

MESSEN UND AUSSTELLUNGEN INTERNATIONAL



MessePlaner

Media Information 2009/10

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What you should be sure to know about the users of m+a MessePlaner:

- 88% of m+a MessePlaner users exhibit at trade fairs – making them your target group.
- They take part each year as exhibitors in an average of 21.3 fairs in Germany and abroad (foreign share 48%).
- The annual budget for exhibition activities averages € 1.3 million.
- 82% expect the exhibition budget next year to be held at the same level or possibly even increased.
- 70% additionally organise marketing events – 16% of them 70 events and more.
- 79% work with external service suppliers for the realisation of their exhibition appearances.
- 95% play a part in exhibition decisions.
- 98% of users say: “m+a MessePlaner is to be recommended.”
- With 74% m+a MessePlaner is used by more than one person – ensuring additional distribution of your advertising message.

Users of m+a
MessePlaner: the TOP
target group in the
exhibition and event
industry

The most important
results of the reader-
ship survey (method:
CATI) of regular
recipients of m+a
MessePlaner (net
sample: 99 interviews
realised), conducted by
the independent
research institute SMR
Solid Marketing
Research, Frankfurt,
Germany
(www.smr-solid.de),
survey period June/July
2006.



- 1 Profile:** As the most comprehensive reference work of its kind, the m+a Messe Planer International provides exhibition professionals in industry, the services sector, the distributive trade and associations with the ideal basis for confident exhibition planning decisions. On some 1,000 pages more than 9,000 events in 125 countries are listed with their basic data (dates, registration deadlines, product groups, net stand space, contact addresses and much more besides). Systematic classification into sections arranged by country/city, chronologically and by branches of industry makes it quick and easy to find targeted references. The m+a MessePlaner International is published twice a year (July, January) and comes in a combined kit with the m+a ExpoData Disk CD-ROM.
- 2 Memberships:** –
- 3 Official publication:** –
- 4 Publisher:** m+a Publishers for Fairs, Exhibitions and Conventions GmbH
A division of the publishing group Deutscher Fachverlag
- 5 Editorial office:** Editor in Chief: Dorit Vogel-Seib (-1641), Dorit.Vogel-Seib@dfv.de
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- 7 Volume:** 90th volume 2009
Publication frequency: Twice a year
- 8 Publishing house:** m+a Publishers for Fairs, Exhibitions and Conventions GmbH
- 9 Mailing address:** P.O. Box 20 01 28, 60605 Frankfurt/Main, Germany
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- 10 Phone:** +49 69 7595-02 (Switchboard)
Fax: +49 69 7595-1280
- 11 Internet:** www.m-averlag.com
E-mail: info@m-averlag.com
- 12 Schedule and editorial programme:** –
- 13 Subscription price:** € 124.50 incl. ExpoData-Disk CD (single workplace version).
EU-Countries, Switzerland and Liechtenstein, plus 7% VAT in the absence of UID/VAT no.
- 14 Analysis of advertising:** 2009 = 2 issues
Publication format: DIN A 4
Total volume: 908 pages = 100 %
Editorial section: 805 pages = 89 %
Advertising section: 103 pages = 11 %
thereof **bound inserts** 4
- 15 Content analysis of text section** unlevied



16 Circulation audit:	—		
17 Circulation analysis:	yearly average 1 July 2008 – 30 June 2009		
Print run:	4,500		
Total circulation:	3,744	thereof abroad	711
Sold circulation:	3,247	thereof abroad	673
Free copies:	497		
Remaining, archive and specimen copies	756		

18 Geographical distribution analysis:

Economic region	Share of total circulation	
	%	Copies
Germany	81	3,033
Abroad	19	711
Total circulation	100	3,744

**Advertising
Rate Card No. 42
valid from
1 September 2009**

Total circulation on
average for the year
(as per AMF formula 2)
3,744 copies




1 Book size: 210 mm wide, 297 mm high, DIN A4
Bleed difference: 4 mm on each side

2 Type area: 184 mm wide, 266 mm high
Number of columns: 2 columns, column width: 90 mm
3 columns, column width; 58 mm

3 Printing and binding method, printing material:

Offset printing (printed on 65g/m² white matte art paper), adhesive binding. In order to guarantee optimal printing quality we recommend delivery of the printing material by ISDN or data carrier together with an ICC profile calibrated proof. Please ask for our detailed information leaflet. Author's corrections to data supplied will be charged at cost price.

