

20
22

HPMKT
HIGH POINT MARKET®



PUBLICATIONS MEDIA KIT



CLAIM YOUR SHARE OF BILLIONS IN

Buying Power

The High Point Market is the largest home furnishings industry trade show in the world. Serious retail home furnishings buyers, interior designers and media from all points of the globe visit and monitor the Market for one simple reason: it’s the center of the home furnishings universe.

This large, influential and global audience gathers in just one place—in the pages of the High Point Market publications.

Think about it: over 45,000 buyers, thousands of interior designers and media professionals from around the globe—it’s the most serious concentration of buying power in the industry. While the industry has become global and difficult to reach through other means, High Point Market publications remain the most efficient, cost-effective advertising solution.

Your customers are there. Make sure you are.

No other vehicles are as effective at reaching these key influentials. Before, during and after Market, the people you most want to reach are reaching for the Previews, the Market Resource Guide and the Pocket Guide. Make sure you’re seen. And enjoy the same proven, consistent results achieved by hundreds of successful exhibitors, Market after Market.

Spring Market Dates:
April 2-6, 2022
DEADLINES:
Preview Listings/Product Photos: 12/30/21
Preview Ads: 01/06/22
MRG Listings/Logos: 02/08/22
MRG Product Focus: 02/10/22
MRG Ads: 02/17/22
Pocket Guide Ads: 02/17/22
Inspirations Product Focus: 02/24/22
Inspirations Ads: 03/03/22

Fall Market Dates:
October 22-26, 2022
DEADLINES:
Preview Listings/Product Photos: 07/28/22
Preview Ads: 08/04/22
MRG Listings/Logos Product Focus: 09/01/22
MRG Ads: 09/08/22
Pocket Guide Ads: 09/15/22
Inspirations Ads: 09/22/22
Inspirations Product Focus: 09/15/22

CONTACTS

| | | |
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Update your Exhibitor Listing

FOR THE WEBSITE, HPMKT MYMARKET APP
AND PUBLICATIONS IN ONE PLACE!

1

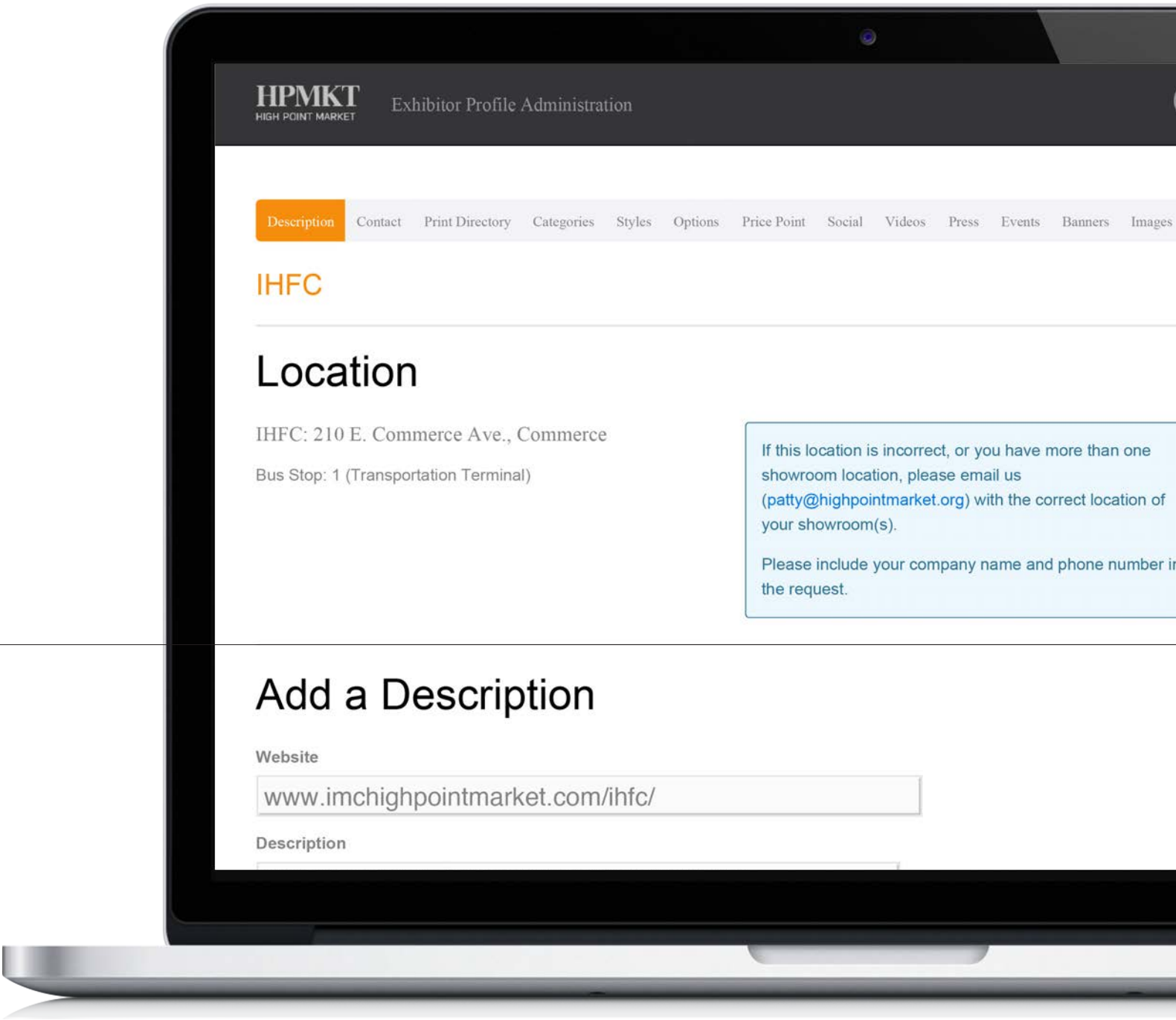
Go to highpointmarket.org/update and select **Print Directory**

