

m + a REPRESENTATIVES

Argentina

Neira Comunicaciones
Mr. Roberto C. Neira
C1201AAW Buenos Aires
Phone: 011-49 81 36 56
Fax: 011-49 81 36 56
E-mail: robertoneira@telecentro.com.ar

China P.R.

Publicitas (Beijing)
Advertising Co. Ltd.
Mr. Song Yang
Beijing 100020
Phone: 010-6588 8155
Fax: 010-6588 3110
E-mail: song.yang@publicitas.com.cn

Publicitas Ruishi (Shanghai)
Advertising Co. Ltd.
Mr. Joseph Lu
Shanghai 200041
Phone: 021-5116 8877
Fax: 021-5116 0678
E-mail: joseph.lu@publicitas.com.cn

For Guangzhou Area
Ms. Sherry Yuan
Beijing 100020
Phone: 010-6588 8155
Fax: 010-6588 3110
E-mail: sherry.yuan@publicitas.com.cn

Hong Kong

Publicitas Hong Kong Ltd.
Ms. Rana Rizvi
North Point
Phone: 25 16 15 16
Fax: 25 28 32 60
E-mail: rana.rizvi@publicitas.com

Japan

Sakura International.
Mr. Justin August
Tokyo 135-0046
Phone: 03-5646 1160
Fax: 03-5646 1161
E-mail: justin@sakurain.co.jp

Korea

World Marketing Inc.
Mr. S. G. Park
Seoul 135-731
Phone: 02-6000 6272
Fax: 02-6000 6277
E-mail: wmi4944@yahoo.co.kr

Malaysia

Publicitas Malaysia
Ms. Shalie Cheng
Selangor
Phone: 03-77 29 69 23
Fax: 03-77 29 71 15
E-mail: shalliecheng@gmail.com

Singapore

Publicitas Singapore Pte. Ltd.
Ms. Peggy Thay
Singapore 339941
Phone: 68 36 22 72
Fax: 66 34 52 31
E-mail: peggy.thay@publicitas.com

Spain

COMIMAG S.L.
Mr. Bernd Stutz
08006 Barcelona
Phone: 093-2 37 47 82
Fax: 093-2 37 51 50
E-mail: comimag@comimag.com

Thailand

Publicitas (Thailand) Ltd.
Ms. Janya Limmanee
Bangkok 10330
Phone: 02-651 9273-77
Fax: 02-651 9278
E-mail: janya.limmanee@publicitas.com

Turkey

Media Ltd.
Dr. Reha Bilge / Mr. Tan Bilge
80290 Gayrettepe-Istanbul
Phone: 0212-2 75 84 33
Fax: 0212-2 75 92 28
E-mail: tanbilge@medialtd.com.tr

MESSEN UND AUSSTELLUNGEN INTERNATIONAL

m+a MessePlaner

Advertising Rate Card No. 44

valid as of 1 September 2011

Contact:

Jutta Fautz
Phone: +49/69 7595 1887
Fax: +49/69 7595 1880
e-mail: Jutta.Fautz@dfv.de

Deutscher Fachverlag GmbH
m+a International Tradeshow Media
60264 Frankfurt/Main
Germany

m+a MessePlaner – the basic
reference work for the German-
speaking trade fair and exhibition
decision-makers

Look us up in the Internet at www.m-averlag.com

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Place of publication	Frankfurt (Main) – Germany				
Special branch	Fairs, Exhibitions, Conventions, Meetings				
Publisher	Deutscher Fachverlag GmbH m+a International Tradeshow Media				
Address	60264 Frankfurt/Main Germany				
Telephone Advertising sales	+49 / 69 / 75 95-18 87				
Telefax	+49 / 69 / 75 95 18 80				
Internet	www.m-averlag.com				
E-mail	mua-anzeigen@dfv.de				
Publishing dates	Twice a year; beginning of January and July				
Advertising deadline	End of April for July edition End of October for January edition				
Trim size	DIN A4, 210 mm Width x 297 mm Height. Bleed difference: 4 mm on each side				
Type area	184 mm x 266 mm, 2 columns at 90 mm each (chapter 1), 4 columns at 43 mm each (chapter 4, 5), 3 columns at 58 mm each (chapter 2, 3, 6)				
Advertising rates and sizes	Space	Width mm	Height mm	Rate € b/w	4c
	1/1	184	266	3,280.–	4,000.–
	3/4	184	198	2,535.–	3,255.–
	2/3	184 122	174 266	2,255.–	2,975.–
	1/2	184 122	131 194	1,730.–	2,450.–
	1/3	184 58	86 266	1,180.–	1,900.–
	1/4	184 122	63 94	910.–	1,630.–
	1/6	184 58	40 130	620.–	1,340.–
	1/8	184 122 58	30 45 99	495.–	1,215.–
	1/12	184 58	18 62	330.–	1,050.–

For sizes that do not correspond with the standard sizes, we will charge the next smaller size plus costs for additional millimeters.

