

THE INSPIRED HOME SHOW

IHA's GLOBAL HOME +
HOUSEWARES MARKET

Get Free Publicity through Trade Publications Before the Show!

International Product Preview Opportunities

International trade publications want information and photos about the new products you will be displaying at The Inspired Home Show 2020. This is a free editorial placement and a unique opportunity for you to reach international buyers! Send a brief description of the product and high-resolution photo to the contact listed. Include your company name and website URL.

We always receive requests from more magazines for new product information and photos as we get closer to the Show, so make sure to keep an eye for any updates in the next issues of *Global Connect*, the IHA / IBC monthly newsletter.

4HomeMenaje – an online publication for Spain, reaching also the Spanish speaking Latin American countries

Contact: Chema Martínez Román, Editor
chemamartinez@4homemenaje.com

Deadline: No deadline
There are 4HomeMenaje newsletters every week.

Criteria: Novelties in tableware, kitchenware, cookware, home organization, cleaning

Specifications for submitting information and photos:

- Product name and a brief catchy description
- Company URL
- Image of the product/range (min 72 dpi)

Ambiente – Poland

Ambiente International – Eastern Europe

Contact: Ewa Fijalkowska, Editor
e.fijalkowska@promedia.biz.pl

Deadline: November 30 for the print magazines, no deadline for online publicity

Criteria: Tableware, kitchenware, giftware, decorative articles, small appliances
– products that are innovative by function or design.

Specifications for submitting information and photos:

- Product name and a brief description
- Company URL
- 1-2 hi-res images of the product/range (.jpg)

Arte Regalo – Spain

Contact: Joan LLuis Balague, Publisher
joanlluis@publica.es

Deadline: March 31 (for a post-Show product preview)

Criteria: Innovative new products for the home – kitchen & dining, home & living, smart home, etc.

Specifications for submitting information and photos:

- Product name and description (100-200 words)
- Company contact details
- Company URL
- Two hi-res images of the product/range

Australian Giftguide – Australia

Contact: Marion Gerritsen, Editor
marion@intermedia.com.au

Deadline: November 15 for the print magazine, no deadline for online publicity

Criteria: Innovative new products for the home – kitchen & dining, home & living, smart home, etc.

Specifications for submitting information and photos:

- Product name and description (at least 300 words)
- Company contact details
- Company URL
- Hi-res images of the product/range (at least 4 images of each product/range)

Brush Expert – United Kingdom

Contact: Alice Castle, Editor
alice@brushexpert.com

Deadline: As soon as possible, deadline for last submission is February 15

Criteria: Brushes, brooms, mops, squeegees and handheld cleaning tools

Specifications for submitting information and photos:

- Product name and description (at least 200 words)
- Company contact details
- Company URL
- Hi-res image of the product/range

Carilo – Argentina

Retail SA – Uruguay

Contact: Enrique Silva Verges
inforetail@editorialretail.com.uy

Deadline: No deadline – information published in various issues of the magazine

Criteria: Housewares. The products must be available and approved for the markets of Argentina and Uruguay.

Specifications for submitting information and photos:

- Product name and a brief description
- Company URL, contact details
- Hi-res .jpg image of the product/range

Cas y Fasa – Argentina

Contact: Fernando Aguirre, Editor
faguirre@cas.com.ar

Deadline: December 15

Criteria: Small electronic devices for home, especially for kitchen

Specifications for submitting information and photos:

- Product name and description
- Company contact details
- Company URL
- Hi-res image of the product/range

Designbase – Denmark, Norway, Sweden

Contact: Pia Finne, Editor
pia@piafinne.dk

Deadline: December 5

Criteria: Interior design, tabletop, kitchenware, electrical appliances

Specifications for submitting information and photos:

- Press release on the new product(s)
- Company contact details
- Company URL
- Hi-res images of the product/range

Elektro Heute – Switzerland

Contact: Marc Landis, Editor-in-chief
marc.landis@netzmedien.ch

Deadline: January 21

Criteria: Electronic appliances
Products need to be distributed in Switzerland.

Specifications for submitting information and photos:

- Product name and description, including recommended retail price
- Company contact details
- Company URL
- Hi-res image of the product/range

Eletrolar News – Brazil

Contact: Roberta Zogbi
roberta@grupoeletrolar.com.br

Deadline: As soon as possible, no exact deadline for online publicity

Criteria: Housewares, home décor, lighting, kitchenware, dinnerware

Specifications for submitting information and photos:

- Product name and description
- Company contact details
- Company URL
- Images of the product/range

Gemengde Branche – Netherlands

Contact: Rob Antonissen, Editor
r.antonissen@vakcentrum.nl

Deadline: January 10

Criteria: All kitchenware, tableware/dining
Products need to be distributed in the Netherlands.

Specifications for submitting information and photos:

- Product name and a brief description
- Company URL
- Hi-res image of the product/range

Hardware & Homestyle – Ireland

Contact: Martin Foran, Editor
martinforan@gmail.com

Deadline: November 30

Criteria: Tableware, kitchenware, cookware, home organization, small appliances
Products need to be distributed in Ireland.

