

2018

möbelkultur
MEDIA INFORMATION
online



WWW. MOEBELKULTUR.DE

THE DIGITAL B2B – NUMBER 1 FOR
THE HOME FURNISHINGS INDUSTRY



FERDINAND HOLZMANN. YOUR FURNITURE PUBLISHER

We see to it that your brand is the one selected

PROFILE IN BRIEF

With the newsportal www.moebelkultur.de from Ferdinand Holzmann Publications you will experience the furniture and kitchen industry in real time. With the complete competence of the print medium and its 65 years of experience behind it.

www.moebelkultur.de is the leading professional platform for the furniture business and at the same time the most trend-setting medium promoting the furniture industry on the Internet – IVW-audited every month. Its website is accompanied by a newsletter published twice every week.

This media platform offers a wide range of possible advertisement formats – whether large or small scale – to meet your communication objectives, such as building up the readership and increasing the level of brand awareness, an intensive product analysis or greater image effect.

PROFESSIONAL CONTENT

- Our specialised editorial team provides up-to-date, unique (one single) content.
- We deliver exclusive industry news & background information using multimedia features: photo spreads, videos, interviews.
- We provide coverage of major industry events both at home and abroad.
- We create individual trade fair and themed specials [“dossiers”].

PUBLISHING HOUSE COMPETENCE

www.moebelkultur.de is part of the comprehensive digital B2B competence of Hamburg’s Ferdinand Holzmann Publishing House. In addition to e-magazines, digital formats of the magazines, social media networks and digital newsletters, the following, highly specialised platforms are also available:

- www.moebelfertigung.de: the digital platform for the international supplier industry of materials and components and manufacturers of woodworking machinery and furniture.
- www.arcade-xxl.de: the premium B2B platform for high-quality interior for planners and architects, providing compact summaries of news stories in the newsletters every Friday.



The number 1

THE INDUSTRY LEADER

- The platforms of the Ferdinand Holzmann Publishing House are the most wide-reaching portals specialising in furniture advertisement in German speaking countries. The numbers of moebelkultur.de in August of 2017: 465,114 page impressions and 226,964 unique visits. *
- In addition, the target-group-specific moebelkultur.de email newsletter reaches narrow 10,000 subscribers, with a minimum of two mailings per week.

* Source: IVW

CIRCULATION

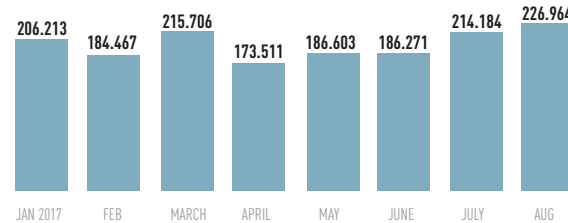
The platforms of the Ferdinand Holzmann Publishing House are not merely the only IVW-audited news portals in the furniture industry; they are also the most successful. With us, your advertising message reaches the decision makers of the furniture industry. The online portfolio completes the competence of the print brands with the interactivity of the new media. Our users find late-breaking news every day – by now the archive offers round about 25,000 items. Also available are: dates/milestones, photo spreads, videos, specials, services and background information about the industry.

THE USER COMMUNITY: TOP DECISION MAKERS IN THE FURNITURE INDUSTRY

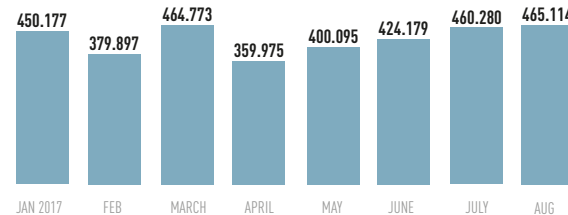
Our users take advantage of www.moebelkultur.de as a daily source of information which is free of charge and allows them to stay up-to-date with current developments in the sector. Make sure you, too, convey your advertising message to the top managers of the major purchasing associations, chain enterprises, manufacturers and suppliers – nationwide and internationally!

IMPRESSIVE KEY FIGURES

Visitor Frequency: Unique visitors ...



... with high website trafficking: Page Impressions



Source: IVW online

The platforms of the Ferdinand Holzmann Publishing House are the only IVW-audited news portals in the furniture industry.

TOP NETWORK IN GERMANY

Since April 2012, our platforms are listed as a network by the Deutsche Fachpresse – and are thus on a par with Germany's most successful business portals.



