

THE INTERNATIONAL TRADE FAIR MAGAZINE

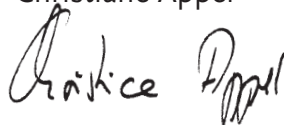
m+a report

Number One

We control the game. While others hold back, play on the sidelines or even stray offside, **m+a report** relishes the real cut and thrust of the exhibition scene. As the key player, **m+a report** is always in the thick of the action – directing, motivating, criticising, pointing in the right direction, taking decisions,

spurring on and playing the ball forward as a model of fair gamesmanship. The readers of **m+a report – The International Trade Fair Magazine**, which is published bilingually in German and English, appreciate this: In a readership poll their vote clearly went to the play maker.

Christiane Appel

A handwritten signature in black ink, appearing to read 'Christiane Appel', written in a cursive style.

Editor-in-chief

m+a report – The International Trade Fair 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.

84% of m+a report readers exhibit at trade fairs – making them your target group.

Exhibitors

They take part each year as exhibitors in an average of 17.1 fairs in Germany and abroad (foreign share 51%).

Participation in 17.1 trade fairs

Exhibition budget 1 million

The annual budget for exhibition activities averages 1.0 million.

Plus marketing events

72% additionally organise marketing events –
13% of them 70 events and more.

77% use the expertise of specialist
contractors for their events.

Specialist contractors

Decision-makers

77% of readers are executives, 92% play a part in exhibition and event decisions.

66% use no other trade fair magazines
for their exhibition planning.

Number One – m+a report

92% of readers say: “m+a report is a
magazine to be recommended.”

To be recommended

3.8 readers per copy

3.8 readers per copy* ensure additional distribution of your advertising message.

*according to the first reader

Target group:	Regular recipients of m+a report
Net random sample:	198 interviews realised
Survey period:	June/July 2006
Method:	Telephone survey (CATI)
Conducted by:	SMR Solid Marketing Research, Frankfurt, Germany, www.smr-solid.de

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