2

Update **profile information**, review and accept.

Premium Listings:

Want to add a logo to your listing? Do you have additional brands and/or lines to be listed? Premium listings can highlight your showroom, increase buyer awareness & potential sales.





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Pre Views

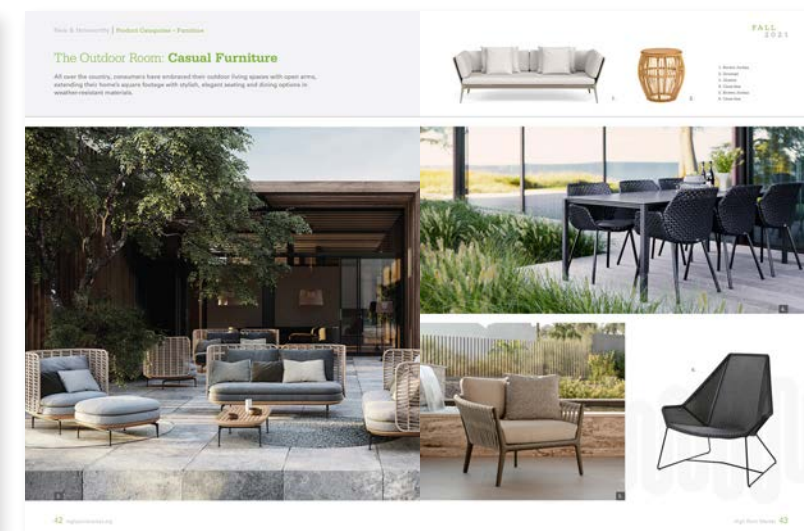
TELL THE WORLD ABOUT YOUR PRODUCTS

Publications Media Kit | 2022

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HIGH POINT MARKET®

The High Point Market Preview and Designer Preview deliver for advertisers before, during and after Market.

New in 2022, the High Point Market Preview combines furniture and accessories into a total market experience. When paired with the Designer Preview, this publication showcases your company brand and products to more than 25,000 retailers, buyers and designers. Mailed four weeks before Market to buyers, retailers and designers, the High Point Market Previews are a proven medium to generate awareness, highlight product introductions, and drive traffic to your showroom. Buyers use the Previews to see what's new, what's popular, and to plan their showroom visits during Market. Be part of the market action!



AD SIZES: PREVIEWS

BookTrim Size: 8.125" x 10.875"

Spring Deadlines:

Preview Listings/Product Photos/

Preview Cover/Tab Ads: 12/30/21

Preview Ads: 01/06/22

Fall Deadlines:

Preview Listings/Product Photos:

07/28/22

Preview Ads: 08/04/22

Product Photo Submissions:

