

# Media-Information 2010



m+a report as an e-magazine  
just a mouse click away at  
[www.expodatabase.com](http://www.expodatabase.com)

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## What you should be sure to know about the readers of m+a report:

- 84% of m+a report readers exhibit at trade fairs – making them your target group.
- They take part each year as exhibitors in an average of 17.1 fairs in Germany and abroad (foreign share 51%).
- The annual budget for exhibition activities averages € 1.0 million.
- 81% of readers expect the exhibition budget next year to be held at the same level or possibly even increased.
- 72% additionally organise marketing events – 13% of them 70 events and more.
- 77% use the expertise of specialist contractors for their events.
- 77% of readers are executives, 92% play a part in exhibition and event decisions.
- One in three consciously use the information published in m+a report as a decision aid for their exhibition participations.
- 66% use no other trade fair magazines for their exhibition planning.
- 92% of readers say: “m+a report is a magazine to be recommended.”
- 3.8 readers per copy\* ensure additional distribution of your advertising message.

\*according to the first reader

Readers of m+a report: the TOP target group in the exhibition and event industry

The most important results of the readership survey (method: CATI) of regular recipients of m+a report (net sample: 198 interviews realised), conducted by the independent research institute SMR Solid Marketing Research, Frankfurt, Germany ([www.smr-solid.de](http://www.smr-solid.de)), survey period June/July 2006.



- 1 Brief description:** m+a report – THE GLOBAL EXHIBITION MAGAZINE is the market and opinion leader for the exhibition community and trade show industry. As a bilingual exhibition marketing magazine for exhibition makers with decision-making authority in industry, trade, the services sector and the association world, in eight issues a year m+a report delivers cross-sectoral practical tips on how successfully to design trade fairs and other marketing events. First-hand reports, market analyses, news and background coverage from the international exhibition industry round off the editorial spectrum. m+a report is a business and service magazine in one. m+a report is also just a mouse click away, as an e-paper at [www.expodata-base.de](http://www.expodata-base.de). Specific searches and direct links to the advertisers homepages are a matter of course.
- 2 Membership:** –
- 3 Publication of:** –
- 4 Publisher:** m+a Verlag für Messen, Ausstellungen und Kongresse GmbH  
m+a Publishers for Fairs, Exhibitions and Conventions GmbH  
A division of the publishing group Deutscher Fachverlag
- 5 Editorial department:** Editor-in-Chief: Christiane Appel (-1907; Fax -1630)  
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Tradeshows organisers / m+a Service)  
Jürgen Tetzlaff (-1886), Juergen.Tetzlaff@dfv.de  
(Exhibition construction firms / event locations)
- 7 Volume:** 91st volume 2010
- Frequency:** 8 issues p.a.
- 8 Publishing company:** m+a Verlag für Messen, Ausstellungen und Kongresse GmbH
- 9 Mailing address:** Postfach 20 01 28, 60605 Frankfurt am Main  
**Office address:** Mainzer Landstrasse 251, 60326 Frankfurt am Main
- 10 Phone:** +49 (0) 69 75 95 02 (Switchboard)  
**Fax:** +49 (0) 69 75 95 1280
- 11 Internet:** [www.m-averlag.com](http://www.m-averlag.com)  
**E-Mail:** [info@m-averlag.com](mailto:info@m-averlag.com)
- 12 Publishing dates and editorial programme:** on request
- 13 Subscription:** € 14.– per issue plus postage  
Reduced annual subscription price  
€ 102.– including delivery within Europe  
€ 107.– including delivery overseas
- 14 Volume analysis:** 2008 = 8 issues  
**Magazine format:** DIN A 4 (210 mm W x 297 mm H)  
**Total volume:** 1,068 pages = 100 %  
**Text section:** 655 pages = 61 %  
**Advertising section:** 416 pages = 39 %
- Bound inserts:** 1 items  
**Inserts:** 16 items
- 15 Content analysis of text section:** unlevied


**16 Circulation control:** IVW

**17 Circulation analysis:**

 Copies per issue per annual average  
 (1 January 2008 – 31 December 2008)

<b>Print run:</b>	14,000		
<b>Total circulation:</b>	13,875	thereof abroad:	1,905
<b>Sold circulation:</b>	1,670	thereof abroad:	165
– Subscribed copies:	1,642	member copies:	0
– Sold otherwise:	28		
– Sold individually:	0		
<b>Free copies:</b>	12,205		
<b>Remaining, archive and specimen copies:</b>	125		

**18 Geographical distribution analysis:**

Economic region	Share of total circulation	
	%	Copies
Germany	86	11,970
Abroad	14	1,905
<b>Total circulation</b>	<b>100</b>	<b>13,875</b>

