

LIVINGKITCHEN

WORLD

MEDIA PACK 16-22 JANUARY 2017



The OFFICIAL
SHOW MAGAZINES
for **LIVINGKITCHEN**



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LIVINGKITCHEN EXHIBITOR/VISITOR PROMOTION CAMPAIGN 2017

LIVINGKITCHEN WORLD provides IMM and LivingKitchen visitors with a suite of exciting digital and print publications to help them plan their visit, source new suppliers and products, discover unique products, make purchasing decisions and find out about the latest trends.

Written by industry experts and world leading journalists, LIVINGKITCHEN WORLD delivers reports on the latest industry trends, the future of the kitchen business and all the show news.

LIVINGKITCHEN WORLD publications give exhibitors the perfect opportunity to promote, highlight and showcase their company and products to the visitors and community of IMM and Living Kitchen, before, during and after the exhibition as well as online for all of 2017.

► All-inclusive promotional packages

LIVINGKITCHEN Product/Frequency	Print	Digital	Online	Readership*	Distribution
BEFORE Digital Preview		✓	✓	420,000	Dec 2016
Highlight your participation before the show starts so visitors can preschedule who they will visit and meet during the LivingKitchen show					
DURING Print Show Live	✓	✓	✓	150,000	Jan 2017
Make an impact during the show and drive visitors to your exhibition stand for business					
AFTER Digital Review		✓	✓	420,000	Feb 2017
Remind all visitors of your show participation/products after the show has ended and extend your LivingKitchen success throughout 2017					
+ 12 Months Living kitchen World Online Buyers' Guide		✓	✓	700,000	2017-2018
Continue your promotion online with the entire global Living kitchen community in the Living Kitchen WORLD buyers' guide					

*Estimated readership figures are approximate

LIVINGKITCHEN WORLD

YOUR OPPORTUNITY TO ENGAGE WITH VISITORS AT IMM AND LIVINGKITCHEN

● BEFORE LivingKitchen LIVINGKITCHEN WORLD Preview Digital Magazine

ANNOUNCE YOUR PARTICIPATION WHEN VISITORS ARE PLANNING THEIR EVENT

LIVINGKITCHEN WORLD Preview Magazine lets you begin your dialogue with LivingKitchen 2017 attendees while they are planning who they want to meet with at the event. LIVINGKITCHEN WORLD Preview is emailed to the entire IMM and LivingKitchen database of more than 420,000 readers, giving you the perfect vehicle to communicate with potential customers and to pre-schedule your meetings at LivingKitchen.

ONLINE AT LivingKitchenworld.com AND DISTRIBUTED BY EMAIL TO ENTIRE DATABASE



● DURING LivingKitchen LIVINGKITCHEN WORLD Print Magazine

MAKE AN IMPACT AND DRIVE VISITORS TO YOUR STAND

LIVINGKITCHEN WORLD Show Live is the OFFICIAL magazine for the show's 150,000 visitors. Featuring show news, industry insight and a comprehensive on-site guide: including floorplans, venue information, daily programmes and exhibitor highlights. Printed and online, LIVINGKITCHEN WORLD is essential for visitors, helping them identify key exhibitors, as well as being a valuable reference tool, to be constantly referred back to.

LivingKitchen WORLD IS DISTRIBUTED TO ALL VISITORS FROM THE ENTRANCES THROUGHOUT THE SHOW



● AFTER LivingKitchen LIVINGKITCHEN WORLD Review Digital Magazine

FOLLOW THROUGH ON YOUR LIVINGKITCHEN SUCCESS BY COMMUNICATING WITH EVERYONE WHO REGISTERED

A global distribution to all registered visitors throughout the extensive network of IMM and LivingKitchen professionals.

The LIVINGKITCHEN WORLD Review Digital Magazine provides visitors with a summary of show highlights and reminds visitors of who they met during their visit. Readership is expected to exceed more than 420,000 professionals.

