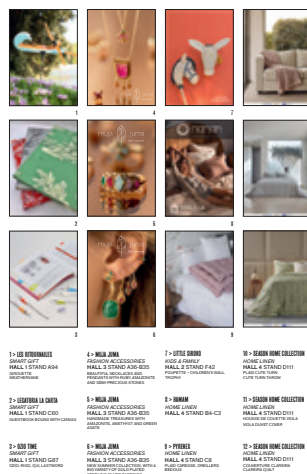
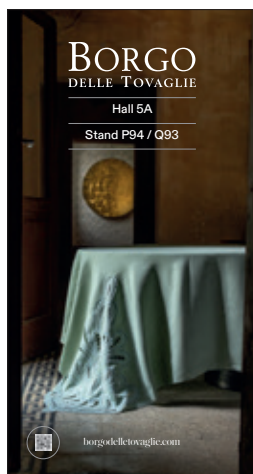


FOCUS

Les exposants de MAISON&OBJET vous invitent à découvrir leurs « styles de vie ».

MAISON&OBJET's exhibitors invite you to discover their take on 'life's many styles'.

FOCUS



On-site ads at the entrance to all halls

# The 'Focus' packs

For global visibility

Up to  
**-30%**

Optimized budget - technical fees included -  
to be seen before, during and after the show.

## Pack Start

Guide 1/4 page + on-site ad + official website + app

### Pack Start 1

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

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

### Pack Start 2

**1,700** € EX-TAX  
instead of ~~2,350~~ € EX-TAX

- 1 Focus Guide 1/4 page
- 1 Focus On-site A4
- 1 Focus Web plus link
- 1 Focus M&O App
  - « Conferences » or
  - « Inspiration places » page

## Pack Essentiel

Guide 1/2 page + on-site ad + official website + app

### Pack Essentiel 1

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

- 1 Focus Guide 1/2 page
- 1 Focus On-site A4
- 1 Focus Web plus link

### Pack Essentiel 2

**2,300** € EX-TAX  
instead of ~~2,900~~ € EX-TAX

- 1 Focus Guide 1/2 page
- 1 Focus On-site A4
- 1 Focus Web plus link
- 1 Focus M&O App
  - « Conferences » ou
  - « Inspiration places » page

## Pack Excellence

Guide full page + on-site ad + official website + app

### Pack Excellence 1

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

- 1 Focus Guide full page
- 1 Focus On-site A4
- 1 Focus Web plus link

### Pack Excellence 2

**3,400** € EX-TAX  
instead of ~~4,950~~ € EX-TAX

- 1 Focus Guide full
- 1 Focus On-site A4
- 1 Focus Web plus link
- 1 Focus M&O App
  - « Must-Haves » page

## Package Customized

Guide + on-site ad + official website + app

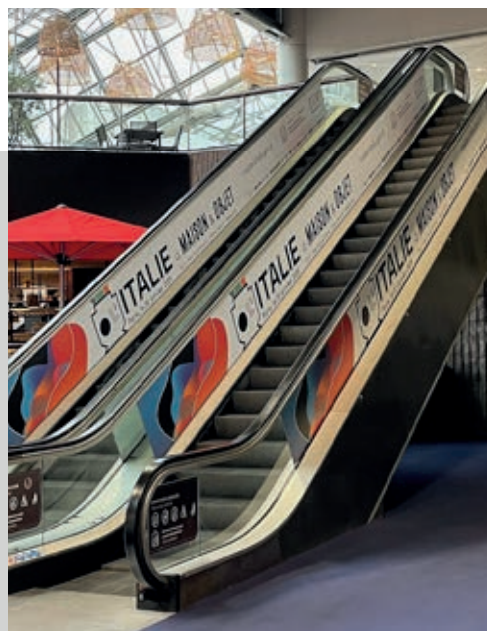
Or create your customized  
Package at a discounted rate.  
Consult us.