4 Dates:

Publication frequency: twice a year
Publication date: January and July
Advertising deadline: end-October for the January issue
end-April for the July issue

5 Publisher:

m+a Publishers for Fairs, Exhibitions and Conventions GmbH
A division of the publishing group Deutscher Fachverlag
Office address: Mainzer Landstrasse 251, 60326 Frankfurt/Main
Mailing address: P.O. Box 20 01 28, 60605 Frankfurt/Main, Germany
Internet: www.m-averlag.com
Advertising department: Phone: +49 69 7595-1887
Fax: +49 69 7595-1880
E-mail: mua-anzeigen@dfv.de

Rates for m+a Service Directory of Suppliers:

(Valid as from m+a MessePlaner 2009)
Entry/advertisement for 10 issues = 1 year
(2 x m+a MessePlaner & 8 x m+a report)

per line lightface	€	85.-
per line boldface	€	115.-
Designed advertisement or corporate lettering per mm	€	40.-
Maximum size 1/8 page		

Facilities for congresses and events:

Not all the sizes quoted are available here.
Please ask for our special brochure.

8 Preferred positions:

Fixed special position in the editorial section + 15 % Divider cards with thumb index (1/1 page only) + 40 % Inside front and back cover – 1/1 4c	€	4,455.-
Outside back cover – 1/1 4c only 1/1 4c possible	€	5,210.-

9 Colour surcharges:

€ 240.- / per additional colour (Europe colour scale)
€ 720.- / four-colour (Europe colour scale)
€ 320.- / for special colours

10 Size surcharges

Bleed surcharge	€	125.-
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11 Positions vacant and classified ads:

-

6 Terms of payment:

3% discount for payment in advance up to the date of publication of the advertisement. 2% discount for payment within 14 days of the invoice date. 2% discount for direct debits. Net within 30 days of the invoice date. Our business conditions printed in the following also apply.

Accounts:

Frankfurter Sparkasse: Acc. No. 29777, bank code 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 500 700 10, IBAN DE36 5007 0010 0002 1239 82, S.W.I.F.T. BIC: DEUTDEFF

Postbank: Acc. No. 227 156-603, bank code 500 100 60, IBAN DE82 5001 0060 0227 1566 03, S.W.I.F.T. BIC: PBNKDEFF

7 Advertisement sizes and rates:

VAT at the rate currently applicable must be added to all prices in Germany.

Space	Basic rate b/w €	Basic rate 4c €
1/1	3,110.–	3,830.–
3/4	2,400.–	3,120.–
2/3	2,135.–	2,855.–
1/2	1,635.–	2,355.–
1/3	1,115.–	1,835.–
1/4	860.–	1,580.–
1/6	585.–	1,305.–
1/8	470.–	1,190.–
1/12	315.–	1,035.–

Kindly refer to "Advertisement sizes" for precise details of size. For sizes that do not correspond with the standard sizes, we will charge the next smaller size plus costs for additional millimeters.

€ 4.90 for 58 mm column

€ 7.40 for 90 mm column

Minimum rate per advertisement € 150.–

12 Discounts:

For publication within one year, m+a report and m+a MessePlaner (excl. 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 discounts on surcharges for colour, guaranteed placements and bleed edges or for additional technical costs.

Agency commission 15 %.

