

AUSTRALIAN FURNITURE

01
Vol 1. No 1.



Rogerseller - Pirch - Designer Nick Johnston

The official magazine of the Australian Furniture Association

Media Kit | 2015

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Floating Hall Table - Designer Ryan Livesey

The Australian Furniture Association (AFA) is a peak Australian industry association that represents the interests of the entire furniture sector, from raw material supply through to the end user, and is recognised as the voice of the furnishing industry by government, media and the general public.

The AFA is committed to helping Australian businesses through having a focus on building competitive and sustainable business models, and promoting the profitable growth, competitiveness, innovation, and the export readiness of its members.

Today, the industry is an important contributor to the economic stability and wealth of our country, with an estimated value of \$27.4 billion.

In 2015, the AFA will launch its brand new publication, *Australian Furniture*, at the FURNITEX connect expo in Melbourne in July.

The united aims of both the publication and the expo are to showcase the top emerging designers and innovators, and their projects; present the latest design trends; and allow attendees to hear from world-class speakers, participate in master classes and network with peers. FURNITEX connect expo is where the entire industry connects. It is an event by the industry, for the industry.

Australian Furniture editorial will feature government, industry and association news and research, and will showcase exciting new ideas, technologies and products.

Australian Furniture provides essential information that will promote and improve the furniture industry through sharing vital information and endorsing best practice operations, by promoting the AFA as the industry's collective and respected advocate, and through linking furniture industry professionals and related sector participants together for a more unified industry.

AUSTRALIAN FURNITURE

distribution & readership

Along with direct mail-out to every AFA member, *Australian Furniture* will also reach thousands of attendees at the FURNITEX connect expo, including key decision-makers and CEOs from diverse furniture-related fields. Direct distribution will follow, putting the publication in front of more than 20,000 key industry professionals and national peak bodies.

AFA's membership base is sourced from a cross-section of furniture-related industries, and represents individuals and companies committed to improving the Australian furniture industry and its products.

The following industries and professions are represented in AFA's membership:

- manufacturers of both residential and commercial furniture
- industry suppliers
- retailers
- allied associations
- key stakeholders
- designers
- education and training organisations
- individuals.



Advertisers in *Australian Furniture* receive:

- extensive reach through AFA's member network to businesses of all sizes
- exposure to the broad range of furniture-related industries outlined above
- access to a receptive, passionate and engaged readership
- a presence at key industry event FURNITEX connect
- direct marketing to senior executives, including CEOs, board members and other decision-makers
- the opportunity to partner with a not-for-profit organisation
- the opportunity to improve the strength and reputation of the furniture industry as a whole.

rate card & dimensions

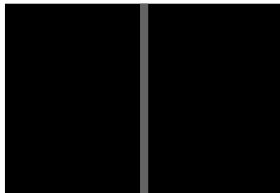
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Page Size
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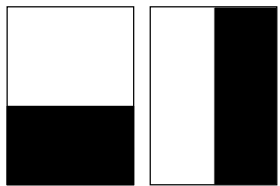
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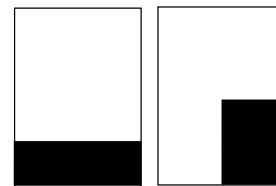
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- Prices exclude GST and agency commission.
- Australian Furniture Association members receive a 10% discount on any price.

mechanical specifications

File types accepted:

- Advertisements must be supplied as press-ready high-resolution (300DPI) PDF files.
- Editorial must be supplied as a Microsoft Word file, not in the body of an email.
- Images to be supplied as high-resolution (300DPI) JPG or TIFF files. Images must not be embedded in Microsoft Word documents.

We do not accept:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents.
- Images obtained from, or created for, websites.
- Software such as Corel Draw, Publisher, Microsoft Office applications; these files must be converted to PDFs.
- Spot colours (all colours to be CMYK).



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