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International Tradeshow  
Directory – the basic reference  
work for the international  
tradeshow and exhibition industry

## Advertising Rate Card No. 27

valid as of September 1st, 2008

Look us up in the Internet at [www.m-averlag.com](http://www.m-averlag.com)  
A Deutscher Fachverlag Group company

INTERNATIONAL  
**m+a** Tradeshow  
Directory

# INTERNATIONAL TRADESHOW DIRECTORY

## ADVERTISING RATE CARD No. 27

valid as of September 1st, 2008

### PUBLISHING DATES:

twice a year; beginning of February and August

### ADVERTISING CLOSING DATES:

February edition: December 2nd; August edition: June 2nd

### TRIM SIZE

210 mm wide × 280 mm high, 8<sup>1</sup>/<sub>4</sub>" wide × 11" high  
Bleed size: 218 mm wide × 288 mm high, 8<sup>5</sup>/<sub>8</sub>" wide × 11<sup>3</sup>/<sub>8</sub>" high  
Safety requirements is 4 mm/1<sup>1</sup>/<sub>8</sub>" on all four sides from bleed size.

### TYPE AREA

184 mm wide × 250 mm high, three columns of 58 mm (chapter 1 and 2)  
four columns of 45 mm (chapter 3 and 4)  
7<sup>1</sup>/<sub>4</sub>" wide × 9<sup>7</sup>/<sub>8</sub>" high, three columns of 2<sup>1</sup>/<sub>4</sub>" (chapter 1 and 2)  
four columns of 1<sup>3</sup>/<sub>4</sub>" (chapter 3 and 4)

### ADVERTISING RATES AND SIZES

Ad Size	Width × Height	Rate	
		b/w	4c**
Full Page	7 <sup>1</sup> / <sub>4</sub> " × 9 <sup>7</sup> / <sub>8</sub> " 184 mm × 250 mm	€ 2,780.-	€ 3,635.-
2/3 Page*	4 <sup>3</sup> / <sub>4</sub> " × 9 <sup>7</sup> / <sub>8</sub> " 122 mm × 250 mm	€ 1,875.-	€ 2,730.-
1/2 Page*	7 <sup>1</sup> / <sub>4</sub> " × 4 <sup>3</sup> / <sub>4</sub> " 184 mm × 122 mm 4 <sup>3</sup> / <sub>4</sub> " × 7 <sup>1</sup> / <sub>4</sub> " 122 mm × 184 mm	€ 1,475.-	€ 2,330.-
1/3 Page*	2 <sup>1</sup> / <sub>4</sub> " × 9 <sup>7</sup> / <sub>8</sub> " 58 mm × 250 mm 4 <sup>3</sup> / <sub>4</sub> " × 4 <sup>3</sup> / <sub>4</sub> " 122 mm × 122 mm 7 <sup>1</sup> / <sub>4</sub> " × 3 <sup>1</sup> / <sub>8</sub> " 184 mm × 80 mm	€ 999.-	€ 1,854.-
1/4 Page*	4 <sup>3</sup> / <sub>4</sub> " × 3 <sup>5</sup> / <sub>8</sub> " 122 mm × 94 mm 7 <sup>1</sup> / <sub>4</sub> " × 2 <sup>1</sup> / <sub>2</sub> " 184 mm × 63 mm	€ 755.-	€ 1,610.-

mm rate for sizes not corresponding to standard:  
EUR 4.10 for 58 mm column – Minimum format: 58 x 30 mm  
EUR 3.10 for 45 mm column – Minimum format: 45 x 40 mm

### RATES FOR LOGOS

Placed at the head of the free editorial entry (event or company logo)

Maximum size: 58 mm wide × 30 mm high

per b/w logo € 210.-

per coloured logo € 350.-

Ask for our brochure and special discounts

\*not applicable to covers and dividers \*\*European color scale

### COLOR CHARGES

per additional color (European color scale) € 285.-  
4-color process (European color scale) € 855.-  
Special colors € 315.-

### COVERS AND PREFERRED POSITIONS

The four chapters of International Tradeshow Directory are separated by divider cards which are also available for full-page ads on either side of the divider cards, on left and right page. Your full-page ad orders will also be welcomed for the inside front cover, the inside and outside back cover.