MÖBELKULTUR

THE PORTAL FOR THE FURNITURE INDUSTRY

Without the coverage on moebelkultur.de, the furniture industry would be somewhat worse off. News updated daily, trade fair reports, background information, market analyses and evaluations – all this can be found at moebelkultur.de, in material that is informative, diversified and clearly arranged in convenient, easy to read segments. Only on moebelkultur.de you will find exclusive notifications from IWO furn, Furniture Club, moebel.de, VDM [Publishing Group] [“Zahl des Monats” – Figure of the Month], YourFans [“Facebook-Ranking”) and Stylefruits [“Consumer Trend Ticker”).

Other moebelkultur.de features include:

- **Range of Topics:** Commerce • Associations • Kitchen • International • Cushions • Living Spaces • Lifestyle • Sleeping • Outdoor • Kids • Service Providers • E-Commerce • Design • People. Here you will find all the news that interests you in a particular category at a glance.
- **Surveys:** We want to know what matters to you. In the case of pole-rising issues relevant to the industry, moebelkultur.de will let the users decide.
- **Top Jobs of the Week:** The best job offers at a glance.
- **BBE Furniture Index:** The exclusive industry barometer of BBE Handelsberatung [BBE Management Consultancy for the Retail Sector] and “möbel kultur” [“lifestyle furniture/furniture culture”). Commercial performance thus ranks every month.
- **Top Clicks:** Here users can find out at first glance what has moved the industry the previous week. The layout of the messages most often clicked on ensures that you never miss out on any of the discussions.
- **Social Media:** “möbel kultur” is active on YouTube, Facebook and Twitter.

- **Newsletter:** Essential reading for the furniture industry – each time with an up-to-date introduction which summarises the week’s events. Along with this, you get all the news in a nutshell.
- **In addition:** Trade fair calendars with schedules of events, dossiers, opinion forum, construction site watching, career centre etc.



YOUR CONTACTS

Media Consulting Digital Advertising

Hannah Barbier
Telephone: +49 (0)40 632018-64
e-mail: hannah.barbier@holzmann.de



Online Editor

Sascha Tapken
Telephone: +49 (0)40 632018-36
e-mail: sascha.tapken@holzmann.de

ADDRESS OF THE PUBLISHER

Ferdinand Holzmann Verlag im Vincentz Network GmbH & Co. KG,
Weidestraße 120a, 22083 Hamburg, Postfach 76 02 59, 22052 Hamburg
Telephone: +49 (0)40 632018-0, Telefax: +49 (0)40 6307510
Internet: www.moebelkultur.com
e-mail: holzmann@holzmann.de

Our most wanted

FIREPLACE

An eye-catching format, not widely known as yet.

The Fireplace is a very prominent advertisement format. It guarantees you and your message the reader's full attention. The ad format consists of a background image that frames the content area over a large surface. With the addition of a wallpaper it is possible to brand the website.

[Example of Fireplace ad and description:
Banner – Pixels – Max. KB-Formats (no hyphen: Rich Media)]



Banner	Pixel	Max. KB	Formats
Fireplace	160 x 600	50	JPEG, (Animated) GIF, Rich-Media, Flash
	930 x 90	50	
	160 x 600	50	

WALLPAPER

The large format advertising space.

A combination of Super Banner Wide Skyscraper, this advertisement format presents a strong symbiosis. Its placement will command a high level of your user's attention with its unique position within the visible range of the advertising spaces. By having the background filled in with a colour motif (upon request), the page can be completely branded.

[Example of Wallpaper ad and description:
Banner – Pixels – Max. KB-Formats (no hyphen: Rich Media)]



Banner	Pixel	Max. KB	Formats
Wallpaper	930 x 90	50	JPEG, (Animated) GIF, Rich-Media, Flash
	160 x 600	50	

WIDE SKYSCRAPER

A format that is outside the box and strikingly different. Wide Skyscraper (160 x 600 Pixels) offers ample room for the presentation of image motifs and impressive animations in a prominent position.



SCROLLING SKYSCRAPER

Always at eye level!

Up, down: Whichever way the reader scrolls, your advert scrolls along and always remains in the user's field of vision while he/she reads the homepage.

AD-BUNDLE

No room for others.

The Ad Bundle is a combination booking consisting of two to three advertising spaces on the page: Super Banner (728 x 90 Pixels) and/or Wide Skyscraper (160 x 600 Pixels) and/or Rectangle (180 x 150 Pixels). All Banners are delivered at the same time and thus brand the site.



