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# Media Kit

The Official
Media dedicated to
Maison&Objet exhibitors

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# The ‘Focus’ Options

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

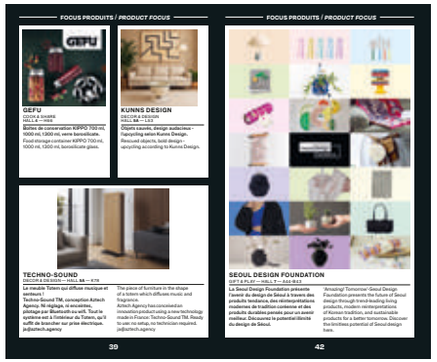
## To really get noticed

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 18,000 copies

From **650**€ EX-TAX

Circulation 18,000 copies. Visual, brand name, hall, sector, stand n° and short English and French texts.






**1/4 page** | **1/2 page** | **Full page**

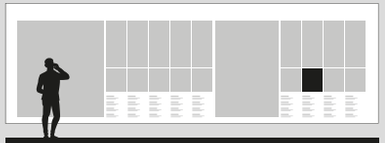
**650**€ EX-TAX **1,200**€ EX-TAX **2,000**€ EX-TAX
(1 or 4 visuals)

### 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.



**On site ads A4**

**400**€ EX-TAX

### Focus / Top Position
Official website

From **550**€ EX-TAX

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






**Focus** | **Top position**

**550**€ EX-TAX **1,200**€ EX-TAX

### 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.

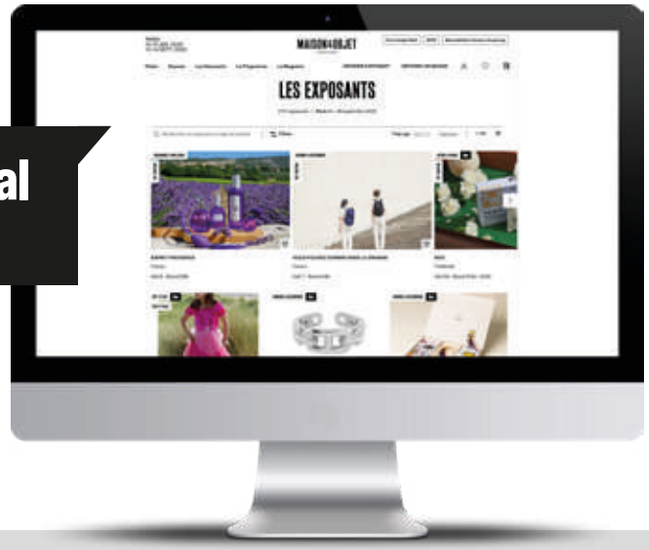




**Focus / banner**

**1,000**€ EX-TAX to **3,300**€ EX-TAX

## The Official Website




## M&O App




## The Guide

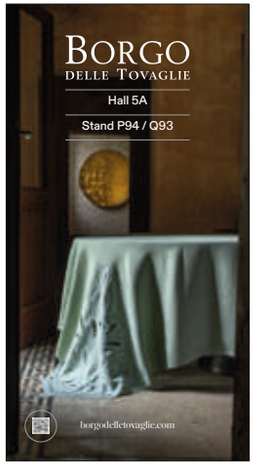



FOCUS

**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'.

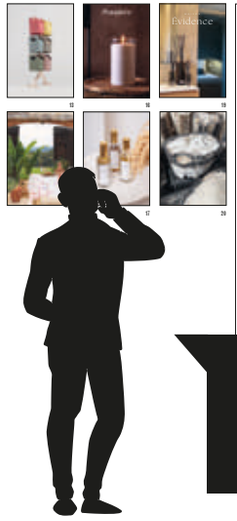
FOCUS



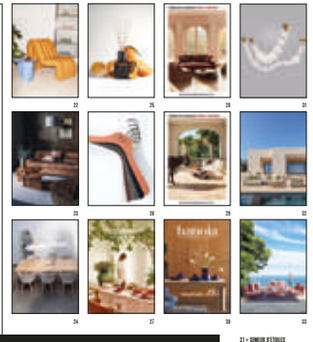













**On-site ads at the entrance to all halls**

# The ‘Focus’ packs

Up to -30%

## For global visibility

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.


**Guide**


**On-site ads**

+

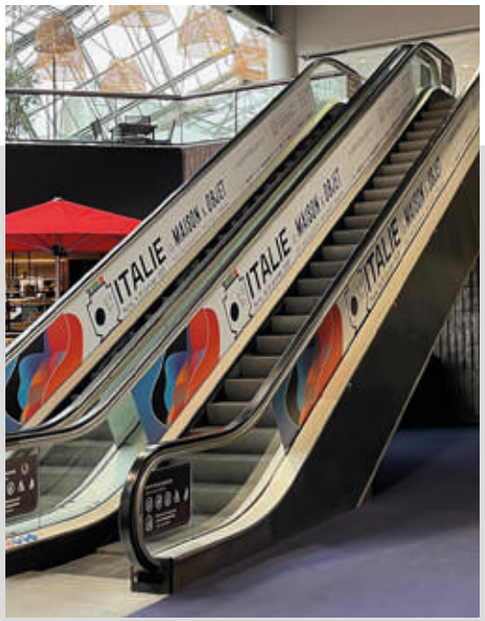

**Official website**


**M&O App**



**Digital screens**

**Signage escalators**







**XXL displays in the hallways**

**Revolving doors ads H5A**



# The Guide

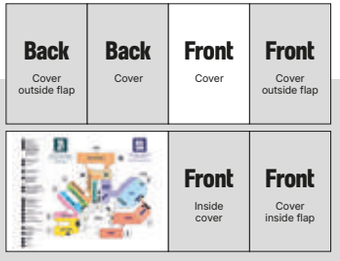
## To be up to date

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




**Essential, free diffusion**

- Circulation: 18,000 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

- 1st 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




Preferencial

### 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

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

## To catch the attention

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
1 x focus on-site ad

**950** € EX-TAX
3 x focus on-site ad

**1,750** € EX-TAX
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 dislays 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

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: 7 million page views
  2 million visits / years
- Average visite duration : 2 min 50.
- 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
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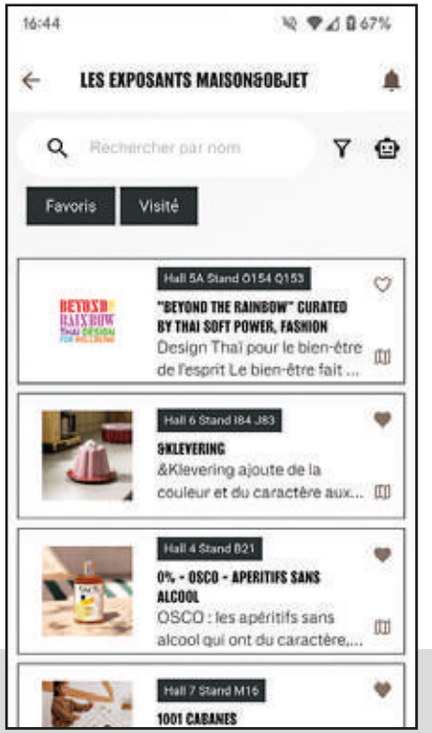
A direct link with the buyers.
The real personal assistant of visitors.



**Navigate!**

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

- Usage: 26,000 downloads each edition and 44,000 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



**Spotlight on your products!**

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

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



## 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