Advertising  
Rate Card No. 42  
valid as of  
1 January 2010

Total circulation  
per annual average  
13,875 copies  
(as per AMF)




- 1 Trim Size:** DIN A4, 210 mm Width x 297 mm Height  
Bleed difference: 4 mm on each side
- 2 Type Area:** 184 mm x 266 mm  
2 columns at 90 mm each  
3 columns at 58 mm each
- 3 Printing process, Binding method, Printing material:**  
web offset (90g/sqm LWC glossy, adhesive binding). Required are data generated according to ISOwebcoated, FOGRA2&L. 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 refer to digital advertisement requirements)**

Author's corrections in supplied data will be billed at cost price.

- 4 Dates:**  
Frequency: 8 issues p.a.  
Publication dates: February, March, May, June, August, September, October, December  
Copy deadline: four weeks before publication
- 5 Publisher:** m+a Verlag für Messen,  
Ausstellungen und Kongresse GmbH  
A division of the publishing group Deutscher Fachverlag  
Company's address: Mainzer Landstr. 251, 60326 Frankfurt am Main  
Postal address: Postfach 20 01 28, 60605 Frankfurt am Main  
Internet: www.m-averlag.com  
Advertising department: Phone: +49 (0) 69 75 95 18 81 or 1887  
Telefax: +49 (0) 69 75 95 18 80  
E-mail: mua-anzeigen@dfv.de

**Rates for m+a Service (Buyer's guide):**

(Valid as of m+a MessePlanner 2010)

Company entry / advertisement for 10 issues = 1 year  
(2 x m+a MessePlanner and 8 x m+a report)

Light-faced type per line	€	87.-
Bold type per line	€	118.-
Advertisement per mm	€	41.-
Colour surcharge	€	300.-
Max. format 1/8 page		

**8 Special positions:**

only full page in full colour

2nd and 4th cover page – 1/1 page 4c

3rd cover page – 1/1 page 4c

**Special formats:**

French Cover

Banderole

(+ charges for wrapping)

other special formats on request

2nd and 4th cover page – 1/1 page 4c	€	4,685.-
3rd cover page – 1/1 page 4c	€	4,215.-

French Cover	€	7,360.-
Banderole	€	5,950.-

**9 Colour surcharges:**

four-colour process

(Europe colour scale)

Special colours on pages within the magazine are printed in four-colour process!

four-colour process	€	720.-
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**10 Bleed charge:**

**11 Classified advertisements:**

90 mm column per mm

Jobs wanted less 20 % discount

Job offers / sales / bids / real estates

less 10 % discount

Min. format 90 mm w x 25 mm h (Production of printing material will be billed at cost price.)

Box number fee

Box number ads are liable to German VAT.

90 mm column per mm	€	7.65
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Box number fee	€	19.50
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## 6 Terms of payment:

30 days from date of invoice without discount.  
3% discount for payment in advance. Furthermore our general business terms are applicable. Casual advertisements against advance payment only.

### Accounts:

Frankfurter Sparkasse: acc. no. 29777, bank code no. 50050201, IBAN DE78 5005 0201 0000 0297 77, S.W.I.F.T. BIC: HELADEF1822

Deutsche Bank: acc. no. 2123982, bank code no. 50070010, IBAN DE36 5007 0010 0002 1239 82, S.W.I.F.T. BIC: DEUTDEFF

Postbank: acc. no. 227156-603, bank code no. 50010060, IBAN DE82 5001 0060 0227 1566 03, S.W.I.F.T. BIC: PBNKDEFF

## 7 Advertising rates and sizes:

For exact sizes please refer to reverse

Space	Basic rate b/w €	Basic rate 4c €
1/1	3,260.–	3,980.–
3/4	2,520.–	3,240.–
2/3	2,260.–	2,980.–
1/2	1,750.–	2,470.–
1/3	1,200.–	1,920.–
1/4	935.–	1,655.–
1/6	655.–	1,375.–
1/8	530.–	1,250.–

## 12 Discounts:

For publication within 12 months in  
m+a MessePlaner and m+a report (without m+a Service)

By frequency	By volume
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.

Agency commission 15 %

## 13 Bound-in inserts:

2 pages (paperweight 80–150 g/sqm)

Format: DIN A4 plus 4 mm bleed on  
each side (218 x 305 mm)

€ 3,315.–

4 pages (paperweight 80–150 g/qm)

Format: DIN A4. Delivery folded.  
3 mm margin in the gutter.  
Page 1–4 plus 4 mm bleed  
at the upper, lower and right side.