Banner	Pixel	Max. KB	Formats
Wide Skyscraper	160 x 600	50	JPEG, (Animated) GIF, Rich-Media, Flash
Superbanner	728 x 90	50	
Rectangle	180 x 150	25	

More banner formats

SUPER BANNER

Above average size and a unique position.

Super Banners (728 x 90 Pixels) set themselves apart with their above average size and unique position. The premium placement at the top of the page guarantees maximum attention.



RECTANGLE

Quite close to the Content

The integration within the content area garners outstanding attention for your promotional statement. The Rectangle (180 x 150 Pixels) lends itself in particular for larger images, logos, animations and film sequences.

COUNTDOWN

We count down to the start of your event.

Ideal for trade fairs, meetings and conferences. We will start a countdown for you on our portals. With messages that change every day, we will create an ambience for your events. We will be pleased to assist you with the formulation of the countdown messages.



Banner	Pixel	Max. KB	Formats
Superbanner	728 x 90	50	JPEG, (Animated) GIF, Rich-Media, Flash
Content-Ad	400 x 100	40	
Wide-Content-Ad	600 x 100	50	
Rectangle	180 x 150	25	

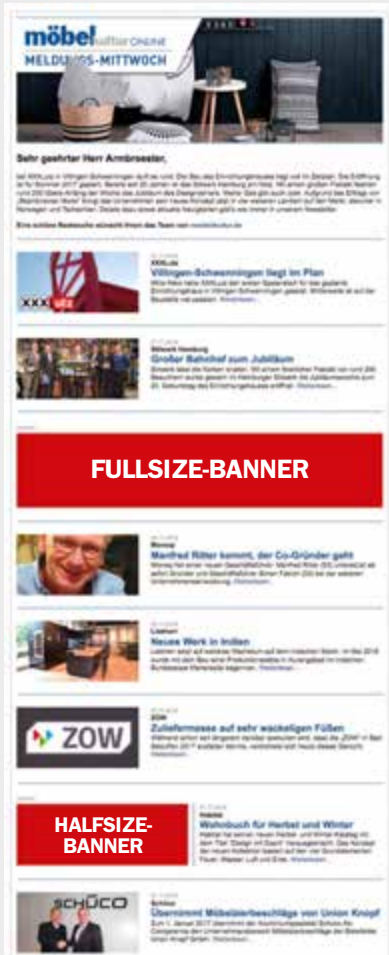
AN AD IN ONE OF OUR NEWSLETTERS

With our newsletters you are given an opportunity to book banners and graphics in a variety of formats and thereby appeal to your customers in an effective manner. The "möbel kultur" newsletter goes out narrow to 10,000 subscribers – with at least two mailings per week.

Your Benefits:

- Targeted advertising options with an exclusive audience
- Maximum visibility/viewability as well as user attention
- Minimal advertising competition because of fewer exclusive advertising spaces
- Effective targeting of customers: decision makers, purchasing agents and trade fair representatives of the industry
- A pertinent newsletter for every target group: the "möbel kultur" newsletter (narrow 10,000 subscribers)
- LifeStyle newsletters: The most important news from the consumer goods sector once per month
- Kitchen newsletters: "der küchenprofi" analyses industry events every couple of weeks
- Special newsletters: Obtain information about newsletter on products, trade fairs etc

You will receive info regarding the "arcade" newsletter (narrow 8,000 subscribers) and the "möbelfertigung" newsletter (over 11,000 subscribers) in their special online media data.



Fullsize-Banner
600 x 120 px
max. 40 KB
JPEG, (Animated) GIF

Halfsize-Banner
280 x 100 px
max. 20 KB
JPEG, (Animated) GIF



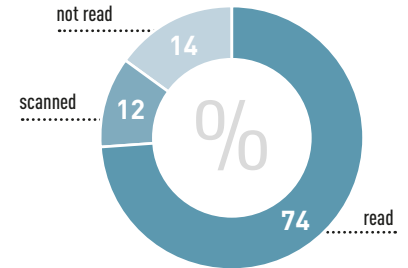
Text Display
4 lines/
65 characters

Picture/Text Ad
Picture 300 x 150
as JPEG (not less
than 72 dpi/not
more than 250
characters Text) +
link to the Website

USER ENGAGEMENT: THE MAJORITY READS

How many users have read, merely browsed or not at all read the “möbelkultur” newsletter? Average value obtained from 9 newsletters in August 2017.