Discounts	For publication within 12 months in m+a Messe-Planer and m+a report.	
	3 ads = 5%	1/1 page = 5%
	5 ads = 8%	3/1 pages = 8%
	8 ads = 12%	6/1 pages = 15%
	10 ads = 15%	10/1 pages = 18%

No discount on surcharges for colour, bleed edges and guaranteed positions.

mm-rates	for sizes not corresponding to standard: for 58 mm column € 5.15 for 90 mm column € 7.80	
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Minimum rate per ad	€ 156.–	
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Rates for Event Logos	Placed at the head of the free entry Maximum size: 58 mm wide x 30 mm high per b/w logo € 210.– per coloured logo € 350.– Ask for special discounts and leaflet	
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Surcharges for special positions	guaranteed position in the introductory and editorial part	+15%
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	outside back cover	€ 5,600.–
	inside front or back cover (full pages in full color only)	€ 4,800.–

	Divider cards, thumb-indexed (full pages only)	+40%
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Bleed charge	€ 125.–	
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Colour surcharges	€ 240.– per additional colour (Europe colour scale) € 720.– four-colour process (Europe colour scale) € 320.– for special colours	
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Inserts	Max. size 205 x 294 mm (up to 25 g)	€ 3,390.–
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Bound-in-inserts/	2 pages	€ 3,320.–
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Folders	Format: DIN A4 plus 4 mm bleed on each side (218 x 305 mm) plus charges for binding € 230.–	
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Agency commission	15%	
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Copy price	€ 139.50 (postage within Europe included)	
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Mailing address for inserts	Druckhaus Main-Echo GmbH & Co. KG Weichertstraße 20, 63741 Aschaffenburg, Germany Phone + 49 (0) 60 21 3 96-404 Kindly deliver the inserts carriage paid	
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Printing process	Offset	
Printing material	In order to guarantee an optimal printing quality, we recommend the delivery of the printing material by ISDN or data carrier together with a copy proof!	

Please ask for our detailed guidelines! Without proof an optimal printing result cannot be guaranteed. Author's corrections in supplied data will be billed at cost price.

Accounts	Frankfurter Sparkasse: acc. no. 34926, bank code no. 500 502 01, IBAN DE56 5005 0201 0000 0349 26, S.W.I.F.T. BIC: HELADEF1822
	Postbank: acc. no. 44406604, bank code no. 500 100 60, IBAN DE26 5001 0060 0044 4066 04, S.W.I.F.T. BIC: PBNKDEFF

Terms of payment	30 days from date of invoice without discount. 3% discount for payment in advance. Furthermore our general business terms are applicable.
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General regulations	Publisher's Protective Clauses Advertiser and advertising agency assume liability for all content (including text, representation, and illustration) of any advertising printed, and also assume responsibility for any claims rising therefrom against the publisher.
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The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication standards.

The publisher reserves the right to place the word "advertisement" with copy which, in the publishers opinion, resembles editorial matter.

In event of non-payment, the publisher reserves the right to hold advertiser and/or agency jointly severally liable for such monies as are due and payable to the publisher.

The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate-card.

Publisher is not liable for delays and/or non-delivery in the event of an Act of God, action by any government or quasi governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Volume analysis m+a MessePlaner 2011 = 2 editions

Total volume	844 pages = 100%
Text section	759 pages = 90%
Advertising section	85 pages = 10%
Bound-in inserts in total edition	3 items

Print-run analysis (yearly average 1 July 2010 – 30 June 2011)

Print-run	4,050 copies
Distributed circulation	3,579 copies
Sold circulation	2,949 copies
Free distribution	630 copies
Archives copies	471 copies

Geographical circulation analysis	%	copies
Germany	82	2,935
Abroad	18	644
	100.0	3,579