



BIG FURNITURE GROUP BUNDLE

BFG Bundle at a Glance

Magazine

Daily Bulletin

Big Show

FurnitureBrochure

Supplier Directory

How & Why it Works

Client Testimonial

Our Reach

Big Furniture Group

JANUARY 2026

Big Furniture Group, a Brief Overview.

Our mission at Big Furniture Group is to cover the latest industry news, provide insightful information and offer great services to our users, while remaining committed to accurate reporting and keeping our news content FREE.

We have a network of regular readers from all aspects of the furniture industry and provide a number of services to our audience. These include:

Big Furniture Bulletin – our daily (weekday) dose of furniture news delivered straight to your inbox.

Big Furniture Magazine – our monthly publication that features big interviews, plenty of news and much more industry insight.

Big Furniture Show – this is the show that never sleeps where users can find the latest product ranges from suppliers at a click of a button.

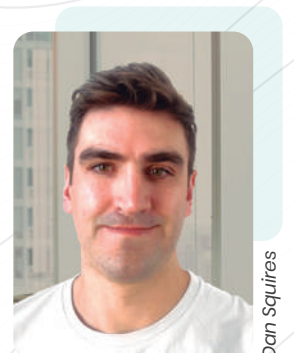
Big Furniture Data – a multi-talented digital powerhouse in the furniture industry. This comprehensive platform is an all-in-one solution, managing your product data with unmatched efficiency. It takes the reins of your DigitalAgent product presenter, bringing your products to life for reps and agents. It showcases your range at the BigFurnitureShow, powering your stand with dynamic displays. It even takes care of your websites, ensuring your digital presence is always on point.

FurnitureBrochure – digital online brochures that offer an eco-friendly, easily accessible addition to traditional paper brochures. They're effortless to distribute, update, and can incorporate interactive elements that enrich buyer engagement. With interactive features and high-quality visuals, it not only enhances the brand image but also proves highly useful for reps & agents along with salespeople in showrooms.

Big Furniture Awards – our annual awards recognise and celebrate industry winners in a big way. The best thing, winners are voted by people from within the industry. When the Biggies come around, don't forget to cast your vote.

Since our launch in early 2022, Big Furniture Group, the sister of long established RetailSystem, has continued to grow exponentially and has now become the market leader within our field.

At Big Furniture Group, headed up by Editor Dan Squires – who has been involved in the furniture industry for over a decade, we want you to be a part of our Big journey with your content. Explore how our BFG Bundle is a great way to get involved and maximise awareness for your brand.



Dan Squires



BFG BUNDLE

Nick Mizin, Sales Manager at Big Furniture Group, explains more about the Big Furniture Group platform and why the bundle plays a crucial role in maximising brand awareness across every channel.

“In today’s fast-paced market, staying visible is more challenging than ever. You need to be everywhere - in print, online, and across social media - to capture the attention of industry leaders and decision-makers. But managing multiple campaigns across different platforms can be time-consuming and expensive.

This is why we created the **Big Furniture Group Bundle**.

What’s included in the BFG Bundle:

- Single Page Advert in Monthly Magazine
- Banner on Daily News Bulletin
- Big Show Stand
- FurnitureBrochure
- Supplier Directory Listing

The Bundle is our most comprehensive and cost-effective solution, designed to simplify your marketing and give you a powerful, year-round presence. It’s more than just a series of magazine ads; it’s a complete, integrated media package built to work for you 24/7.

With the Bundle, your brand becomes a consistent and reliable presence in the minds of our audience. We handle all the heavy lifting, from publishing your monthly advertisements and editorial features to digitising and maintaining your entire product catalogue on our online showroom. This means your latest collections and news are always just a click away for retailers, buyers, and designers.

We believe that a successful partnership should be flexible and transparent. That’s why the Bundle is a 30-day rolling agreement with a clear, easy-to-understand payment schedule. We start with a generous introductory offer, giving you your first three months completely free, followed by heavily discounted periods. This allows you to experience the full power of the Bundle through an integrated commitment.

Inside this brochure, you’ll find a detailed breakdown of everything included in the Bundle, from our high-impact print ads to your own digital product brochure. We’re confident that this package can help you achieve consistent, impactful results, allowing you to focus on what you do best: running your business.

Bundle Elements At A Glance

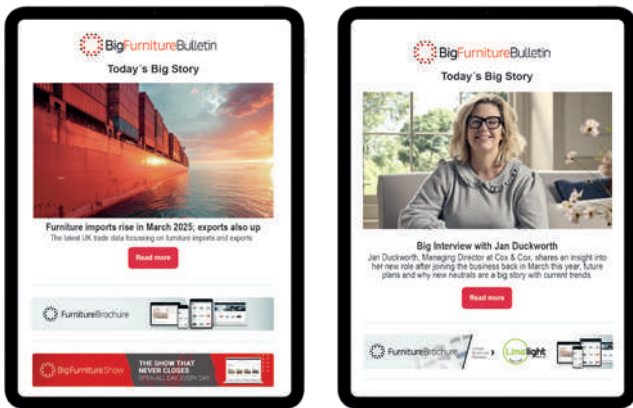
Magazine / monthly

- 1 x full page advert per month
- 25% off any additional magazine advertising
- Your company editorials, news and stories, published free in the magazine