Source: möbel.kultur/Evalanche-Webtracking



BANNERS IN THE NEWSLETTER

- >Fullsize Banner
600 x 120 px: 945.- € per week
- >Halfsize Banner
280 x 100 px: 506.- € per week
- >Picture/Text Ad
Picture 300 x 150 px/ max. 250
characters: 749.- € per week
- >Text Ad
approx. 4 lines/65 characters:
310.- € per week

MONTHLY BOOKING – YOUR ADVANTAGE!

- >Fullsize Banner:
3,555.- €
- >Halfsize Banner:
1,818.- €
- >Picture/Text Ad:
2,546.- €
- >Text Ad:
1,026.- €

MÖBEL KULTUR IN THE SOCIAL MEDIA NETWORK

“möbel kultur” has been represented on Facebook since 2010 and already had 6,535 fans in September 2017. Posts comprise an entertaining mix of select news items, trade show presentations, special editorials/events and industry roundtables. Internal reports from the publishing house, time and again a glance behind the scenes, all kinds of charming photos and attractive games with prizes to be won make the page interesting.



2,781 people are following more than 17,200 tweets placed on Twitter. Our YouTube channel now includes 293 videos from the world of furniture and interior design. The 430,554 hits these videos have received make us the number one broadcaster in this area of the Internet.



Your Social Media Contact Person at the Publishing House

Lara Ott
Fon: +49 (0)40 632018-62
E-Mail: lara.ott@holzmann.de

OUR SERVICES FOR EXTERNAL PARTIES

Facebook allows its users to participate in a community and to “present” themselves on the website. The typical Facebook user can thus write text messages, play games on the Facebook Apps, share photos, news and other interesting facts with “friends” as well as “enhance” their profiles by joining groups. The users’ needs to communicate on the Internet and consequently feel a sense of belonging and being appreciated, is met perfectly by Facebook. It is therefore particularly important for fan pages to contribute posts that are pleasing and promote networking with one another while offering the user of the fan page added value.

- All-round management of the entire Facebook presence
- Professional set-up
- Preparation of an editorial schedule
- Building up a network
- Having Ferdinand Holzmann Publishing House assume the posting activities
- Monitoring the activities on the Facebook site
- Offering a variety of applications (e.g., for games and sweepstakes, photo competitions, employment ads, information etc.)
- Running Facebook advertisements incl. ongoing management and optimisation to increase the effectiveness
- Reporting – evaluating and processing the statistics
- Carrying out sweepstake promotions and co-operations



Conditions for banners and special advertisement formats

Standardised banner formats as defined by the IAB (Interactive Advertising Bureau). Upon consultation, we can also place other formats. We reserve the right to rotate all banners. Price list effective as of 1st November 2017.

BANNER PRICES:

Type	Width x Height in Pixels	Per Week	Per Month
Rectangle	180 x 150	192.- €	693.- €
Wide Skyscraper	160 x 600	285.- €	1,042.- €
Super Banner	728 x 90	307.- €	1,156.- €
Content Ad	400 x 100	314.- €	1,191.- €
Wide Content Ad	600 x 100	324.- €	1,240.- €
Scrolling Skyscraper	160 x 600	347.- €	1,273.- €
Wallpaper	930 x 90 + 160 x 600	529.- €	2,027.- €
Fireplace	930 x 90 + 2 times 160 x 600	655.- €	2,545.- €
Ad Bundle		Banners less. 20 %	

Individualised banners are also possible in conjunction with a booking; please get in touch with us.

NEWSLETTER PRICES:

Type	Width x Height in Pixels	Per Week	Per Month
Fullsize Banner	600 x 120	945.- €	3,555.- €
Halfsize Banner	280 x 100	506.- €	1,818.- €
Picture/Text Ad	Picture 300 x 150/ max. 250 characters	749.- €	2,546.- €
Text Ad	4 lines/at 65 characters	310.- €	1,026.- €



Photo: www.mediaserver.hamburg.de/ling_Medro

TREND SCOUTS FROM HAMBURG - THE MEDIA CITY

ARCADE | MÖBELFERTIGUNG | MÖBEL KULTUR | LIFESTYLE | DER KÜCHENPROFI | ONLINE | KARRIERECENTER



Weidestraße 120a, 22083 Hamburg
Fon: (040) 63 20 18-0, Fax: (040) 630 75 10
E-Mail: holzmann@holzmann.de
www.moebelkultur.de



FERDINAND HOLZMANN. YOUR FURNITURE PUBLISHER