

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. Shallie 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

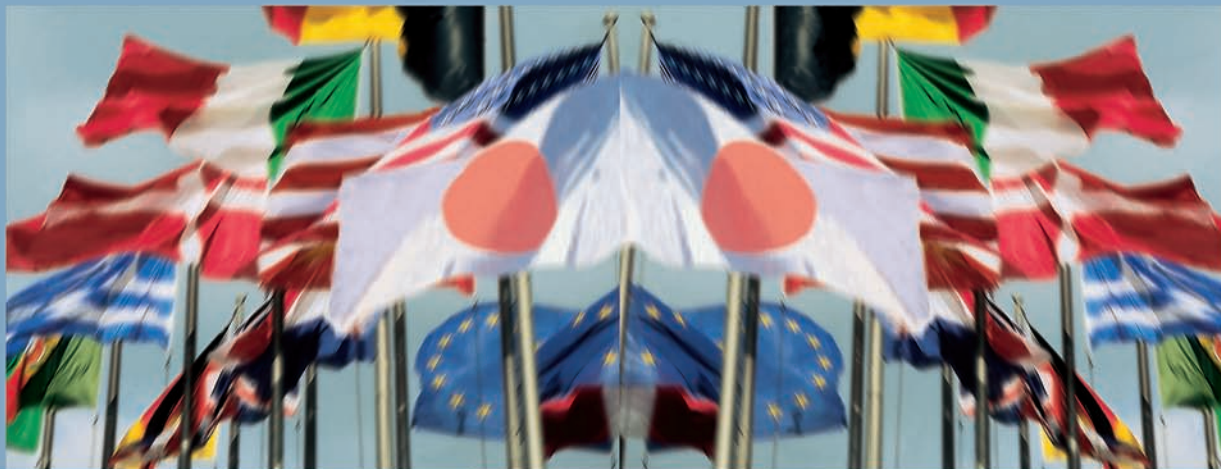
COMIMAG S.L.
Mr. Bernd Stutz
08006 Barcelona
Phone: 093-2 37 47 82
Fax: 093-2 37 51 50
E-mail: comimag@comimag.com

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



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

Advertising Rate Card No. 30
valid as of September 1st, 2011

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

INTERNATIONAL
m+a Tradeshow
Directory

INTERNATIONAL TRADESHOW DIRECTORY

ADVERTISING RATE CARD No. 30

valid as of September 1st, 2011

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, 8¹/₄" wide × 11" high
Bleed size: 218 mm wide × 288 mm high, 8⁵/₈" wide × 11³/₈" high
Safety requirements is 4 mm/1¹/₈" 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)
7¹/₄" wide × 9⁷/₈" high, three columns of 2¹/₄" (chapter 1 and 2)
four columns of 1³/₄" (chapter 3 and 4)

ADVERTISING RATES AND SIZES

Ad Size	Width × Height	Rate	
		b/w	4c**
Full Page	7 ¹ / ₄ " × 9 ⁷ / ₈ " 184 mm × 250 mm	€ 2,975.-	€ 3,860.-
2/3 Page*	4 ³ / ₄ " × 9 ⁷ / ₈ " 122 mm × 250 mm	€ 2,015.-	€ 2,900.-
1/2 Page*	7 ¹ / ₄ " × 4 ³ / ₄ " 184 mm × 122 mm 4 ³ / ₄ " × 7 ¹ / ₄ " 122 mm × 184 mm	€ 1,590.-	€ 2,475.-
1/3 Page*	2 ¹ / ₄ " × 9 ⁷ / ₈ " 58 mm × 250 mm 4 ³ / ₄ " × 4 ³ / ₄ " 122 mm × 122 mm 7 ¹ / ₄ " × 3 ¹ / ₈ " 184 mm × 80 mm	€ 1,080.-	€ 1,965.-
1/4 Page*	4 ³ / ₄ " × 3 ⁵ / ₈ " 122 mm × 94 mm 7 ¹ / ₄ " × 2 ¹ / ₂ " 184 mm × 63 mm	€ 830.-	€ 1,715.-

mm rate for sizes not corresponding to standard:
EUR 4.45 for 58 mm column – Minimum format: 58 x 30 mm
EUR 3.40 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.-

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

COLOR CHARGES

per additional color (European color scale) € 295.-
4-color process (European color scale) € 885.-
Special colors € 320.-

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 € 4,400.-
Full page in full color on inside front or inside back cover € 4,320.-
Full page in b/w on section divider cards € 3,410.-
Full page in full color on section divider cards € 4,295.-
Front cover advertisement, size 167 mm wide x 160 mm high € 4,800.-

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. 8¹/₄" × 11", up to 170 g

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

1 sheet, printing on one or both sides € 2,975.-
4-pages bound-in-insert € 4,700.-
book binding fee € 225.-

INSERTS

Format: maximum width: 200 mm resp. 7³/₄"
maximum height: 275 mm resp. 10³/₄"
maximum weight: 25 gramme € 1,940.-

MAILING ADDRESS FOR INSERTS

Druckhaus Main-Echo GmbH & Co. KG
Weichertstraße 20, 63741 Aschaffenburg, Germany
Phone +49 (60 21) 3 96-0
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	194.-	207.-	229.-
Subscription (two copies)	299.-	325.-	369.-

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. 4440 6604, bank code no. 500 100 60,
IBAN DE26 5001 0060 0044 4066 04, S.W.I.F.T. BIC: PBNKDEFF

GENERAL REGULATIONS

Publisher's Protective Clauses

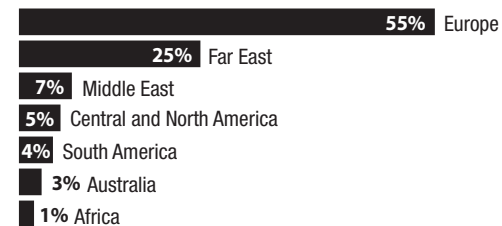
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PRINT-RUN ANALYSIS

International Tradeshow Directory 2011 (January 2011)

Print-run	2,100 copies
Distributed circulation	1,719 copies
Sold circulation	1,638 copies
Free distribution	81 copies

DISTRIBUTION BREAKDOWN BY REGION



DISTRIBUTION BREAKDOWN BY TRADE GROUP



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