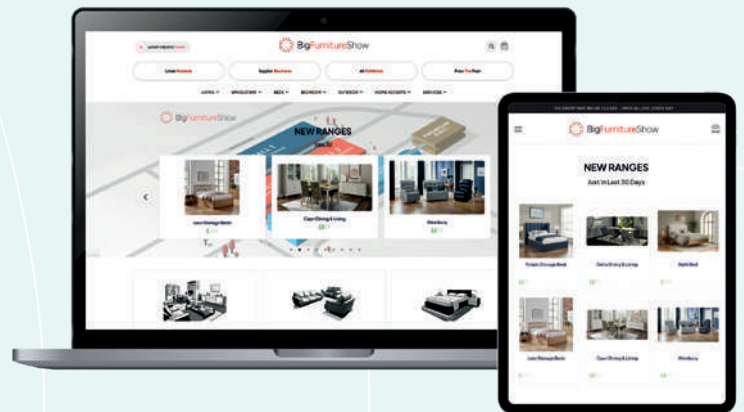
Bulletin / Daily

- A banner on the daily newsletter promoting your latest products with a direct link to your brochure or specific product.
- Your company news and features published whenever you have a story to share.



Show / 24/7

Your entire product portfolio, digitised by us, uploaded and maintained by us. Fully categorised, it is the 'go to' source of products, services and exhibition details for retailers. Open all day, every day.



Brochure

Your entire product portfolio, complete with all options, fabrics and wood finishes etc. Digitised and maintained by us. Available for your Agents and Reps to use and also for your retailers to distribute to consumers, include on their website and use in marketing campaigns. Maintained by us via live 'over the air' updates.

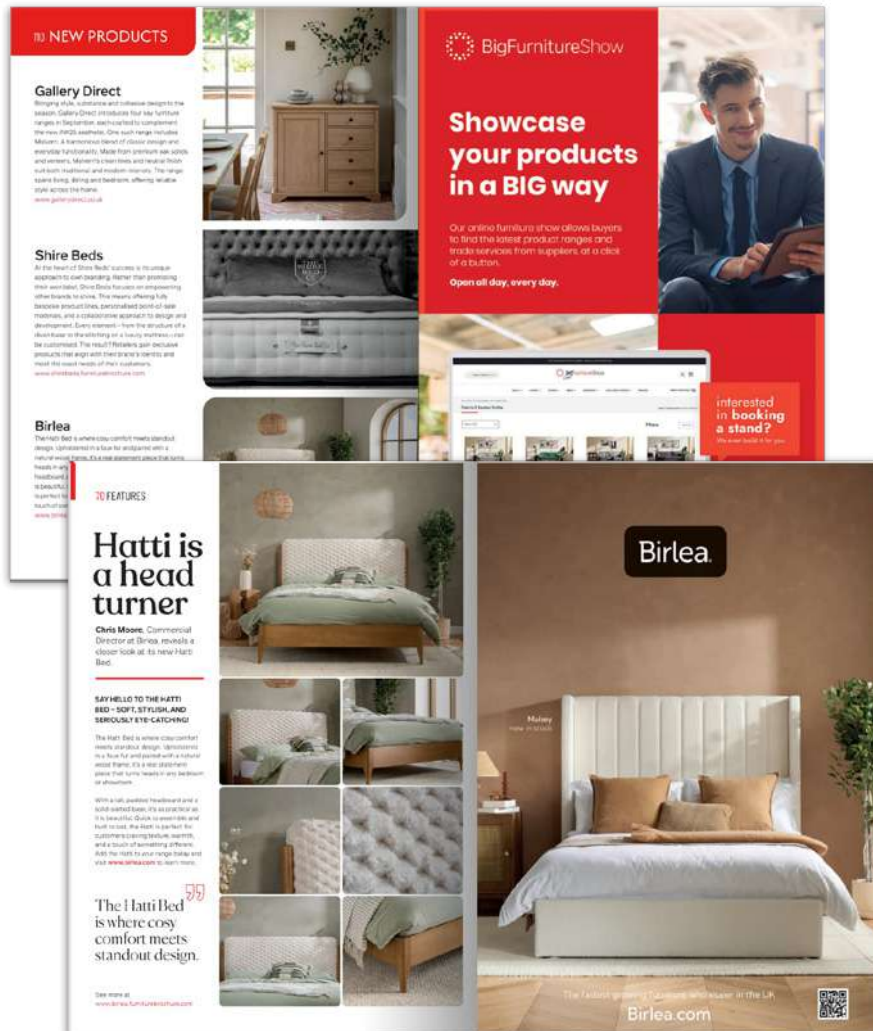


Supplier Directory

A premium listing on the Supplier Directory that provides your company contact details, a map showcasing agents and reps location, contact and LinkedIn, as well as other key business information. It's a great way to keep connected with the industry.



MAGAZINE



What's included in the Bundle?

1 x full page advert per month

A full page advert to showcase your business in an impactful way. Maintaining a regular presence is key to continued brand awareness, growth and exposure.