ONLINE AND DISTRIBUTED BY EMAIL TO THE ENTIRE DATABASE



● 12 MONTHS LIVINGKITCHEN WORLD Online Buyers Guide

LIVINGKITCHEN WORLD Buyers Guide is the online guide for buyers to source and learn about the advertisers of LIVINGKITCHEN WORLD. Valid for 12 months, advertisers are showcased to the entire online audience with logo, profile and website.

Accessed directly from the IMM and LivingKitchen websites – visited by more than 700,000 unique users in 2015 – or via a link from LivingKitchenworld.com

ONLINE FOR 12 MONTHS



LIVINGKITCHEN

WORLD

MEET THE READERS

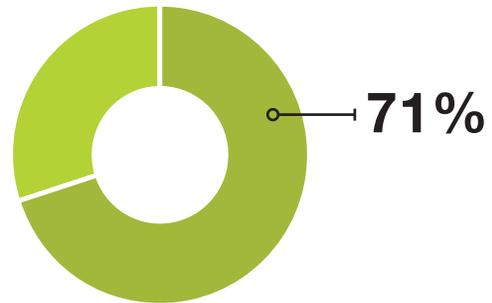
The LIVINGKITCHEN WORLD 2017 printed and digital portfolio of publications will provide more than 145,000 International visitors from over 130 countries with the latest information and trends in the marketplace.

This provides exhibitors with the opportunity to promote their products and services and to generate sales of kitchens (and all associated products) to major export markets, as well as in Germany, open up new sales channels and opportunities from Europe and new future markets. More than 50 percent of the visitors will be vendors and over 30 percent from the contract or interior design sectors.

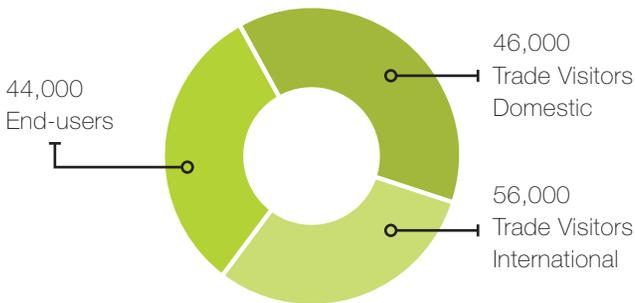
VISITORS FROM 138 COUNTRIES

146,000

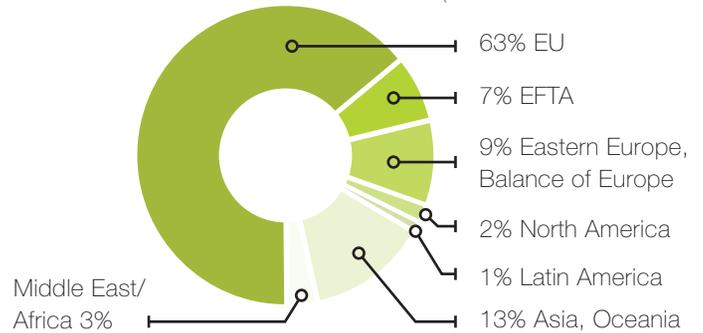
FINAL DECISION MAKERS PARTICIPATING



146,000 VISITORS FROM 138 COUNTRIES



VISITORS ACCORDING TO BUSINESS AREA (EXCLUDING GERMANY)



TRADE VISITORS FROM ALL RELEVANT INDUSTRIES (MULTIPLE ANSWERS)

56%

Furniture retail
Wholesale furniture
Import/export furniture
Bed traders
Kitchen retail
Commercial representation
Mail order
Leading kitchen furniture dealers
Lighting retailers
Leading furniture department stores
Furniture buying groups
Construction/handwork
Plumbing
Kitchen wholesalers

37%

Design
Interior Design
Interiors
Architecture
Builders/construction
Consulting
Other professions

17%

Furniture manufacturers
Furnishings
Suppliers

15%

Professional
Technical
College students

12%

Carpentry/joinery
Shopfitting

8%

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