

New from Furniture & Joinery Production in 2027

F&JP 2027 Guide

Production Technology

What's delivering results now.
What's gaining wider adoption.
What's changing how we produce.
Where investment makes sense.

Published: Spring 2027

F&JP 2027 Guide

Materials Outlook

What's reshaping materials now.
What's coming into wider use.
What's influencing specification.
Where new opportunities lie.

Published: Autumn 2027

F&JP 2027 Guide

Manufacturing Intelligence

What's changing the landscape.
What's driving business decisions.
Where the pressures are building.
How manufacturers can respond.

Published: Winter 2027

INTRODUCING OUR **Annual Guides**

In 2027, Furniture & Joinery Production will launch a new series of Annual Guides – three substantial, editorially led reports examining the key developments shaping furniture and joinery manufacturing.

Each Guide will be curated by the F&JP editorial team, drawing on industry data, expert opinion, manufacturer experience, original reporting and practical case studies.

The aim is simple: to look beyond product launches and short-term news, assess the forces shaping the industry now, identify what comes next, and explore the challenges and opportunities manufacturers should be preparing for.

For advertisers and commercial partners, the Annual Guides provide a premium environment in which to align their brands with some of the most important conversations taking place across the sector.

What matters now. What's coming next. Where the opportunities are.

Annual Guides 2027

Three Annual Guides to keep you informed.

Production Technology

What's delivering results now.
What's gaining wider adoption.
What's changing how we produce.
Where investment makes sense.

A forward-looking report on the technologies transforming furniture and joinery production.

F&JP Production Technology will examine where manufacturers are achieving real gains today, which technologies are beginning to reshape production, and where future investment may deliver the greatest value.

Drawing on manufacturer experience, expert insight and real-world applications, the guide will explore how technology can improve productivity, efficiency, quality and competitiveness – while identifying the developments and investment opportunities likely to matter most over the next 12–24 months.

Published: Spring 2027

Materials Outlook

What's reshaping materials now.
What's coming into wider use.
What's influencing specification.
Where new opportunities lie.

A progressive examination of the materials, surfaces and components influencing furniture and joinery manufacturing today – and those set to shape the market tomorrow.

F&JP Materials Outlook will look into what is gaining commercial momentum now, where innovation is taking place, how customer and specification demands are evolving, and which emerging developments could create new opportunities for manufacturers.

Combining trend analysis, expert commentary, manufacturer insight and market and product developments, the guide will look beyond individual product launches to explore what is changing, why it matters and where future demand may lie.

Published: Autumn 2027

Manufacturing Intelligence

What's changing the landscape.
What's driving business decisions.
Where the pressures are building.
How manufacturers can respond.

A major annual assessment of the commercial landscape facing furniture and joinery manufacturers – and the priorities that will shape business decisions over the coming 12–24 months.

F&JP Manufacturing Intelligence will bring together original research, industry data, expert opinion and manufacturer insight to examine the pressures, developments and opportunities influencing the sector.

It will look beyond simply reporting the state of the market to explore what those changes mean in practice – where businesses are investing, where challenges are emerging and how manufacturers can respond, adapt and identify opportunities for future growth.

Published: Winter 2027

**Editorial authority.
Lasting commercial value.**

The F&JP Annual Guides are being developed as authoritative editorial publications in their own right – researched, reported and curated to provide lasting value to furniture and joinery manufacturers.

Commercial opportunities will extend beyond traditional display advertising to include sponsorship, clearly labelled partner content and integrated digital campaigns

– giving partners multiple ways to reach manufacturers around the subjects most relevant to their businesses.

Together, the three Guides will offer advertisers a high-value platform around the issues shaping the industry – aligning brands with informed debate, practical insight and the decisions manufacturers are making next.

Production Technology

This Guide will be practical, evidence-led and close to the factory floor. Its focus will be on real-world application and investment value, rather than simply showcasing machinery and technology.

Editorial element	Indicative editorial coverage
OPENING ANALYSIS	Where production technology is delivering now. A broad scene-setter looking at investment priorities, productivity pressures, labour constraints, quality, throughput and the technologies manufacturers are actually adopting.
REPORTED FEATURE 1	The connected factory: what is genuinely working? A multi-source report examining machinery, software, integration and workflow, with manufacturer experience at its heart.
REPORTED FEATURE 2	The investment equation. What makes a technology investment stack up? Payback, utilisation, skills, maintenance, integration and hidden costs. Could include real-world investment examples.
CASE STUDY 1	One manufacturer that has introduced a significant new production system and can talk candidly about the results.
CASE STUDY 2	A contrasting manufacturer offering a different perspective – for example by scale, specialism or stage of digital maturity.
EXPERT Q&A	Conversation with an independent production specialist, consultant, technology integrator or respected manufacturing leader.
EVIDENCE-LED FEATURE	A light-touch Technology Pulse: investment intentions, most commonly cited priorities, barriers to adoption, or synthesis of existing sector/vendor data.
WHAT THIS MEANS	Five questions before your next technology investment. Practical and useful rather than generic commentary.
FORWARD LOOK	What moves next? Five or six developments likely to matter over the next 12-24 months.