25% off any additional magazine advertising

Want more space? No problem. As a bundle advertiser, you are eligible for a further 25% discount off any additionally magazine booking. If you want to go big with a double page spread, or place another advert within the magazine, the cost is reduced.

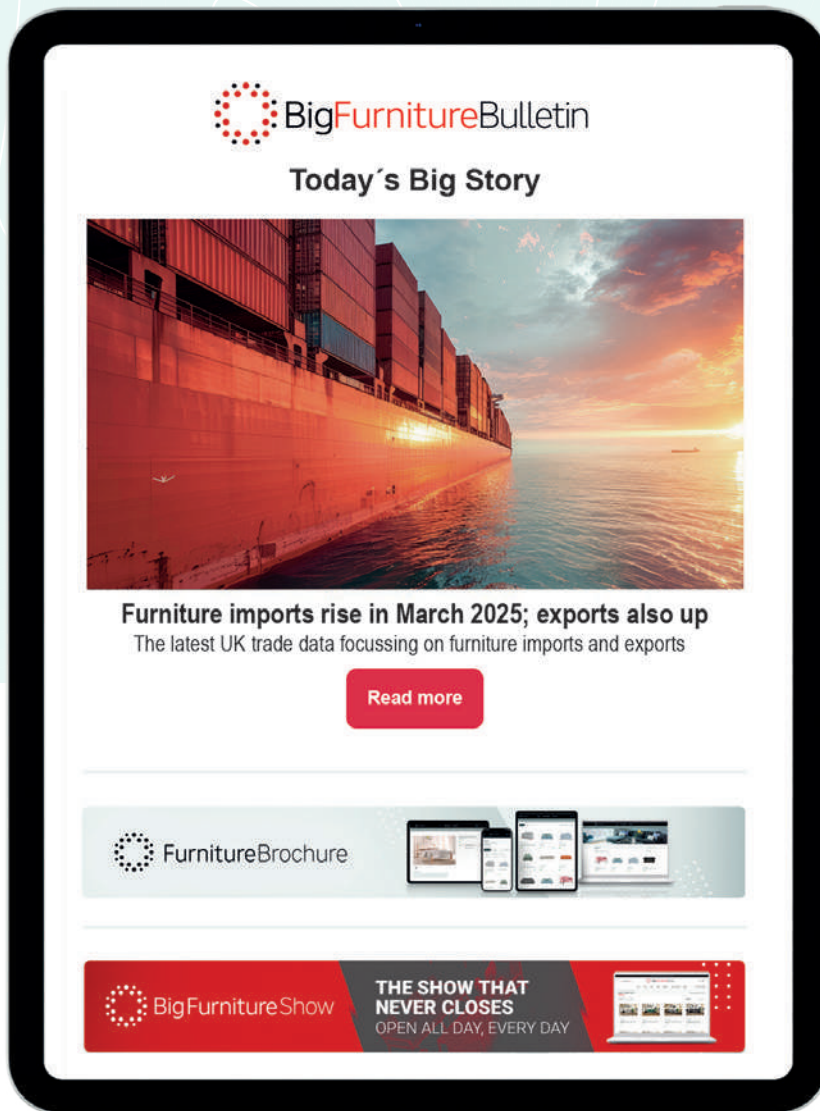
Big Furniture Group delivers a monthly magazine to over 4,500 print subscribers each month. The magazine is also made available online and features on our website and newsletter in a fixed position for a whole month.

The magazine is a fantastic way to engage with our audience, who love the feel of a printed magazine, which perfectly showcases products and business insight at the palm of your hands. What's more, Big Furniture Group's magazine is now the industry leading publication in terms of reach, quality and fresh content.

Your company editorials, news and stories, published free in the magazine

Do you have a story? Great! As a bundle client, we will publish your news and features for free. If a news story is included in the print edition, it will also feature online and on our newsletter too once the magazine has been published.

DAILY BULLETIN



Every day (Monday to Friday), Big Furniture Group sends out an informative, industry-leading newsletter to over 20,000 subscribers. The daily dose of industry updates keeps users informed on the latest news and features within the trade.

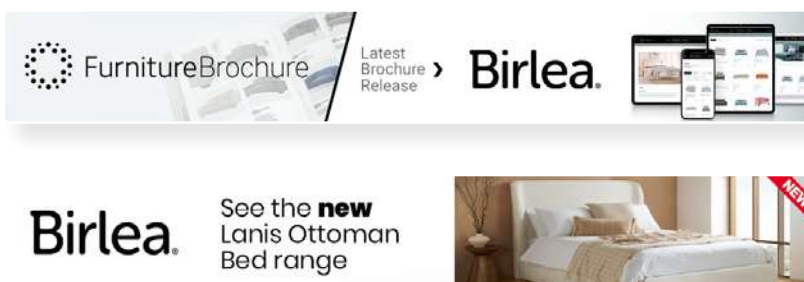
What's included in the Bundle?

