

**Don't miss out!**

Delivered before Christmas to all VIP buyers!

Booking Deadline: **19th November**

Copy Deadline: **25th November**

January  
**Furniture  
Show**

×

**Furniture News**

INFORMING INDUSTRY, BUILDING BUSINESS

18 - 21 January 2026 | NEC Birmingham

# Official VIP Preview Supplement



**Get in touch to book! Space is limited:**

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**Exclusively Delivered to VIP Retail Decision-Makers**

Brought to you by our VIP Preview Partner Furniture News

# Sponsorship Options

## The Facts:

The VIP Preview Supplement will be mailed directly to our top-tier list of VIP decision-makers and buyers pre-Christmas, and also distributed via email ahead of JFS. This highly curated, content-driven piece is sent exclusively to a select group of influential buyers, positioning your brand at the forefront of their buying journey. Featuring premium placement alongside trend insights, product highlights, and show news, the VIP Preview offers elevated visibility in a trusted, high-value editorial environment. Sponsorship provides a powerful opportunity to connect with the industry's most important buyers before the show doors open, ensuring your brand is seen first by the right people.



Full Preview Sponsorship .....	<b>£3,000</b>
Front Cover .....	<b>£950</b>
+ Product Placement on Hall page	

Inside Front Cover .....	<b>£700</b>
Back Cover .....	<b>£700</b>
Inside Back Cover .....	<b>£500</b>
Full Page Advert .....	<b>£500</b>

Product Placement on Hall page..... **£500**  
 (12 ONLY per hall)

- 50 word product description
- Product image
- Product name, exhibitor name and stand number included

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