Upload your photo(s) at

ads.angstromcreative.com. Photos

must be 300 dpi and a minimum

of 5" high or wide as a separate

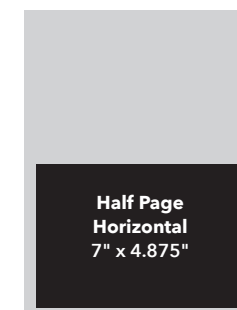
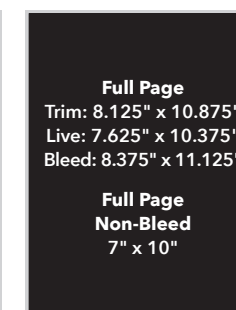
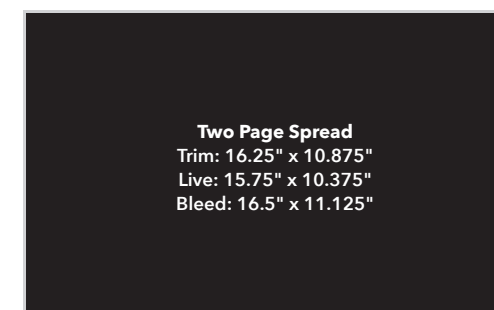
tif, jpg or pdf file. Type your text

into the box provided. Only two

product photos per category are

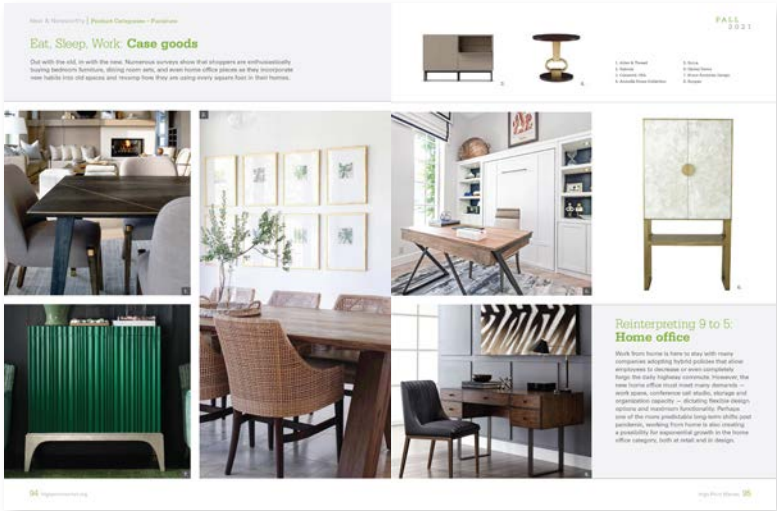
accepted. No text and/or logos are

allowed inside photos.



The Entire Market In Your Hands

The official Market Resource Guide connects motivated buyers and sellers quickly and efficiently. MRG is one of the most-used publications, and one that provides long-lasting value to advertisers, serving as a comprehensive product buyers’ guide long after Market is over.



Resource Guide

THE ENTIRE MARKET IN YOUR HANDS

HP
MKT

AD SIZES: MARKET
RESOURCE GUIDE
Book Trim Size: 5.25" x 8.375"

Spring Deadlines:

MRG Listings/Logos: 02/08/22
Product Focus: 02/10/22
MRG Ads: 02/17/22

Fall Deadlines:

MRG Listings/Logos/
Product Focus: 09/01/22
MRG Ads: 09/08/22

MRG Logo and

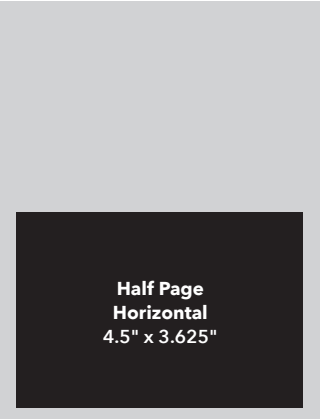
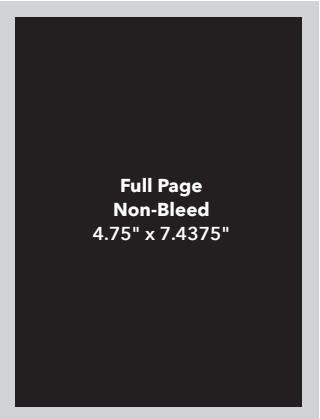
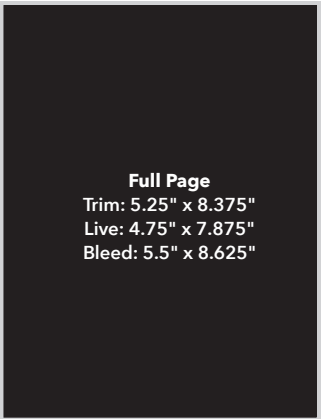
***Product Focus Submissions:**

Logos must be 600 dpi at actual size and a maximum of 2.5625" wide or 0.6875" high.