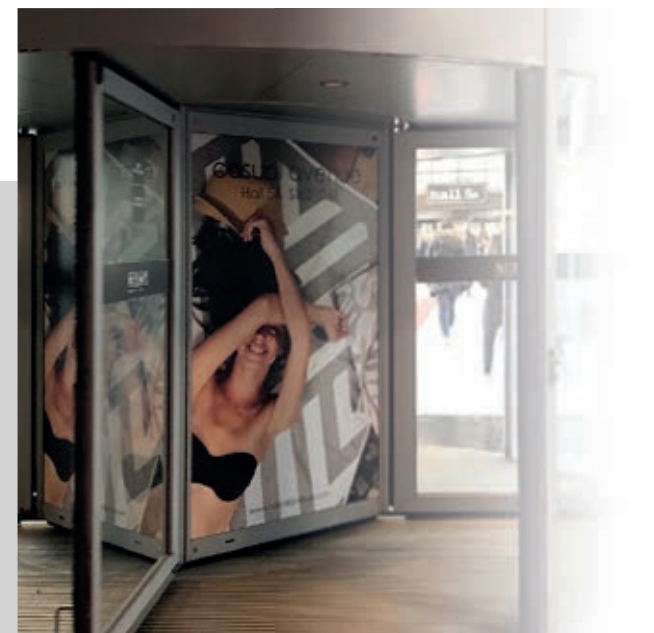
**Signage  
escalators**

**Digital  
screens**



**XXL displays  
in the hallways**

**Revolving  
doors ads  
H5A**



# The Guide

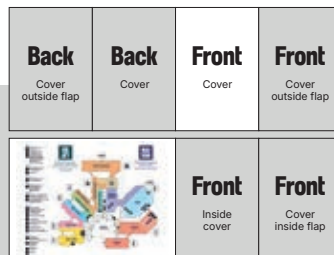
To be up to date

The essential media.  
Find the right location for your ad.



## Essential, free diffusion

- Circulation: 100,000 copies
- Distribution: free of charge, available at the trade show
- Lifespan: 6 months to 1 year
- Format: 116 × 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.



Top selection

## Full page

Offre 1

**4,000** € EX-TAX

- Presentation by sector (front or back)

Offre 2

**4,500** € EX-TAX

- Contents, introduction in front of: focus guide / M&O itineraries / exhibitors / trends & news / talents & talks / work & pause... (front or back)

Offre 3

**5,000** € EX-TAX

- 1<sup>st</sup> page

Large format

## Double page spread

Offre 1

**8,000** € EX-TAX

- 1st or 2nd double page spread

Offre 2

**7,700** € EX-TAX

- Following double page spreads



Preferential

## Cover

Offre 1

**6,800** € EX-TAX

- Front or back inside cover, outside flap

Offre 2

**8,500** € EX-TAX

- Back cover

Offre 3

**12,000** € EX-TAX

- Back inside cover + inside flap

# The Official Display

To catch the attention

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

Display your brand at the entrance to all halls  
and/or in XXL for exceptional visibility.

## Large poster

Format 77 × 145 cm

Make your presence known  
with a splash!

Format: 77 × 145 cm

On the entire display network

**6,000** € EX-TAX

## Focus on-site ads

Format 21 × 29,7 cm

Photo 21 × 29,7 cm and company information:  
business name, hall, sector, stand number and product name.

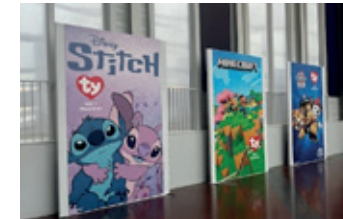
On the entire display network

**400** € EX-TAX   **950** € EX-TAX   **1,750** € EX-TAX

1 x focus on-site ad   3 x focus on-site ad   6 x focus on-site ad

## &/Or in XXL

For exceptional visibility



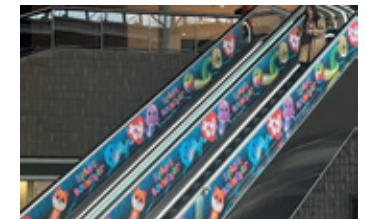
XXL displays in the hallways



Your brand on the escalators H7



Four-sided revolving doors in H5A



Your brand on the escalators H6

- Entry and / or frontline display ads
- Covering escalators and / or risers panels
- XXL displays in the hallways
- Lanyards and badge holders
- Bag, brochure, goodie hand-outs

Price and  
conditions

**Upon request**

Exclusive locations > by sector or by exhibit hall



# The Official Website

To stay online: [maison-objet.com](http://maison-objet.com)