Newsletter banner

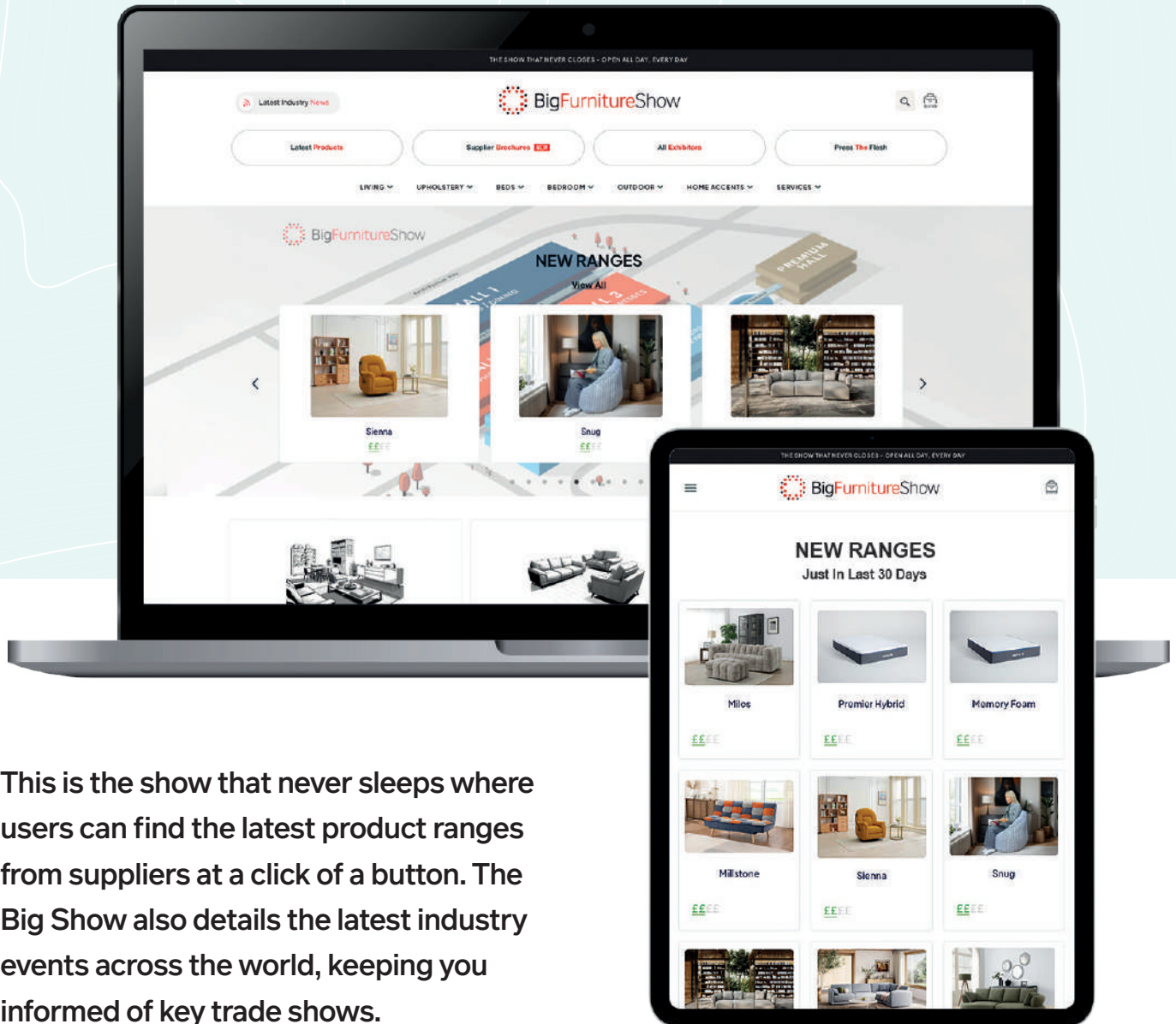
A banner on the daily newsletter promoting your latest products with a direct link to your brochure or specific product. This keeps traffic targeted to your platform on BFG.

News

Your company news and features published whenever you have a story to share. Within the article, we will also link to your brochure and/or product page to further boost awareness and brand traffic.



BIG SHOW



This is the show that never sleeps where users can find the latest product ranges from suppliers at a click of a button. The Big Show also details the latest industry events across the world, keeping you informed of key trade shows.