*Upload your .photos at

ads.angstromcreative.com.

Photos must be 300 dpi and a minimum of 5" high or wide as a tif, jpg or pdf file. No text and/or logos are allowed inside photos.



Pocket Guide

GOES WHERE BUYERS GO

Goes Where Buyers Go

The official Pocket Guide is a highly popular and easy-to-use tool in a pocket-sized format. Buyers keep the Pocket Guide handy and use it to navigate the show.



AD SIZES: POCKET GUIDE

Book Trim Size: 4.5" x 8.5"

Spring Deadlines:

Pocket Guide Ads: 02/17/22

Fall Deadlines:

Pocket Guide Ads: 09/15/22

Compelling Content:

Alphabetical listings of exhibitors and lines, listings by location.

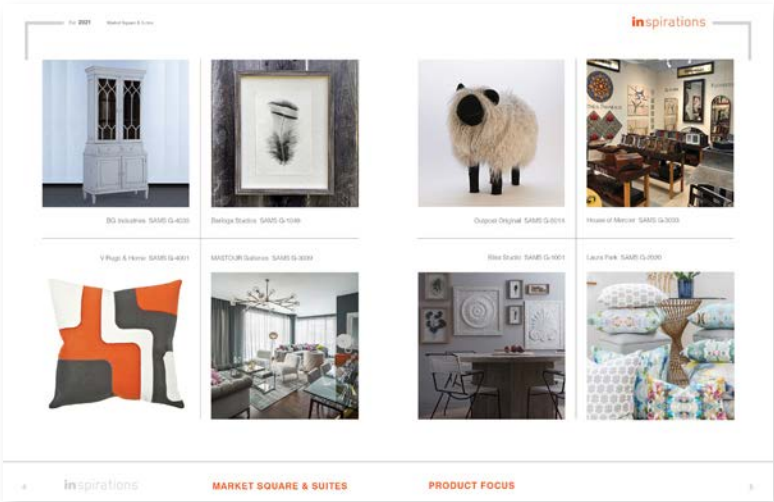
Two Page Spread
Trim: 9" x 8.5"
Live: 8.5" x 8"
Bleed: 9.25" x 8.75"

Full Page
Trim: 4.5" x 8.5"
Live: 4" x 8"
Bleed: 4.75" x 8.75"

**Full Page
Non-Bleed**
4" x 7.875"

A targeted magazine that drives traffic to Market Square and Suites at Market Square.

Inspirations Magazine is distributed in IMC publication bins and promoted on IMC website, all social media and e-blasts directly to buyers. It includes floor plans and exhibitor listings to help buyers navigate Market.



Inspirations

DRIVING TRAFFIC TO MARKET SQUARE & SUITES AT MARKET SQUARE

HP
MKT

AD SIZES: INSPIRATIONS

Book Trim Size: 8.125" x 10.875"

Spring Deadlines:

Product Focus: 02/24/22

Inspirations Ads: 03/03/22

Fall Deadlines:

Product Focus: 09/15/22

Inspirations Ads: 09/22/22

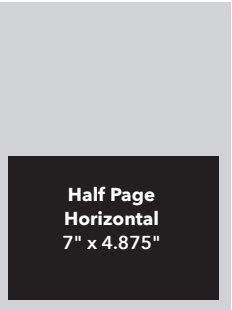
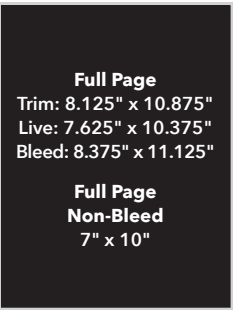
Inspirations

Product Focus Submissions:

Upload your photo(s) at

ads.angstromcreative.com.

Photos must be 300 dpi and a minimum of 5" high or wide as a separate tif, jpg or pdf file.



Preview Digital Flipbooks

Links to download the entire High Point Market Previews are available on highpointmarket.org for exposure before, during and after Market.

ALL INCLUSIVE PACKAGE

Introductory rate of \$1500

Exhibitors who exhibit in 2 of the 3 markets pay a discounted rate of \$750

Advertisers Website Link

Email Link

Embedded Link

Social Link or Social Link Add-On

Product Link

Hot Spot + Video Link or Video Embed

Hot Spot + Catalog Embed

Advertisers Index Featured Ad Icon

Floorplan Callout

Exhibitor Listings

CAROUSEL FEATURE

Introductory rate of \$1500

Carousel Ad

Full published rate per Market city

Carousel Ad – High visibility addition to your print ad.
Limited opportunity, with only six spots available.

