

2025

ANDMC AT HIGH POINT MARKET

PRE



PUBLICATIONS MEDIA KIT



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 26-30, 2025  
**DEADLINES:**  
 Preview Listings/Product Photos: 01/23/25  
 Preview Ads: 01/30/25  
 MRG Listings/Logos: 02/27/25  
 MRG Product Focus: 02/27/25  
 MRG Ads: Ads 03/06/25  
 Pocket Guide Ads: 03/13/25  
 Inspirations Product Focus: 03/13/25  
 Inspirations Ads: 03/13/25

**Fall Market Dates:**

October 25-29, 2025  
**DEADLINES:**  
 Preview Listings/Product Photos: 07/24/25  
 Preview Ads: 08/07/25  
 MRG Listings/Logos: 08/27/25  
 MRG Product Focus: 08/27/25  
 MRG Ads: 09/04/25  
 Pocket Guide Ads: 09/11/25  
 Inspirations Product Focus: 09/10/25  
 Inspirations Ads: 09/11/25

CLAIM YOUR SHARE OF BILLIONS IN

# Buying Power

**CONTACTS**

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Tanya Roberts, Production Manager .....	336.214.1977 .....	troberts@andmore.com
Sherry Stephens, Admin Assistant II.....	336.888.3707 .....	sstephens@andmore.com

# Update your Exhibitor Listing

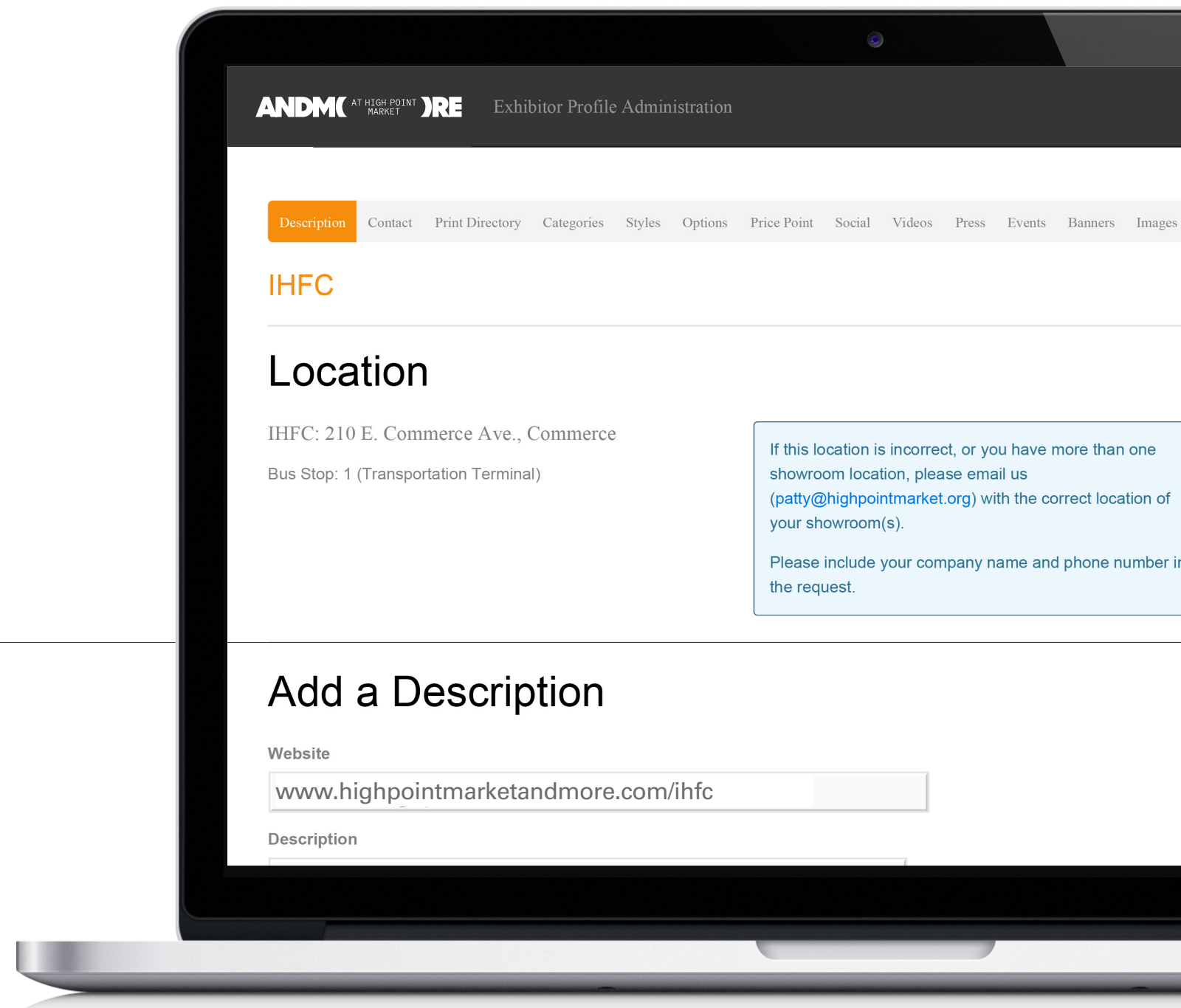
FOR THE WEBSITE, HPMKT MYMARKET APP AND PUBLICATIONS IN ONE PLACE!