Specifications for submitting information and photos:

- Product name and a brief description
- Contact details for more information / to order products
- Company URL
- Hi-res image of the product/range

Home Fashion News – France

Contact: Sophie Lamigeon
slamigeon@homefashionnews.fr

Deadline: November 20

Criteria: Kitchenware, electrical appliances, design, tableware, home décor,

textiles, giftware

Specifications for submitting information and photos:

- Product name and a short description, information on whether the product/brand is distributed in Europe or not
- Company URL
- Hi-res image of the product/range

Home Style – Canada

Contact: Laurie O'Halloran, Publisher
laurie@homestylemag.ca

Deadline: January 30

Criteria: Housewares, kitchenware, small appliances
(max 2 products per company)
Products need to be distributed in Canada.

Specifications for submitting information and photos:

- Product name and a description of 100-200 words
- The Inspired Home Show booth number
- Company URL
- Name of the Canadian distributor
- Hi-res image of the product/range

Kitchenware International – Global Reach ***Tableware International – Global Reach***

Contact: Mairead Wilmot, Editor
mairiad@lemapublishing.co.uk

Deadline: November 22

Criteria: Dining, tableware, barware, decoration, kitchenware, SDA

Specifications for submitting information and photos:

- Name and description products - information on the collections which will be exhibited at the Show, particularly focusing on new collections.
- Interesting information about the company and/or the products.
- The Inspired Home Show booth number
- Company URL
- Hi-res image of product/range

Perspective – Switzerland

Contact: Werner Singer, Editor
werner.singer@swissavant.ch

Deadline: January 25

Criteria: All product groups in the household sector (crocker, glassware, cooking utensils, accessories, etc.)

Specifications for submitting information and photos:

- Product name and a brief description (preferably in German)
- Company contact details
- Company URL
- Hi-res image of the product/range

***Posudka.ru* – an online publication for Russia**

Contact: Konstantin Peregodov, Editor
konstantin.peregodov@gmail.com

Deadline: No deadline

Criteria: Cookware, tableware, accessories for preparing and serving food and drinks (non-electric)

Specifications for submitting information and photos:

- Product name and a brief description
- Company URL
- Images of the product/range

***Progressive Housewares* – United Kingdom**

Contact: Jo Howard, Editor
joh@max-publishing.co.uk

Deadline: January 3 for the print magazine, end of February for online publicity
November 11 for the electrical product submissions

Criteria: Any products that have a particularly interesting story (eg. outstanding innovation, a strong trend that is reflected in the new product development, how the new product has received phenomenal coverage in consumer media/social media, etc.)

Specifications for submitting information and photos:

- Product name and descriptive text that tells a story
- Company contact details
- Company URL
- Hi-res image of the product/range (lifestyle photo preferably)

***Stil & Markt* – Germany**

Contact: Sabine Stenzel, Editor
s.stenzel@stilundmarkt.de

Deadline: January 31

Criteria: Cook and bakeware, dinnerware, kitchenware, SDA
Products need to be distributed in Germany.

Specifications for submitting information and photos:

- Product name and a brief description
- Company URL

- Hi-res image of the product/range

TheRegister.co.nz – an online publication for New Zealand by *NZ Retail*

Contact: Sarah Dunn, Editor
Sarah.Dunn@icg.co.nz

Deadline: No deadline

Criteria: SDA, tableware, kitchenware, home décor – new products that are innovative by function or design

Specifications for submitting information and photos:

- Product name and a brief description
- Image of the product/range

More Free Publicity Opportunities at the Show!

Over 40 Leading International Industry Trade Publications in Attendance of the Show, Reaching over 50 Countries Around the World

Did you know that at The Inspired Home Show leading international home and housewares industry trade publications visit from close to 30 countries, reaching close to 50 countries around the world? And, they are all interested in learning about the new innovative products introduced at the Show!

At the 2020 Show, you'll be able to reach for example: *Carilo* and *Cas y Fasa* (Argentina), *Appliance Retailer* and *Australian Giftguide* (Australia), *Eletrolar News* (Brazil), *HomeStyle* (Canada), *Gondola* (Colombia), *DesignBase* (Denmark, Norway and Sweden), *Offrir International* and *Home Fashion News* (France), *HZ Haushalt & Elektro*, *Porzellan + Glas* and *Stil & Markt* (Germany), *STOrai* and *Steel Market Info* (India), *Hardware & Homestyle* (Ireland), *Bomboniera* and *Casastile* (Italy), *The Home Living* and *Senken Shimbun* (Japan), *Retailers Magazine* (Mexico), *Gemengde Branche* (Netherlands), *NZ Retail* (New Zealand), *Ambiente* (Poland), *Posuda* (Russia), *Menaje* and *4HomeMenaje* (Spain), *Elektro Heute* and *Perspective* (Switzerland), *Zuccaciye* (Turkey), *Images RetailME* (United Arab Emirates & the Middle East), *Brush Expert*, *Housewares Magazine* and *Progressive Housewares* (United Kingdom), *Retail SA* (Uruguay) as well as *Kitchenware International* and *Tableware International* (Global Reach).

IBC INTERNATIONAL
BUSINESS COUNCIL

For additional benefits of the International Business Council, visit
www.housewares.org/members/ibc-benefits