HOT SPOT OPTIONS

Introductory rate of \$750

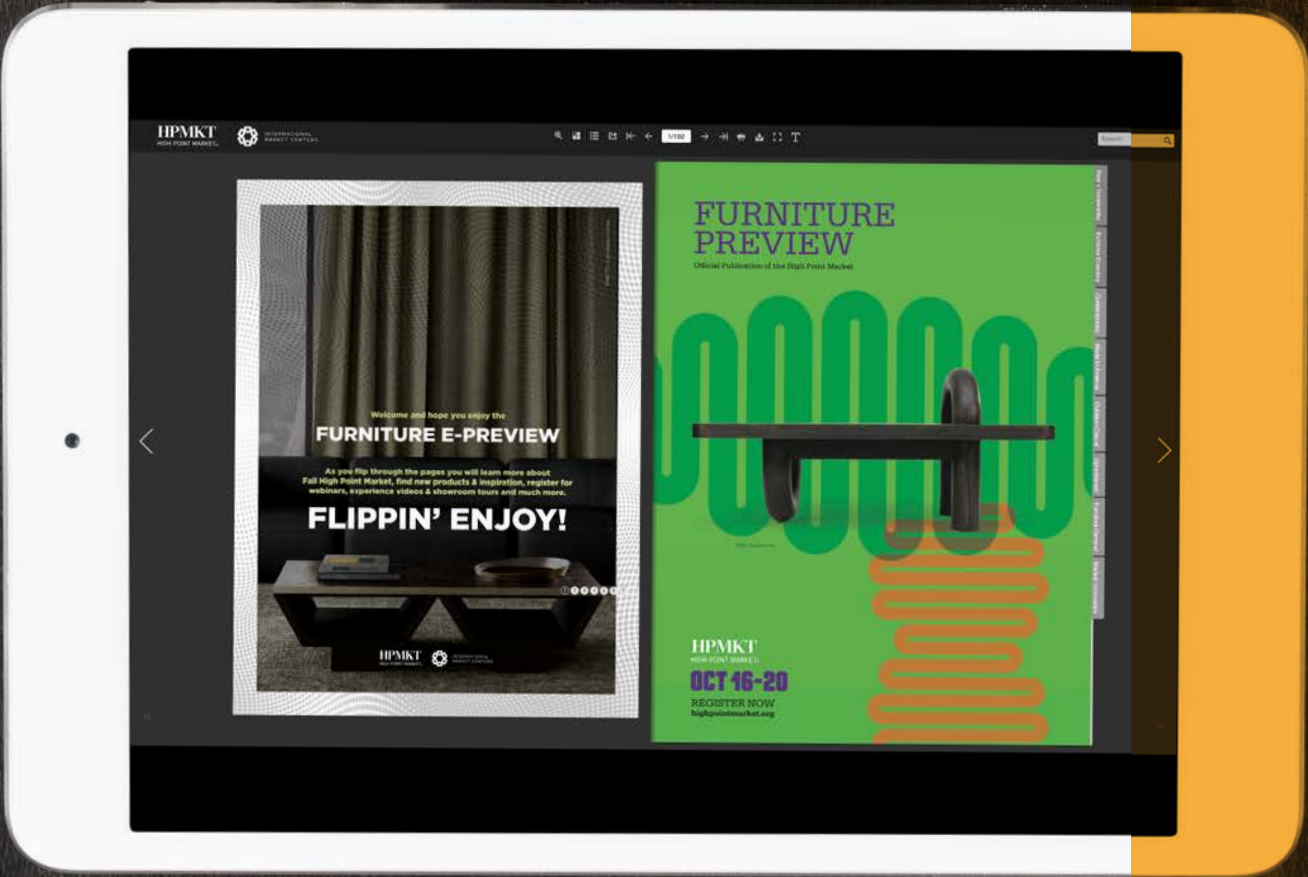
Hot Spot + Website Link

or

Hot Spot + Video Link or Video Embed

Digital Flipbooks

EXPOSURE BEFORE, DURING AND AFTER MARKET.