**1** Go to [highpointmarket.org/update](https://highpointmarket.org/update) and select **Print Directory**

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

## Premium Listings:

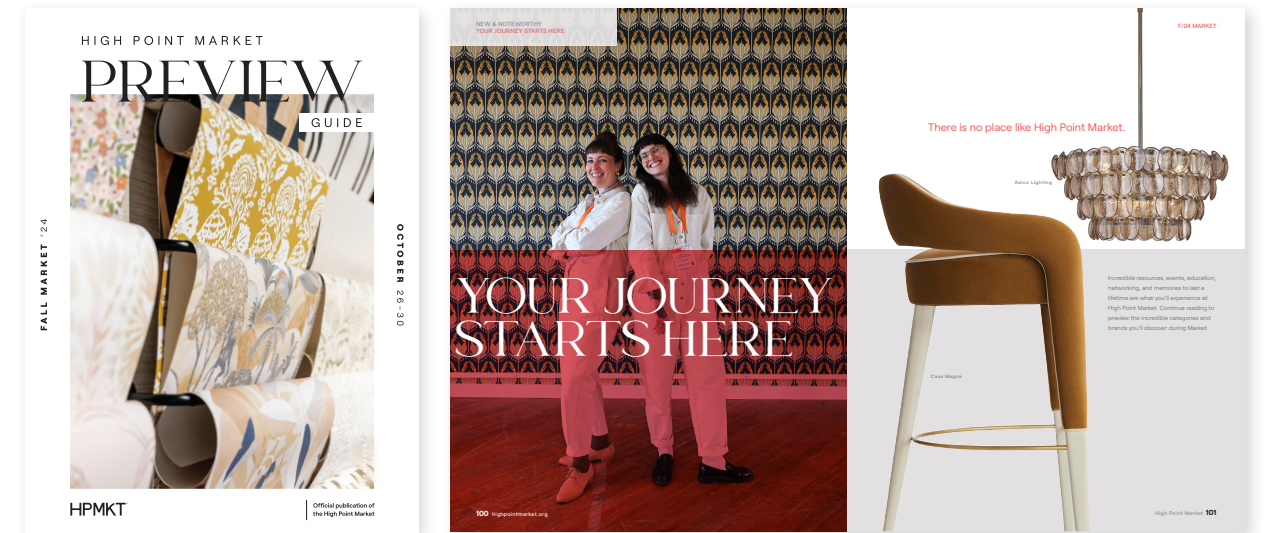
Want to add a logo to your listing? Do you have additional brands and/or lines to be listed? Premium listings can highlight your showroom, increase buyer awareness & potential sales.