€ 5,035.–

Each plus charges for binding

€ 225.–

## 14 Inserts:

Max. size 205 x 294 mm (up to 25 g)  
rate per 1000

€ 220.–

## 15 Glued-on post cards, samples, etc.:

Rate on request

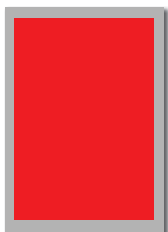
## 16 Mailing address: (for p. 13–15)

Druckhaus Main-Echo GmbH & Co. KG  
Weichertstr. 20, 63741 Aschaffenburg, Germany  
Phone +49 (0) 60 21 3 96-404

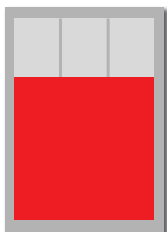
Delivery note: m+a report issue no...

Kindly deliver the inserts carriage paid.

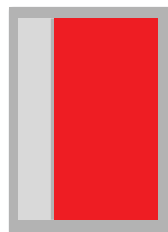
# Advertisement Sizes



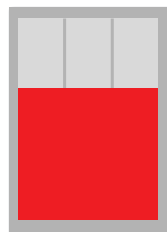
1/1 page  
W 184 mm × H 266 mm



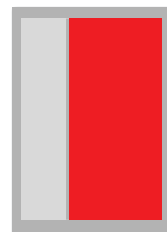
3/4 page  
W 184 mm × H 198 mm



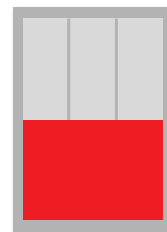
3/4 page  
W 137 mm × H 266 mm



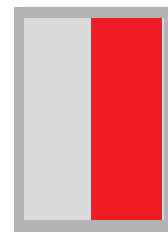
2/3 page  
W 184 mm × H 174 mm



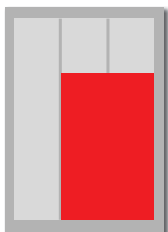
2/3 page  
W 122 mm × H 266 mm



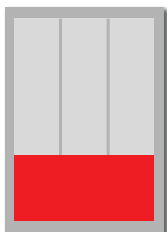
1/2 page  
B 184 mm × H 131 mm



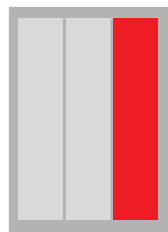
1/2 page  
W 90 mm × H 266 mm



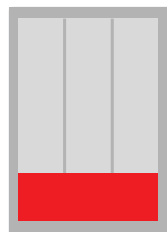
1/2 page  
W 122 mm × H 194 mm



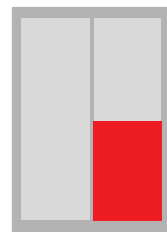
1/3 page  
W 184 mm × H 86 mm



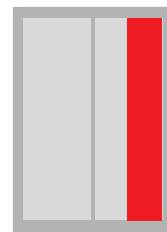
1/3 page  
W 58 mm × H 266 mm



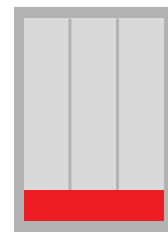
1/4 page  
W 184 mm × H 63 mm



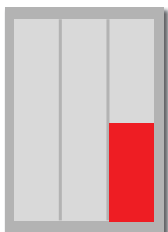
1/4 page  
W 90 mm × H 131 mm



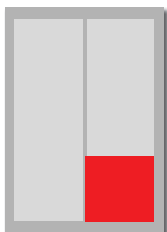
1/4 page  
W 43 mm × H 266 mm



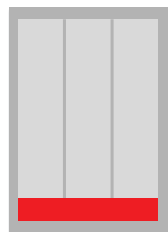
1/6 page  
W 184 mm × H 40 mm



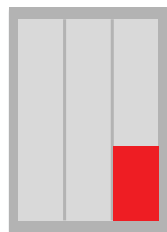
1/6 page  
W 58 mm × H 130 mm



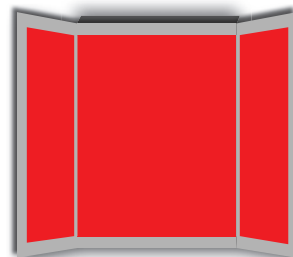
1/6 page  
W 90 mm × H 86 mm



1/8 page  
W 184 mm × H 30 mm



1/8 page  
W 58 mm × H 99 mm



French Cover  
W 460 mm × H 297 mm

W = width  
H = height

# Digital Advertisement Requirements

## Digital advertisement requirements:

Since our printing company has begun using the newest technology of computer-to-plate exposure, we will only process digital data files.