Advertising Rates

PREVIEW

| SPACE | FULL RATE |
|---------------------------------|-----------|
| Covers* | \$5,000 |
| Premium Positions | \$3,895 |
| Full Page | \$3,295 |
| Half Page Horizontal | \$1,550 |
| Spread (two facing pages) | \$5,295 |
| 1/3 Page Product Photo | \$395 |
| Tabs/Backs* | \$3,695 |
| Postcard..... | \$7,500 |

INDUSTRY SECTIONS AVAILABLE
HIGH POINT MARKET PREVIEW: Accent Furniture & Decor; Lamps & Lighting;
Made In America; Rugs & Softgoods; Wall Decor, Upholstered Furniture;
Furniture - General and Market Information

MARKET RESOURCE GUIDE

| SPACE | FULL RATE |
|---|-----------|
| Covers* | \$5,000 |
| Premium Positions | \$3,895 |
| Full Page | \$3,295 |
| Half Page Horizontal | \$1,550 |
| Spread (two facing pages) | \$5,295 |
| 1/4 Page Product Focus | \$395 |
| Color Logo in Alphabetical Listing | \$395 |
| Floor Plan Logo..... | \$500 |
| Map Highlight | \$500 |
| Premium Listing (Logo only) | \$395 |
| Premium Listing (Logo + up to 8 brands/lines) | \$500 |
| Premium Listing (3 Logos + up to 8 brands/lines with logos) | \$750 |

POCKET GUIDE

| SPACE | FULL RATE |
|---------------------------------|-----------|
| Covers* | \$7,500 |
| Full Page | \$3,695 |
| Spread (two facing pages) | \$6,995 |

INSPIRATIONS

| SPACE | FULL RATE |
|-----------------------------|-----------|
| Covers..... | \$3,295 |
| Full Page | \$2,500 |
| Special Positions | \$3,295 |
| 1/2 Page | \$1,550 |
| 1/4 Page Product Focus..... | \$395 |

*All Tab, Cover & Premium Display Contracts are Subject to the Publisher’s Approval.

Confirmation Form

Advertiser Name: _____ Showroom Location: _____

Billing Information: _____ Agency _____ Advertiser _____

Authorized Contact Name: _____ Title: _____

Billing Address: _____ City _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____ Website: _____

PREVIEW

| | | | |
|---|------------------|-----------------------------------|--------------------------------|
| Preview Product Photo Editorial | | Spring Deadline: 12/30/21 | Fall Deadline: 07/28/22 |
| Color, \$395 each | | | |
| NOTE: Only two product photos are allowed per category. | | | |
| HIGH POINT MARKET PREVIEW / INDICATE CATEGORY: | | | |
| Accent Furniture & Décor | Rugs & Softgoods | Upholstered Furniture | |
| Lamps & Lighting | Wall Décor | Furniture-General | |
| Made In America | | | |
| Preview Advertising | | Spring Deadline: 01/06/22 | Fall Deadline: 08/04/22 |
| Full Page | _____ \$3,295 | Repeat my ad from: | |
| Full Page Special Positions* (pages 1-16) | _____ \$3,495 | _____ Spring 2021 _____ Fall 2021 | |
| Tabs* | _____ \$3,695 | | |
| Covers* | _____ \$5,000 | | |
| 1/2 Page | _____ \$1,550 | | |

| | | |
|---|---|---|
| MARKET RESOURCE GUIDE | Spring Deadline Listings/Logos: 02/08/22 | Fall Deadline Listings/Logos: 09/01/22 |
| | Product Focus: 02/10/22 Ads: 02/17/22 | Product Focus: 09/01/22 Ads: 09/08/22 |
| Full Page | _____ \$3,295 | |
| Full Page Special Positions* (pages 1-32) | _____ \$3,495 | |
| Tabs* | _____ \$3,695 | |
| Covers* | _____ \$5,000 | |
| 1/2 Page | _____ \$1,550 | |
| Product Focus | _____ \$395 | |
| Listing with 4/color Logo | _____ \$395 | |

| | | |
|---------------------|----------------------------------|-----------------------------------|
| POCKET GUIDE | Spring Deadline: 02/17/22 | Fall Deadline: 09/15/22 |
| Full Page | _____ \$3,695 | Repeat my ad from: |
| Covers | _____ \$5,000 | _____ Spring 2021 _____ Fall 2021 |
| | | _____ Preview _____ MRG |

| | | |
|------------------------|--|--|
| INSPIRATIONS | Spring Deadline Product Focus: 02/24/22 | Fall Deadline Product Focus: 09/15/22 |
| | Ads: 03/03/22 | Ads: 09/22/22 |
| Full Page | _____ \$2,500 | Repeat my ad from: |
| Special Positions | _____ \$3,295 | _____ Spring 2021 _____ Fall 2021 |
| 1/2 Page | _____ \$1,550 | _____ Preview |
| 1/4 Page Product Focus | _____ \$395 | |

*NOTE: Limited advertising space available. Contact your Account Executive to make sure space is available.