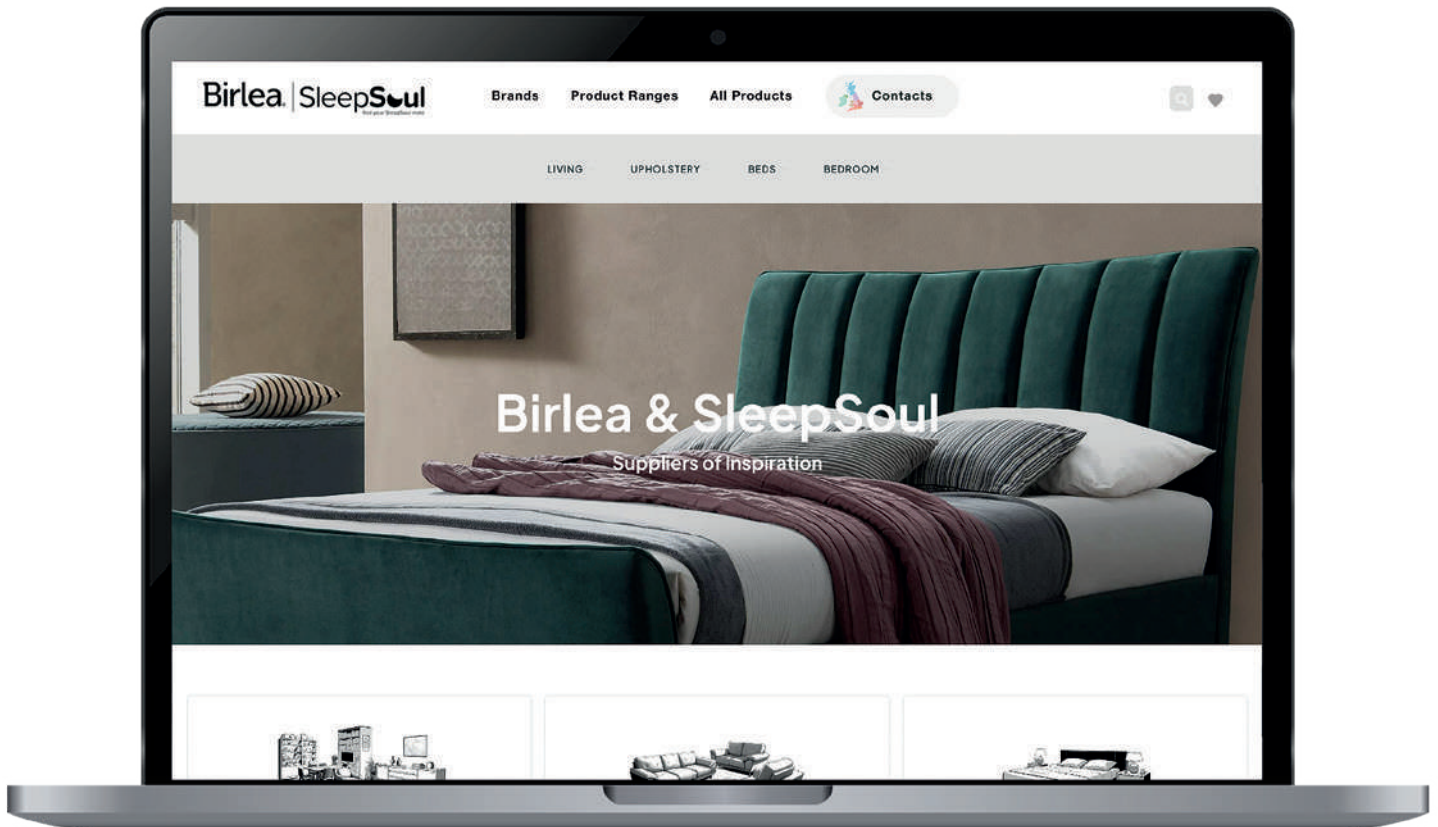
What's included in the Bundle?

Show Stand

Your entire product portfolio – or as many ranges as you need, digitised by us, uploaded and

maintained by us. Fully categorised, it is the 'go to' source of products, services and exhibition details for retailers. Open all day, every day. Furthermore, a detailed map of agents and reps allows users to find the right person in the right location with ease, while product ranges can be easily updated.

FURNITURE BROCHURE



Digital online brochures that offer an eco-friendly, easily accessible addition to traditional paper brochures. They're effortless to distribute, update, and can incorporate interactive elements that enrich buyer engagement. With interactive features and high-quality visuals, it not only enhances the brand image but also proves highly useful for reps & agents along with salespeople in showrooms.

What's included in the Bundle?