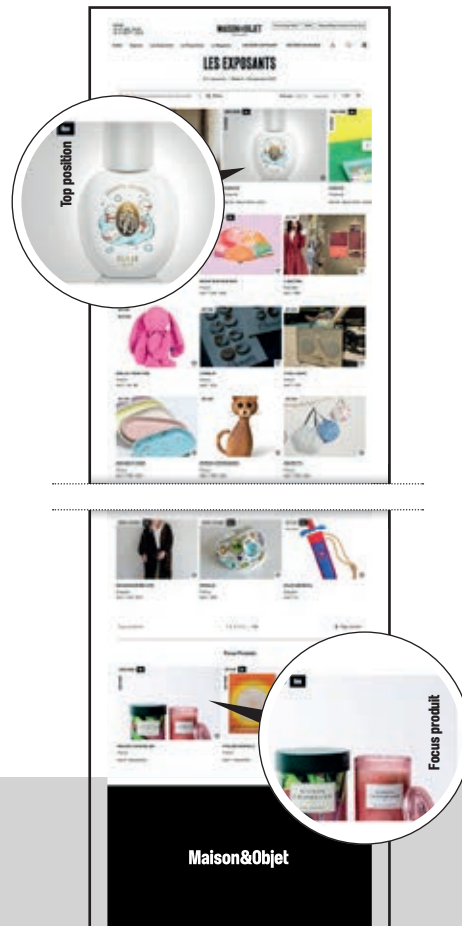
For your interactive advertising needs.  
The lifestyle community's all-year-long virtual meeting place.



## The meeting!

This website 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 million page views  
2,4 million visits / years
  - Average visite 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

On official website

A position at the top of the frequently visited exhibitors 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.

**1,200** € EX-TAX    **2,000** € EX-TAX    **2,700** € EX-TAX

1 x Top Position

2 x Top Position

3 x Top Position

## Focus + Link

On official website

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.

**550** € EX-TAX    **900** € EX-TAX    **1,200** € EX-TAX

1 x Focus

2 x Focus

3 x Focus

# The M&O App

To create the buzz

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

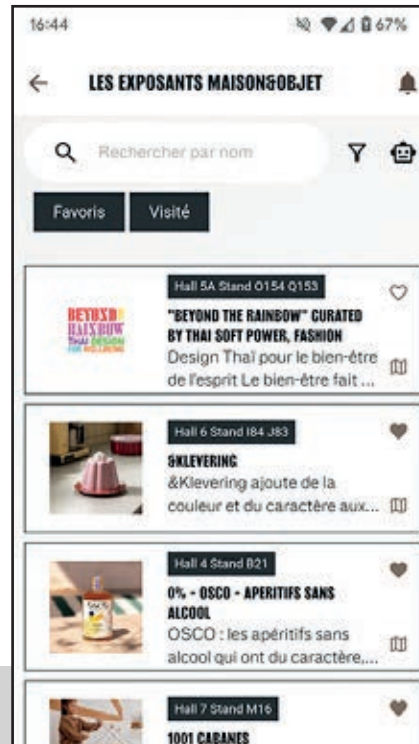
A direct link with the buyers.  
The real personal assistant of visitors.



**Navigate!**

List of exhibitors, plans, visit routes, conferences, places of inspiration, practical information... The digital version of the Guide

- Usage: 29,000 downloads each edition and 530,000 times
- Service life: 6 months / session
- Banners: 3 million 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.



## Focus App M&O

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

**750** € EX-TAX

"Conferences" page  
Focus (5 max)

**750** € EX-TAX

"Inspiration places" page  
Focus (5 max)

**950** € EX-TAX

Beginning of "New exhibitors"  
page  
Focus (10 max)

**2,000** € EX-TAX

Beginning of "Must-Haves"  
page  
Focus (15 max)

## Banner App M&O

Your brand is displayed as a banner on the homepage, with a link to your product sheets.

**3,300** € EX-TAX

3 banners max  
Home page banner

**6,800** € EX-TAX

Exclusive presence  
on the home page

# The Digital Screens

**New**

To put you on stage

Your spot seen by all buyers.  
A new media acclaimed by all visitors...



**Spotlight on your products!**

A new media acclaimed by all visitors, for a spotlight on your products beyond your stand.



## Spot / Video

Digital screens

An attractive and dynamic communication to promote your brand and stage your products throughout the show.

- Location: Entrances, strategic locations, information points
- Video spot or still image: 12 sec.
- Schedule: 9:30 am to 6:30 pm (Monday 6 pm)
- Broadcast: Continuously
- Contents: Exhibition plans, Exhibitors search, practical information...

Price and  
conditions

**Upon request**

Rates - for the entire network (all halls)  
Exclusivity or semi-exclusivity possible