# Pre Views

TELL THE WORLD ABOUT YOUR PRODUCTS

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

Book Trim Size: 8.125" x 10.875"

### Spring Deadlines:

Preview Listings/Product Photos/  
Preview Covers/Tab Ads: 01/23/25  
Preview Ads: 01/30/25

### Fall Deadlines:

Preview Listings/Product Photos/  
Preview Covers/Tab Ads: 07/24/25  
Preview Ads: 08/07/25

### Product Photo Submissions:

Upload your photo(s) at [andmore.mittera.com](http://andmore.mittera.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.

<p><b>Two Page Spread</b> Trim: 16.25" x 10.875" Live: 15.75" x 10.375" Bleed: 16.5" x 11.125"</p>	<p><b>Full Page</b> Trim: 8.125" x 10.875" Live: 7.625" x 10.375" Bleed: 8.375" x 11.125"</p> <p><b>Full Page Non-Bleed</b> 7" x 10"</p>	<p><b>Half Page Horizontal</b> "For Market Preview only" 7" x 4.875"</p>
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**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.



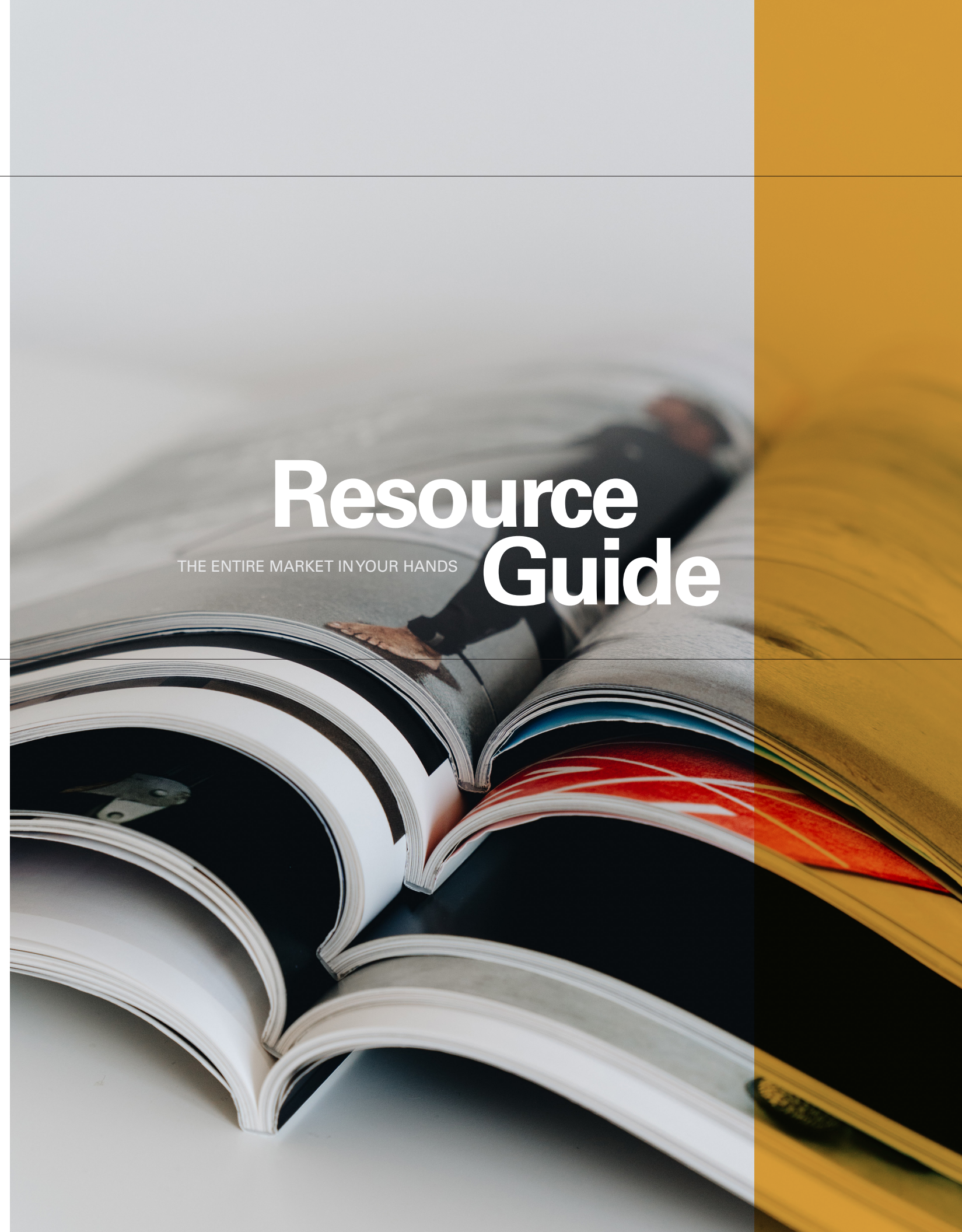
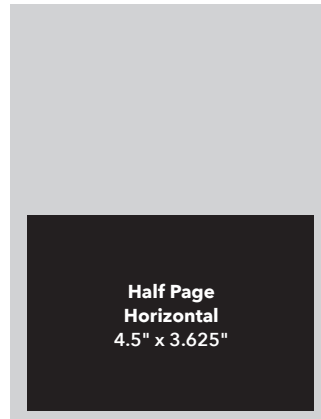
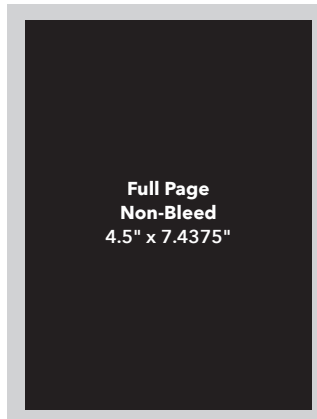
# Resource Guide