The editorial approach for this Guide

For Production Technology, the emphasis will be on practical relevance and proven application – looking beyond product launches to assess what is genuinely improving productivity, efficiency, quality and competitiveness in manufacturing.

General note: The F&JP Annual Guides are independently researched and curated by the editorial team. Commercial partners may sponsor a Guide or theme and participate through clearly labelled paid-content opportunities. Sponsorship does not confer editorial control or guarantee inclusion in coverage; editorial selection, conclusions and recommendations remain under F&JP control.

Materials Outlook

This Guide will distinguish genuine commercial momentum from innovation that remains interesting but niche.

Editorial element	Indicative editorial coverage
OPENING ANALYSIS	The material shifts shaping the future. A concise overview of the major commercial, design, regulatory and supply-side influences on material choice.
REPORTED FEATURE 1	Four or five material/surface/component developments that are moving beyond novelty into real commercial use.
REPORTED FEATURE 2	The changing specification brief. How cost, aesthetics, durability, sustainability, supply resilience and customer expectations are changing decisions.
CASE STUDY 1	A manufacturer using a material, surface or component in a genuinely interesting new way.
CASE STUDY 2	A different application/market segment to broaden the picture.
EXPERT Q&A	Designer, materials specialist, specifier, technical expert or senior product-development figure.
EVIDENCE-LED FEATURE	Materials in numbers: market indicators, specification trends, price/supply movements or a curated set of useful external data.
WHAT THIS MEANS	What manufacturers should be watching: availability, compliance, processing implications, cost and customer demand.
FORWARD LOOK	The next wave: developments likely to move into wider commercial use.

The editorial approach for this Guide

For MATERIALS OUTLOOK, the focus will be on separating genuine commercial momentum from interesting-but-niche innovation – identifying the materials, surfaces and components most likely to influence specification, production and future demand.

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Manufacturing Intelligence

Designed for senior decision-makers, this Guide will answer a central question: what does the operating environment mean for my business?

Editorial element	Indicative editorial coverage
OPENING ANALYSIS	The state of UK furniture and joinery manufacturing. The big picture: demand, costs, investment, confidence, labour, margins and the operating climate.
REPORTED FEATURE 1	Where manufacturers are placing their bets. Capex, capacity, recruitment, digital investment, markets and strategic priorities.
REPORTED FEATURE 2	The pressure points. Costs, skills, pricing power, supply chains, regulation, customer behaviour and productivity – with multiple manufacturer voices.
CASE STUDY 1	A business that has adapted successfully to a significant commercial or operational challenge.
CASE STUDY 2	A contrasting manufacturer pursuing growth, diversification or efficiency.
EXPERT Q&A	Economist, sector adviser, business leader, trade-body figure or manufacturing strategist.
EVIDENCE-LED FEATURE	The numbers that matter: a tightly curated dashboard combining credible third-party data with relevant F&JP audience insight where appropriate.
WHAT THIS MEANS	The priorities for the year ahead: a practical synthesis of the findings for manufacturers.
FORWARD LOOK	12-24 months ahead: what could improve, where risks remain, and where opportunity may emerge.

The editorial approach for this Guide

For Manufacturing Intelligence, the aim is to distinguish meaningful business signals from short-term noise – combining credible data, manufacturer insight and expert opinion to identify the pressures and opportunities shaping decisions ahead.

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Timelines

		PARTNERSHIP BOOKINGS	DISPLAY ADVERTISING BOOKINGS	EDITORIAL CONTENT DEADLINE	PUBLICATION DATE
SPRING	PRODUCTION TECHNOLOGY	10/02/27	24/02/27	05/03/27	17/03/27
SUMMER	MATERIALS OUTLOOK	11/06/27	25/06/27	02/07/27	16/07/27
WINTER	MANUFACTURING INTELLIGENCE	12/11/27	26/11/27	03/12/27	17/12/27

Note: Spring will be mailed out with the April edition F&JP; Summer with August edition, and Winter with the January edition.

Who the Guides reach

F&JP reaches professionals involved in the specification, purchase, operation and management of furniture and joinery manufacturing businesses across the UK.

An issue's typical readership environment	%	Copies
Furniture manufacturers	38%	1,900
Kitchen, bedroom & bathroom furniture manufacturers	18%	900
Woodworkers, carpenters, joiners, window & door manufacturers	17%	850
Bed & upholstered furniture manufacturers	8%	400
Office & contract furniture manufacturers	5%	250
Sawmills, timber yards, building suppliers & timber housing production	4%	200
Architects & designers with an interest in furniture/joinery production	2%	100
Production-facing suppliers, agents & representatives	2%	100
Shopfitters & the fit-out sector	2%	100
Boat, caravan & other vehicle manufacturers	1%	50
Leisure building production	1%	50
Allied production	2%	100

The Annual Guides will connect commercial partners with F&JP's established audience of manufacturing decision-makers, including those responsible for production, operations, purchasing, technical management, business leadership and investment.