Contact your Account Executive for special placement, spread ad, and package pricing and discounts. No cash discounts. No cancellations accepted after closing dates. Materials submitted will be discarded after one year. All advertising subject to HPMKT approval.

Total Cost \$ _____

Signature: _____ Date: _____

(I agree to Standard Terms & Conditions)

Terms & Conditions:

Signing this agreement indicates a firm space commitment in accordance with the corresponding rate card. This agreement may be executed in counterparts. Cancellations are nonrefundable. All rates are net. Payment by credit card is available. No agency or cash discounts are offered or permitted. A \$500 late fee will be charged for materials received after the materials deadline. Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for this agreement; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred, whichever is less. No adjustments will be made to any free listing or advertisement.

Mechanical Specs

Mechanical Specifications:

High Point Market Previews | Market Resource Guide | Pocket Guide | Inspirations

Document setup for Ads

- Set the document page size to the **actual trim size** of the ad with **bleeds extending 1/8”** (.125”) beyond the trim on all sides.
- All colors must be CMYK (except black text); no PMS/Pantone colors. No embedded profiles or ICC tagged images should be included.
- Text 12 points or smaller should be black only.
- Reversed text must be a minimum of 10 points.
- All images must be **300 dpi at actual size**. Line art and rasterized type must be at least 600 dpi.

Materials required for Ads

- **PDF/X-1a files** are required. **NO** other file formats will be accepted.
- Fonts must be outlined or embedded.
- Include crop marks with .125” offset selected and .125” bleed on all sides.
- Output Settings: select “convert to destination” selecting the destination as “Generic CMYK Profile” when exporting options are available.
- Only one ad/page per PDF document. **Submit spreads as two single- page files**, including bleed on all sides on each page, and indicating right-hand page [RHP] and left-hand page [LHP] in the name of the file.

Preview Product Photo Submissions

- Photos must be 300 dpi and a minimum of 5” high or wide as separate .tif, .jpg or .pdf files. Type your 30 word (or less) description into the box provided.
- **NO** text and/or logos are allowed inside photos.

MRG Logo Submissions

- Logos must be 600 dpi at actual size and a maximum of 2.5625” wide or 0.6875” high, submitted as a .tif, .jpg or .pdf file.

Submitting digital files

- Go to **ads.angstromcreative.com** and follow instructions.

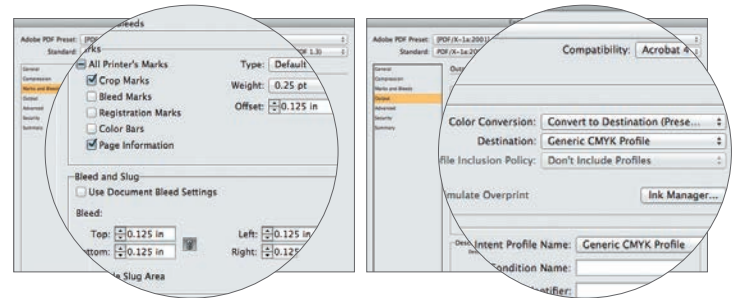
Important notes

- All advertising is subject to IMC approval.
- All signed agreements are firm. Cancellations are nonrefundable.
- Additional charges will apply for any necessary alterations to files.
- IMC uses Virtual Proofing technology for all print publications. Proofs are no longer required but if you opt to send one, please provide a SWOP approved proof: No other types of proofs accepted.
Mail to: Production Director, 209 South Main St., High Point, NC 27260

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproduction quality of provided materials that do not meet the specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Design Services:

Our in-house advertising agency can help you with your production needs. Costs vary depending on the complexity, size and materials provided. Costs will be billed with your ad insertion invoice. Contact Sheryl Bell, Production Director, with any questions: 336.847.2922, sbell@imcenters.com



Examples shown above are from Adobe InDesign pdf export dialog box.

High Point Market Advertising Guidelines

These are specific guidelines for advertising in High Point Market products. Materials that do not meet with these requirements will be returned to the advertiser for adjustments before they can be approved. Please contact us at exhibitors@imcenters.com to obtain the High Point Market logo for use in your advertisement.

Location & Space References

- The High Point Market showroom/booth number must be included on all advertisements.
- The showroom/booth number should stand on its own, i.e. “Furniture Company A230” not “Furniture Company Floor 2 (230)” or “Furniture Company #230”.
- Indicate the building (A, B, C, P1- or P2-) with the showroom number. For example, “Home Décor Company B100” or “Home Décor Company, Building B, B100”.
- Make no reference to the floor number.
- Do not use the # symbol to reference the space number.
- The proper name is High Point Market. See Examples of correct and incorrect usage of the name at right.