THE ENTIRE MARKET IN YOUR HANDS

**AD SIZES: MARKET RESOURCE GUIDE**  
Book Trim Size: 5.25" x 8.25"

**Spring Deadlines:**  
MRG Listings/Logos/  
Product Focus 02/27/25  
MRG Ads: 03/06/25  
**Fall Deadlines:**  
MRG Listings/Logos/  
Product Focus: 08/28/25  
MRG Ads: 09/04/25

**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 **andmore.mittera.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 8.25"

### Spring Deadlines:

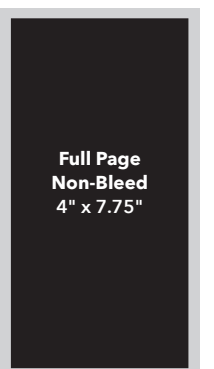
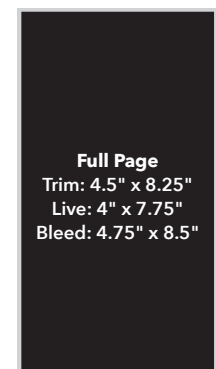
Pocket Guide Ads: 03/13/25

### Fall Deadlines:

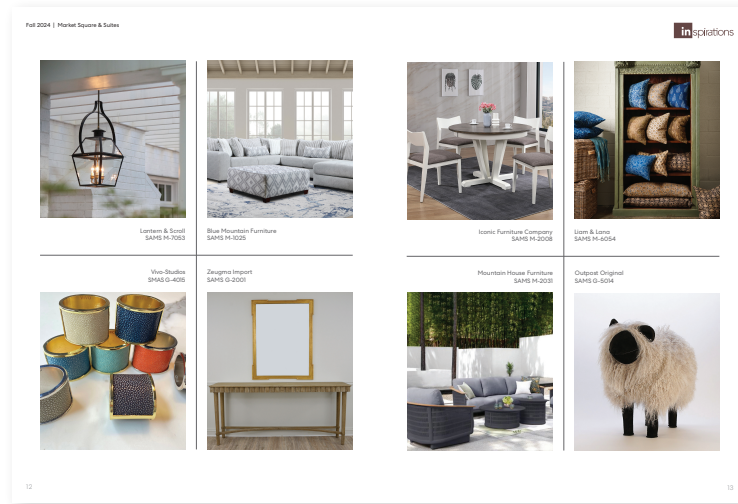
Pocket Guide Ads: 09/11/25

### Compelling Content:

Alphabetical listings of exhibitors and lines, listings by location.



**A targeted magazine that drives traffic to Market Square and Suites at Market Square.**  
 Inspirations Magazine is distributed in ANDMORE publication bins and promoted on ANDMORE 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

**AD SIZES: INSPIRATIONS**  
 Book Trim Size: 8.125" x 10.875"

**Spring Deadlines:**  
 Product Focus: 03/13/2025  
 Inspirations Ads: 03/13/2025  
**Fall Deadlines:**  
 Product Focus: 09/10/2025  
 Inspirations Ads: 09/11/2025

**Inspirations Product Focus Submissions:**  
 Upload your photo(s) at [andmore.mittera.com](http://andmore.mittera.com). Photos must be 300 dpi and a minimum of 5" high or wide as a separate tif, jpg or pdf file.

**Two Page Spread**  
 Trim: 16.25" x 10.875"  
 Live: 15.75" x 10.375"  
 Bleed: 16.5" x 11.125"

**Full Page**  
 Trim: 8.125" x 10.875"  
 Live: 7.625" x 10.375"  
 Bleed: 8.375" x 11.125"  
**Full Page Non-Bleed**  
 7" x 10"

**Half Page Horizontal**  
 7" x 4.875"

**Preview Digital Flipbooks**

Links to download the entire High Point Market Previews are available on [highpointmarket.org](https://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