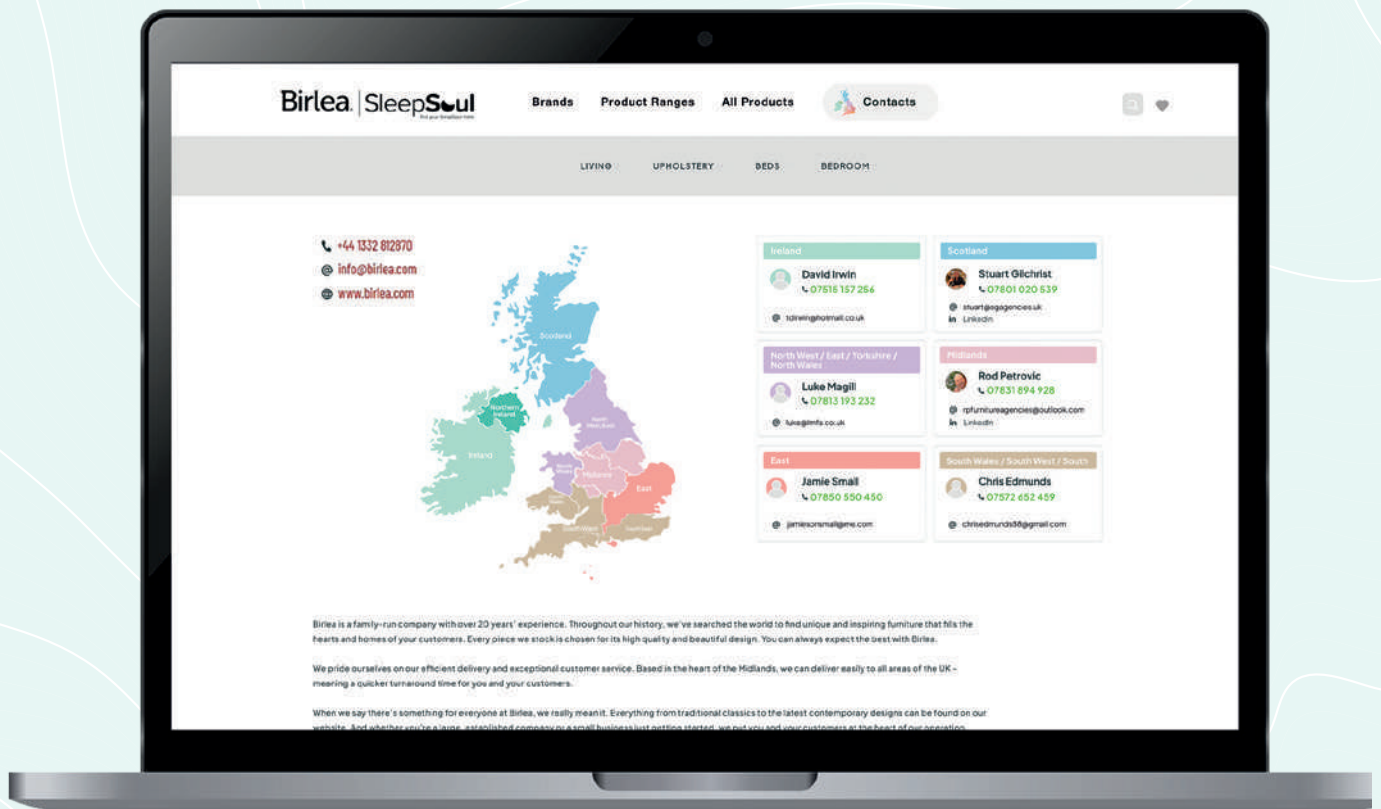
Your entire product portfolio – or as many ranges as you need, complete with all options, fabrics and wood finishes etc. Digitised and maintained by us. Available for your Agents and Reps to use and also for your retailers to distribute to consumers, include on their website and use in marketing campaigns. Maintained by us via live 'over the air' updates.

SUPPLIER DIRECTORY

The supplier directory is the go-to source for key contacts across the furnishings trade. Conveniently structured by brand, the directory helps keep retailers and suppliers connected with up-to-date contacts.

What's included in the Bundle?

A premium listing on the Supplier Directory that provides your company contact details, a map showcasing agents and reps location, contact and LinkedIn, as well as other key business information. It's a great way to keep connected with the industry.



HOW IT WORKS

The BFG Bundle offers an industry-first introductory package, kicked off with a free 90-day period.

The subscription model then features further discounted periods to take advantage of the full offer available across BFG's industry-leading platforms.

Here's how it works:

**FIRST 90
DAYS ARE
FREE**

75% OFF FOR THE NEXT 120 DAYS

50% OFF FOR THE NEXT 120 DAYS

25% OFF FOR THE NEXT 120 DAYS

WHY IT WORKS

As highlighted, the BFG Bundle provides an all-in-one solution, with our team managing your product data with unmatched efficiency across all the BFG channels.

The Bundle is a fantastic tool to elevate your brand across our audience, which is your audience across the furnishings industry.

By having a regular feed of content, your brand exposure and product awareness remains at the forefront of the industry.

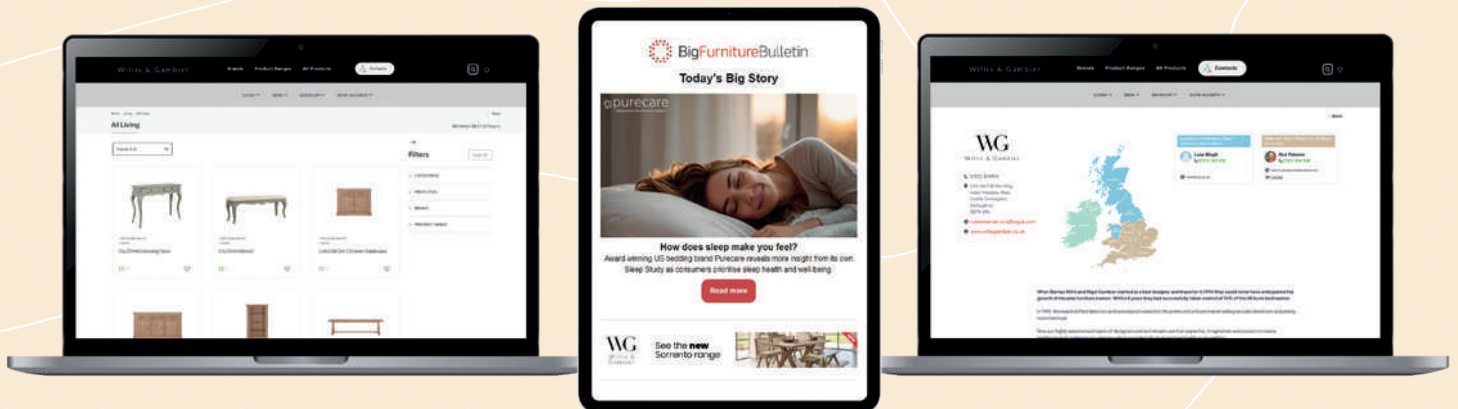
Utilising all elements of the bundle, your brand reaches every corner of our audience, engaging with retailers and growing your business.