High Point Market references

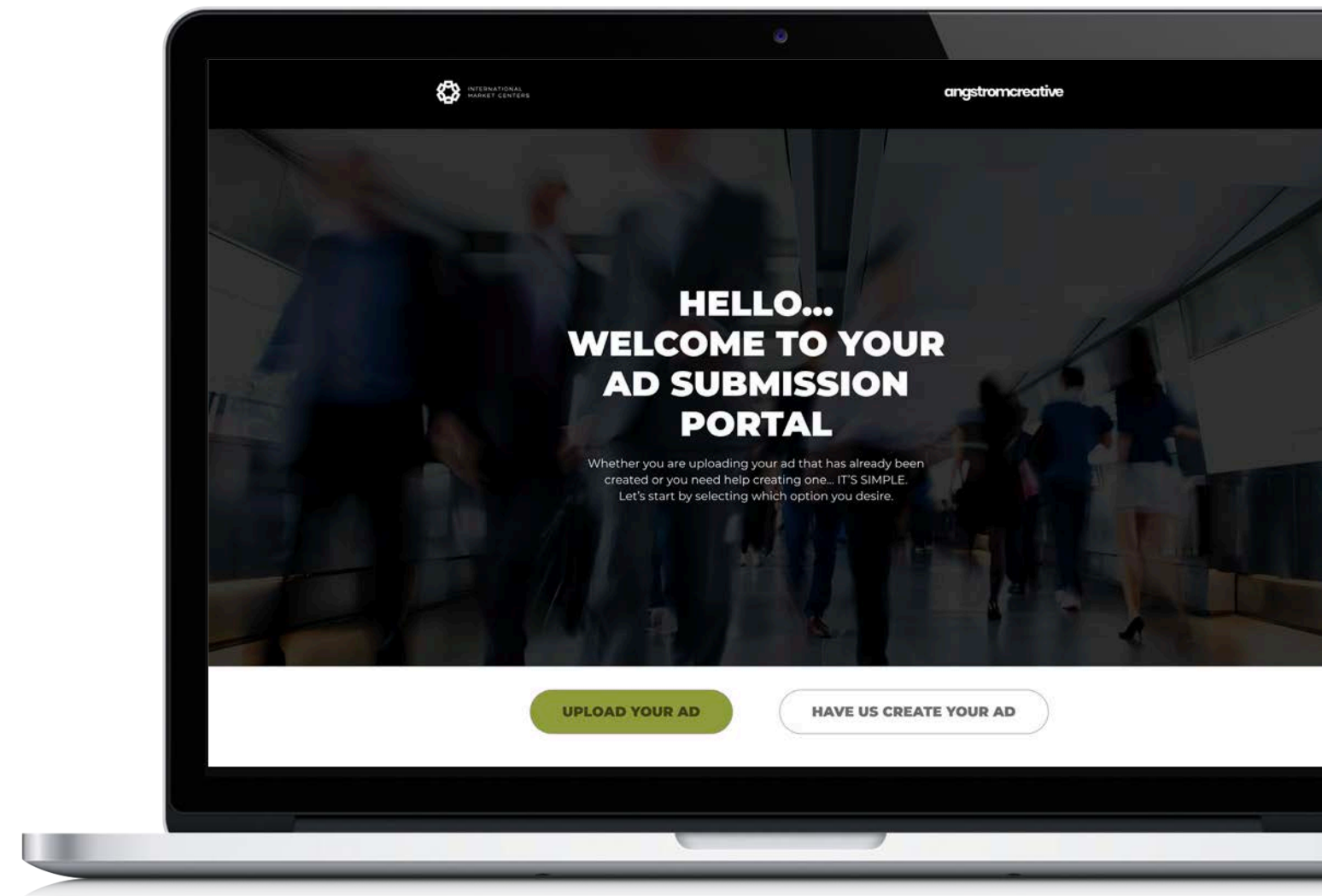
Correct:
High Point Market
High Point Market A100
High Point Market, Building A, A100

Incorrect:
Market at High Point
High Point Market Center
HP Market Center
HP Market

Upload Instructions

Ad Confirmation & Art Upload Instructions:

High Point Market Preview | Market Resource Guide | Pocket Guide | Inspirations



Let's Go...It's Simple!

Whether you are uploading your ad that has already been created or you need help creating one. Visit ads.angstromcreative.com and follow the detailed instructions as you go.

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