**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.

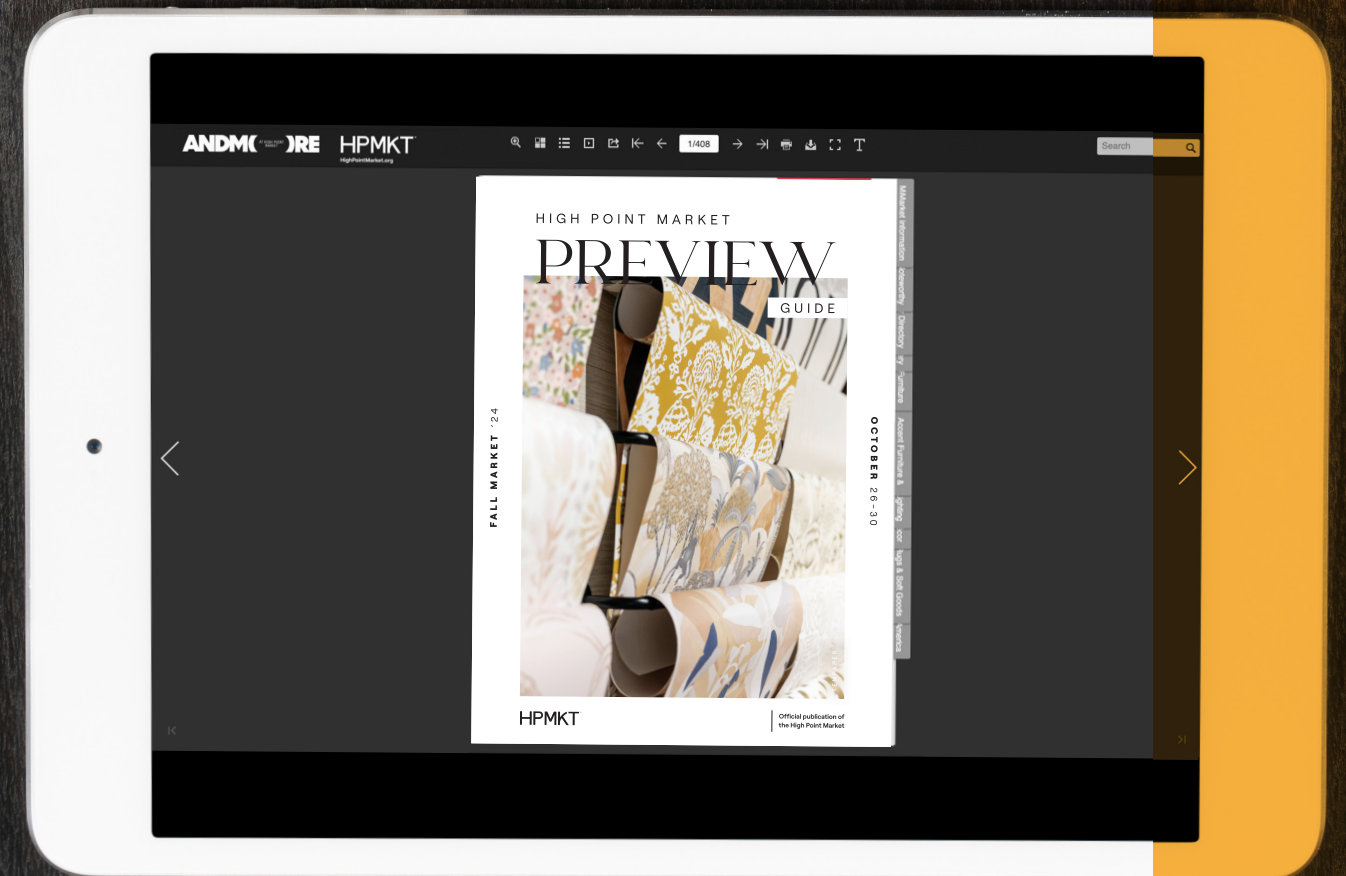
**HOT SPOT OPTIONS**

**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 (Market Preview only) .....	\$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; Upholstery; 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.....	\$1,750
Full Page.....	\$1,500
1/2 Page .....	\$800
1/4 Page Product Focus.....	\$395

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

# Mechanical Specs

AT HIGH POINT  
MARKET

## 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 [andmore.mittera.com](http://andmore.mittera.com) and follow instructions.

### Important notes

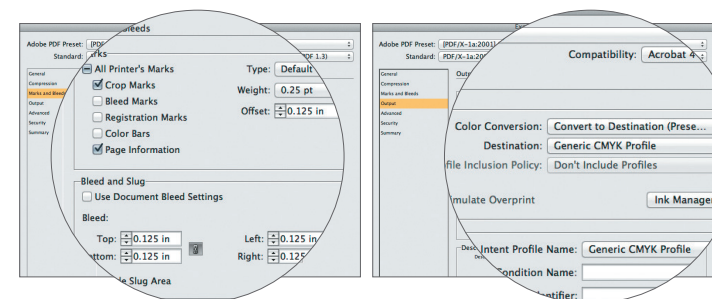
- All advertising is subject to ANDMORE approval.
- All signed agreements are firm. Cancellations are nonrefundable.
- Additional charges will apply for any necessary alterations to files.
- ANDMORE uses Virtual Proofing technology for all print publications. Proofs are no longer required but if you opt to send one, please provide a SWOP approved proof: No other types of proofs accepted.  
Mail to: Tanya Roberts, Production Manager, 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 Tanya Roberts, Production Manager, with any questions: 336.888.3751, [troberts@andmore.com](mailto:troberts@andmore.com).