Don't just take our word for it.

With many suppliers continuing to onboard, Birlea, Willis & Gambier and SleepSoul have been taking full advantage.

Testimonial

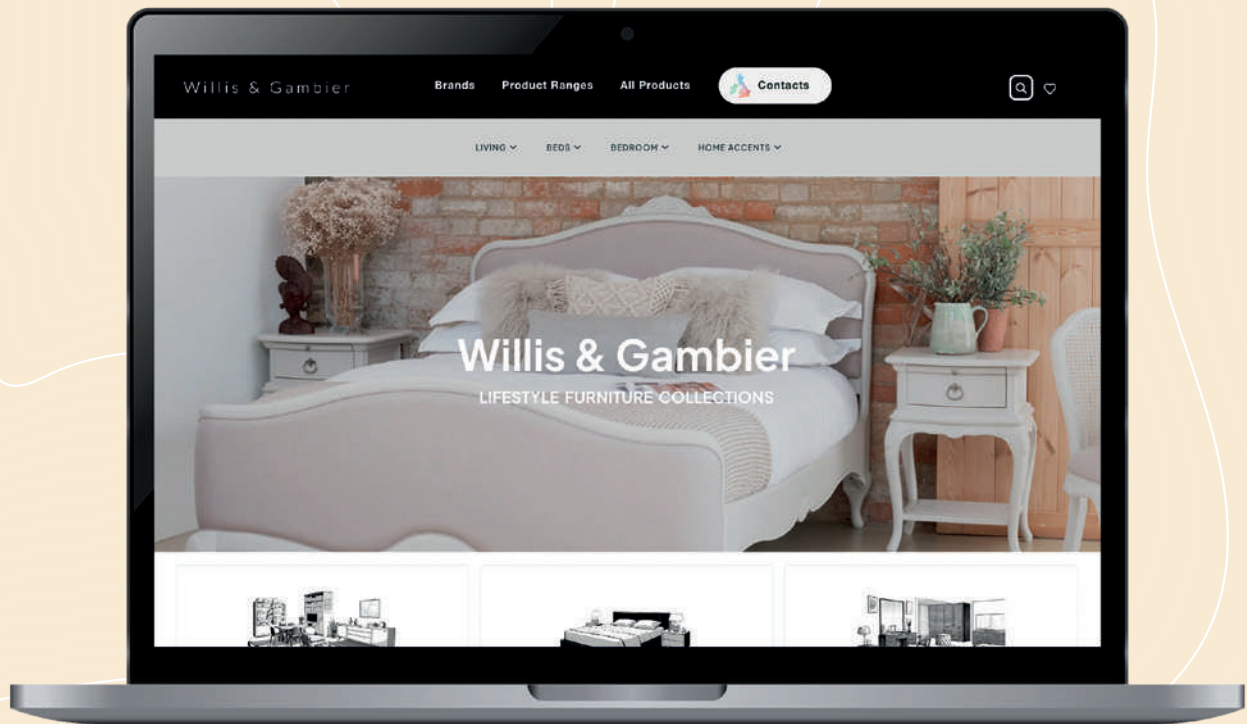
by Birlea Furniture / Willis & Gambier / SleepSoul



Big Furniture Group has made the Bundle Deal simple to set up and easy to use, giving us a straightforward way to stay connected with the trade. It's been a great platform for pushing new products, highlighting exciting updates such as trade shows and awards, and keeping our brand front of mind in the industry. Over time, we've built a strong relationship with the team, and we see Big Furniture Group as a leading publication in the furniture world — something we'd recommend to any business looking to raise its profile.

Michael Prime,
Head of Marketing and PR at Birlea

Willis & Gambier Brochure statistics over a 30-day period (August 2025)



33.000 VIEWS

22.000 USERS

Other stats (monthly):

**BFG
BROCHURE
PAGE ON MAIN
SITE**

2.500  VIEWS

2.100  USERS

6.000  CLICKS

BFG REACH

This means your content is on every RetailSystem customer EPOS system. What's more, RetailSystem has developed unique tools including FurnitureCatalog and WebReadyCatalog, which are built to connect retailers and suppliers in a modern way, boosting business while offering a digital edge. This is all managed and powered by BigFurnitureData.

357k+ Total Reach EACH MONTH

Print Database Breakdown

60% Independent Retailers
7% Multiple Retailers
5% Interior Designers

14% Online Retailers
14% Suppliers, Manufacturers
Agents & Other

4.5k+
Printed Mag Copies

12k+
Mag Pass-on rate

9.5k+
Online mag views

249k+
Website users/views

20k+
Email database

62k+
Social media

RETAIL REACH

Partnering with sister company RetailSystem, product content is pushed further through its direct and dedicated dashboards to all of its customers.