Published in print and digital formats, each Guide will benefit from promotion across F&JP's website, email and social channels, with continued online availability as a long-term industry reference.

Partners can also extend their presence through tailored promotional activity, creating further opportunities to strengthen brand visibility, communicate key messages and engage with manufacturers throughout the year.

Our digital footprint continues to develop

Website: 204,990 views per annum with 170,562 users
 Digital edition average past 12 months: Page views 11,484, Edition views 831
 Newsletter: 2069 opted-in subscribers | Third party emails (eshots): 1326
 Latest Issue alerts: 1489
 Socials: 7000+ 'followers' on LinkedIn, X, Instagram, Facebook and YouTube

Partnership Opportunities

Put your brand in front of key industry decision-makers with high-impact partnership opportunities designed to build visibility, demonstrate expertise and drive meaningful engagement.

LEAD SPONSORSHIP | ONE AVAILABLE

Principal Guide Partner

£4,000

The Guide's premier commercial partnership, delivering maximum brand visibility across print, digital and promotional activity.

- Exclusive Principal Guide Partner status
-
- Prominent branding on Guide promotional materials
-
- Premium-position full-page advertisement
-
- Two-page Partner Perspective feature
-
- Featured inclusion F&JP's email and social channels
-
- Ongoing branded presence beside the digital Guide

GUIDE-WIDE SPONSORSHIP | TWO AVAILABLE

Guide Supporter

£2,750

A prominent supporting partnership, combining Guide-wide brand recognition, advertising and dedicated company exposure.

- Official Guide Supporter designation
-
- Full-page advertisement
-
- Additional one-page branded company profile
-
- Supporter recognition within the print and digital Guide
-
- Inclusion in launch email and social promotion

TARGETED SPONSORSHIP | THREE AVAILABLE

Theme Partner

£2,000

Align your brand with a specific industry subject, combining targeted advertising with prominent commercial recognition.

- Exclusive commercial sponsorship of one defined Guide theme
-
- Full-page advertisement within or next to the relevant section
-
- Prominent sponsor identification at the opening of the theme
-
- Theme Partner recognition in the digital Guide
-
- Inclusion in relevant theme-focused digital promotion

BRANDED CONTENT | THREE AVAILABLE

Partner Perspective

£2,000

Dedicated opportunity to demonstrate expertise, share industry insight and communicate your company's perspective.

- Two-page content feature
-
- Interview, case study or thought-leadership format
-
- Showcase expertise, solutions and industry insight
-
- Inclusion in content-focused digital promotion
-
- Clearly identified as commercial partner content

Display Advertising

Standalone adverts	What it means	Rate
OUTSIDE BACK COVER	Full-page advert on the back cover of the Guide.	£1800
INSIDE FRONT COVER	Full-page advert immediately inside the front cover.	£1700
INSIDE BACK COVER	Full-page advert immediately inside the back cover.	£1250
DOUBLE-PAGE SPREAD	Two facing pages presented as one continuous spread.	£2250
FULL PAGE	One full-page advertisement within the Guide.	£1600
BESPOKE CAMPAIGNS	Price on application	£POA

Series booking rates All prices are total booking values.

Series booking options	1/3	2/3	3/3
<i>Discounts</i>	–	10%	25%
Principal Guide Partner	£4000	£7200	N/A
Guide Supporter	£2750	£4950	£6180
Theme Partner	£2000	£3600	£4500
Partner Perspective	£2000	£3600	£4500
OUTSIDE BACK COVER	£1800	£3240	£4050
INSIDE FRONT COVER	£1700	£3060	£3820
INSIDE BACK COVER	£1250	£2250	£2810
DOUBLE-PAGE SPREAD	£2250	£4050	£5060
FULL PAGE	£2250	£2880	£3600

Notes:

All sizes and specifications are the same as per F&JP – for further details see F&JP Media Guide 2027.

Requested standalone advertising positions remain the editor's final decision.

No discounts available other than those stated above.

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Why partner with an F&JP Annual Guide?

CONTEXT

Place your brand around a subject your customers are actively evaluating at a pivotal moment.

LONGEVITY

Gain visibility in a reference-led publication designed to remain useful beyond its original publication date.

CREDIBILITY

Independently curated editorial environment built around evidence, expertise and real manufacturing.

REACH

Extend the campaign beyond print through F&JP's digital, email and promotional channels.

Delivering editorial authority and multi-platform commercial value.

Media66

The Annual Guides are produced in association with Furniture & Joinery Production, and are a Media 66 Ltd entity.

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