Full page in full color on outside back cover	€ 4,175.-
Full page in full color on inside front or inside back cover	€ 4,095.-
Full page in b/w on section divider cards	€ 3,215.-
Full page in full color on section divider cards	€ 4,070.-
Front cover advertisement, size 167 mm wide x 160 mm high	€ 4,500.-

### BLEED CHARGE

Full page bleed € 130.-

### DISCOUNTS

For publication within 12 months in International Tradeshow Directory

3 ads = 3% 1/1 page = 3%

5 ads = 5% 2/1 pages = 5%

6 ads = 10% 4/1 pages = 10%

6/1 pages = 15%

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

### BOUND-IN-INSERTS

Format: Width × Height

210 × 280 mm resp. 8<sup>1</sup>/<sub>4</sub>" × 11", up to 170 g

On each side 5 mm or 1/4" bleed difference additionally

1 sheet, printing on one or both sides € 2,780.-

4-pages bound-in-insert € 4,380.-

book binding fee € 225.-

### INSERTS

Format: maximum width: 200 mm resp. 7<sup>3</sup>/<sub>4</sub>"

maximum height: 275 mm resp. 10<sup>3</sup>/<sub>4</sub>"

maximum weight: 25 gramme € 1,800.-

### MAILING ADDRESS FOR INSERTS

Druckhaus Main-Echo GmbH & Co. KG

Weichertstraße 20, 63741 Aschaffenburg, Germany

Phone +49 (6021) 396-0

Kindly deliver the inserts carriage paid

### PRINTING PROCESS/PRINTING MATERIAL

Offset. 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.

### AGENCY COMMISSIONS

15% of gross billing on space, color, and position.

Production costs are not commissionable.

### TERMS OF PAYMENT

30 days from date of invoice without discount.

3% discount for payment in advance. Furthermore

our general business terms are applicable

### COPY PRICE

	EU-countries + CH	Rest of Europe	Overseas
Single copy	184.-	197.-	219.-
Subscription (two copies)	279.-	305.-	349.-

### ACCOUNTS

Frankfurter Sparkasse: acc. no. 29777, bank code no. 500 502 01,

IBAN DE78 5005 0201 0000 0297 77, S.W.I.F.T. BIC: HELADEF1822

Deutsche Bank: acc. no. 212 3982, bank code no. 500 700 10,

IBAN DE36 5007 0010 0002 1239 82, S.W.I.F.T. BIC: DEUTDEFF

Postbank: acc. no. 227156-603, bank code no. 500 100 60,

IBAN DE82 5001 0060 0227 1566 03, S.W.I.F.T. BIC: PBNKDEFF

### 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. 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.

### PRINT-RUN ANALYSIS

International Tradeshow Directory 2007/2008 (July 2007)

Print-run	2,300 copies
Distributed circulation	2,137 copies
Sold circulation	2,020 copies
Free distribution	117 copies

### DISTRIBUTION BREAKDOWN BY REGION

55%	Europe
24%	Far East
7%	Middle East
5%	Central and North America
4%	South America
3%	Australia
2%	Africa

### DISTRIBUTION BREAKDOWN BY TRADE GROUP

48%	Industry
16%	Commerce
8%	Exhibition organizers
7%	Exhibition constructors and supplying industry
6%	Handicraft trade
5%	Associations, chambers of commerce, embassies
4%	Travel
6%	Others

**INTERNATIONAL TRADESHOW DIRECTORY – A LOW-PRICED WAY OF ADDRESSING YOUR TARGET GROUP AT A LONG TERM**