Therefore films sent in will have to be redigitalized, which will involve additional costs.

## Documents:

**Disks for Mac have to be HFS-formated and for PC DOS-formated.**

## The following STANDARD software can be used:

Mac/PC: QuarkXpress

Mac/PC: InDesign

Mac/PC: Adobe Photoshop

Mac/PC: Adobe Page Maker

Mac/PC: Adobe Illustrator

Mac/PC: Freehand

Mac/PC: Adobe Acrobat

**Other software programs, e.g. CorelDraw, PowerPoint, EXE, as well as Word files, can be NON-STANDARD processed. Any processing will be invoiced according to the time involved.**

## File requirements:

To ensure the high quality for advertisements, the files should not be compressed.

All fonts in the file (print and screen) must either be available or be converted to vector paths.

The ad must be stored as an EPS or Print PDF x3 and has to contain all the elements necessary for the correct output.

Pictures require a minimum resolution of 250 dpi. Logos should be vector graphics or line scans with a minimum resolution of 800 dpi.

The colour spectrum is CMYK. The reproduction scale is 1:1.

## Disks or other data transmission possibilities:

**CD:** Sending a CD with pre-press proof is the safest method of data transmission and has the advantage that the CD and the proof arrive at the same time.

**E-mail:** The transmission should be limited to a file size of 20 MB and an ad copy must be sent via fax.

**ISDN:** The transmission of Mac files should be via Leonardo-card and PC files via Fritz-card. An ad copy is also necessary here.

## File name:

Please note: Upon receipt of your advertisement order, we will send you a form with specifications for the digital advertisement transfer. This form will include a file name for your advertisement, which is coupled with your order. Please apply this file name for the transmission or posting of your advertisement file. This allows for easy processing.

## Receipt and process control:

The publisher accepts no responsibility for deviations in colour or text in the advertisement if the files have not been stored in the recommended way and if pre-press proofs are missing.

# General Terms and Conditions for Advertisements and Advertising Supplements

1. "Advertising order", in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement or presentations in any form of an Advertiser or other space buyer in a printed publication for purposes of circulation.
2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. If the right to requisition individual advertisements is granted under the terms of the transaction, then the order must be carried out within a period of one year from the publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the timer period designated in Clause 1. According to the contract the advertiser has the right to requisition advertisements within the time period of the contract, beyond the number of advertisements originally agreed upon.
3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price according to the price list valid at the time of publication; this does not apply to business transactions with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.
4. If order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. No claims on the part of the Advertiser shall ensue in the event of force majeure on the side of the Publisher.
5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.
6. Orders for advertisements and other advertising media which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Classified advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements.

The Publisher is entitled to mark with the word "Advertisement" those advertisements whose editorial design is such that they are not readily recognizable as advertisements.

8. The Publisher reserves the right to refuse advertising orders - including individual requisitions under the terms of a transaction - and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives. Orders for presentations in any form are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising or presentations in any form which in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine, or which contain outside advertising, will not be accepted. The Advertiser will be informed immediately if an order is refused.

9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher guarantees the quality of the printing customary for the assigned publication within the limits set by the printing data. The Publisher will immediately apply for new printing data if the originals are seen to be unsuitable or damaged.

10. If the print of the advertisement is completely or partially illegible or false or is incompletely printed, thus constituting a considerable error, the Advertiser may claim a correct substitute advertisement, or a price reduction to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence in contracting and tort are excluded - especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives or vicarious agents or injury to life, body or health. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within 4 weeks of receiving the invoice and receipt - unless the defects are not obvious.

11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.

12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for invoicing.

13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement.

The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list.

14. Interest and collection expenses will be charged if there is a delay in payment or a respite. In the event of default, the Publisher may postpone the further execution of the current order until payment has been made and request advance payment for the remaining advertisements. If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be procured, a legally binding certification from the Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

16. The Advertiser shall bear the costs for the production of ordered printing data and drawings, and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.

17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or - if no circulation amount is stated - is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to

20 % for a circulation of up to	50,000
15 % for a circulation of up to	100,000
10 % for a circulation of up to	500,000
5 % for a circulation of more than	500,000.

Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.

18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so. The publisher can be granted the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages, will be excluded from onward transmission and will not be accepted. Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.

19. Printing data shall be returned to the Advertiser only if expressly requested. Should the Publisher store the data, without actually being obligated to do so, then this obligation will end after three months.

20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.

21. Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.

22. Advertising orders are subject to German law. The place of fulfilment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.