This means, your content is on every RetailSystem customer EPOS system – all managed by BigFurnitureData. What's more, RetailSystem has developed two unique tools: FurnitureCatalog and WebReadyCatalog.



Our mission at Big Furniture Group is to cover the latest industry news, provide insightful information and offer great services to our readers and clients, while remaining committed to accurate reporting and keeping our news content FREE.

We have a network of regular readers from all aspects of the furniture industry and provide a number of services to our audience. **These include:**

- **Big Furniture Bulletin**

our daily (weekday) dose of furniture news delivered straight to your inbox.

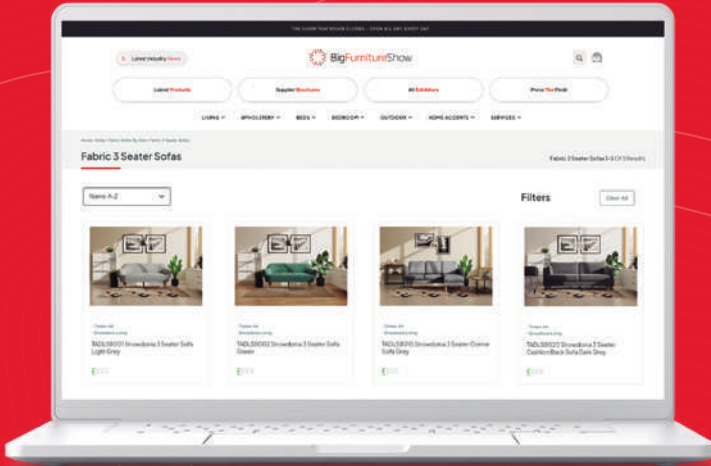
- **Big Furniture Magazine**

our monthly publication that features big interviews, plenty of news and much more industry insight.

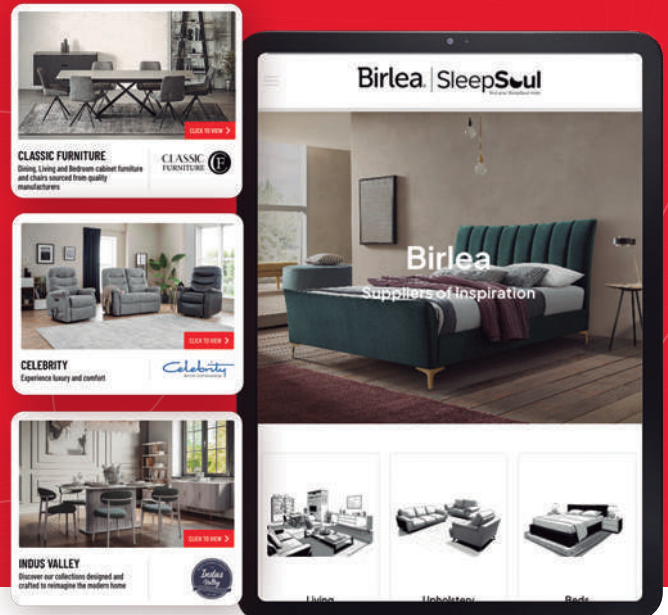


● **Big Furniture Show** – this is the show that never sleeps where users can find the latest product ranges from suppliers at a click of a button.

● **Big Furniture Data** – a multi-talented digital powerhouse in the furniture industry. This comprehensive platform is an all-in-one solution, managing your product data with unmatched efficiency. It takes the reins of your DigitalAgent product presenter, bringing your products to life for reps and agents. It showcases your range at the BigFurnitureShow, powering your stand with dynamic displays. It even takes care of your websites, ensuring your digital presence is always on point.



● **FurnitureBrochure** – digital online brochures that offer an eco-friendly, easily accessible addition to traditional paper brochures. They're effortless to distribute, update, and can incorporate interactive elements that enrich buyer engagement. With interactive features and high-quality visuals, it not only enhances the brand image but also proves highly useful for reps & agents along with salespeople in showrooms.



● **Big Furniture Awards** – our annual awards recognise and celebrate industry winners in a big way. The best thing, winners are voted by people from within the industry.

● **The BFG Bundle** – a cost-effective, all-in-one advertising solution designed to deliver consistent, year-round exposure across both print and digital channels.

Since our launch in early 2022, Big Furniture Group, the sister of long established RetailSystem, has continued to grow exponentially and has now become the market leading publication within the furnishing trade. At Big Furniture Group, we want you to be a part of our Big journey with your content. Share your story at info@bigfurnituregroup.com.

www.bigfurnituregroup.com



Since our launch in early 2022, Big Furniture Group has continued to grow exponentially and has now become the market leader within the industry as a trusted resource and tool. Bring your business to the next level and begin your BFG Bundle journey. Contact us for more information, to arrange a call or sign up today.

CONTACT US

NICK MIZIN

NICK@BIGFURNITUREGROUP.COM

0207 096 1010