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

## 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.

### 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

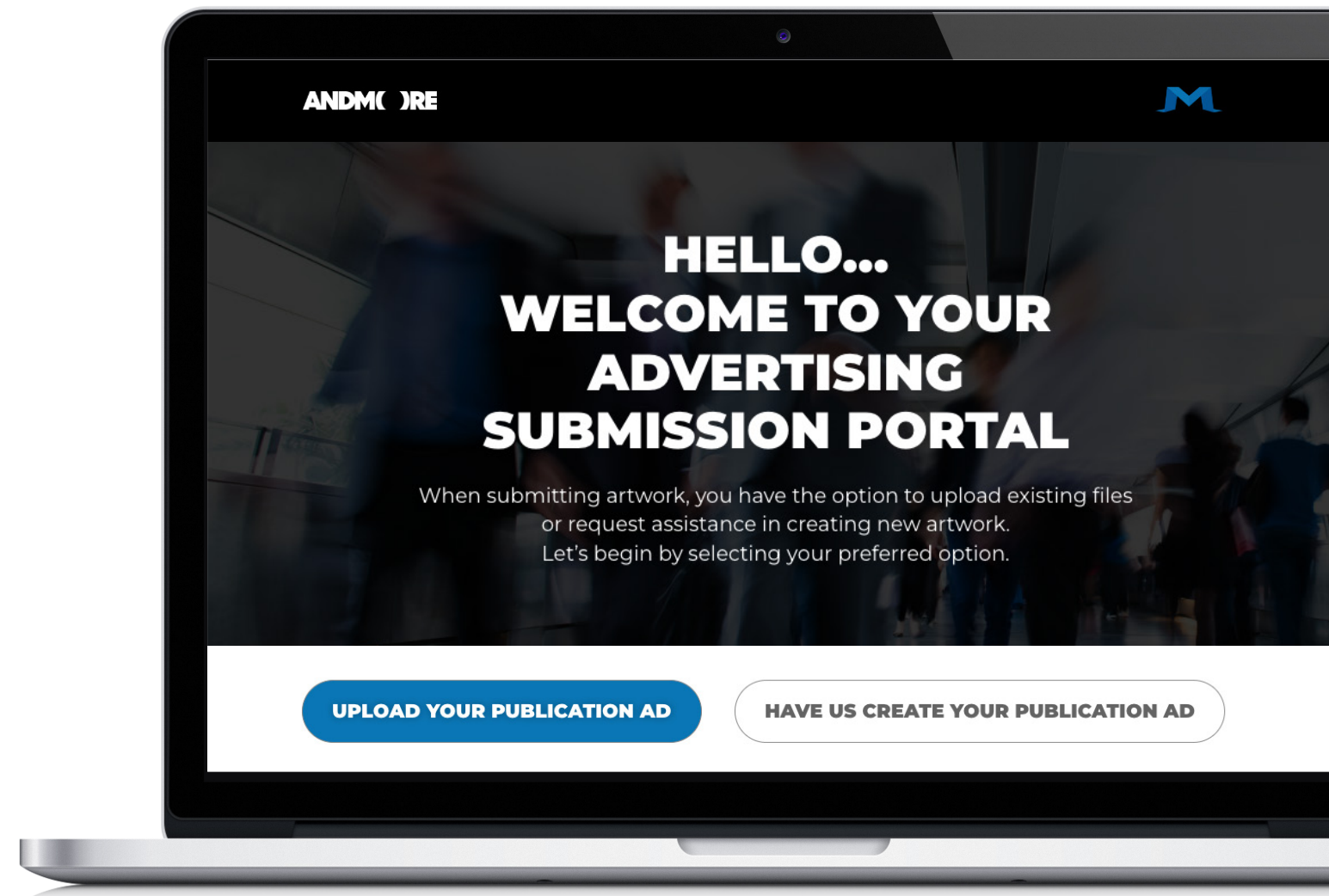
# Upload Instructions

ANDMORE  
AT HIGH POINT  
MARKET

ANDMORE

## 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 [andmore.mittera.com](https://andmore.mittera.com) and follow the detailed instructions as you go.