13 Bound inserts:

2 pages (80–170 g/m2 paper weight)
Size: DIN A4 plus 3 mm bleed
at back of magazine and 4 mm at upper,
lower and right side € 3,145.–

4 pages (80-170 g/m2 paper weight)
Size: DIN A4. Delivered folded.
3 mm margin in the gutter. Page 1-4
plus 4 mm bleed at upper,
lower and right side € 4,835.–
Each plus charges for binding € 225.–

14 Inserts:

Maximum size 205 x 294 mm
Insert fee up to 25 g € 3,210.–
Other sizes and weights: Rate on request

15 Affixed postcards, samples etc.:

Rate on request

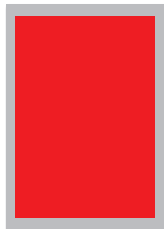
16 Mailing address: (for items 13-15)

Druckhaus Main-Echo GmbH & Co. KG
Weichertstr. 20, 63741 Aschaffenburg, Germany
Phone: +49 6021 39 64 04

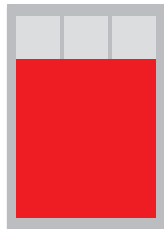
Delivery note: m+a MessePlaner

Kindly deliver inserts, bound inserts etc. carriage paid.

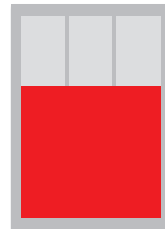
Advertisement Sizes



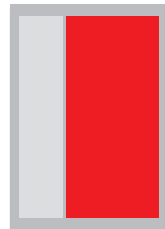
1/1 page
W 184 mm x H 266 mm



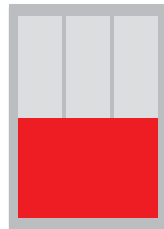
3/4 page
W 184 mm x H 198 mm



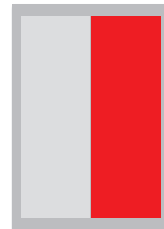
2/3 page
W 184 mm x H 174 mm



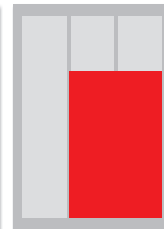
2/3 page**
W 122 mm x H 266 mm



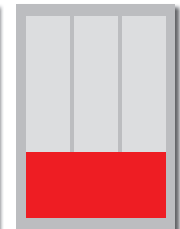
1/2 page
W 184 mm x H 131 mm



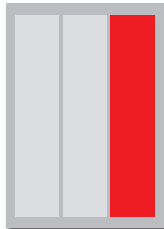
1/2 page**
W 90 mm x H 266 mm



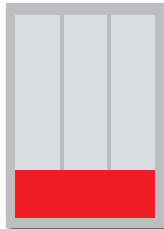
1/2 page*
W 122 mm x H 194 mm



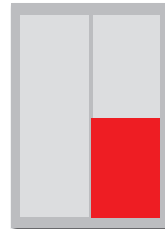
1/3 Seite
W 184 mm x H 86 mm



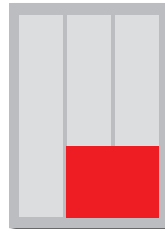
1/3 page**
W 58 mm x H 266 mm



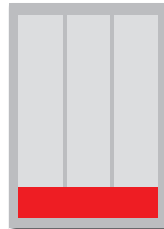
1/4 page
W 184 mm x H 63 mm



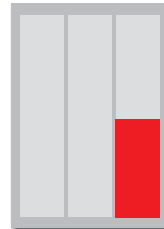
1/4 page**
W 90 mm x H 131 mm



1/4 page**
W 122 mm x H 94 mm



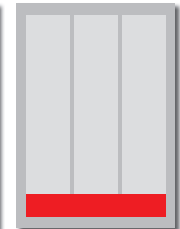
1/6 page
W 184 mm x H 40 mm



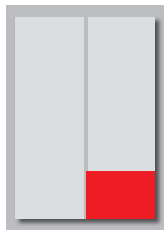
1/6 page**
W 58 mm x H 130 mm



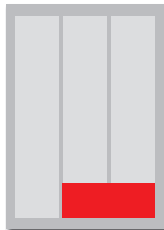
1/6 page**
W 90 mm x H 86 mm



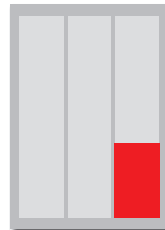
1/8 Seite
W 184 mm x H 30 mm



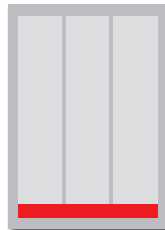
1/8 page**
W 90 mm x H 63 mm



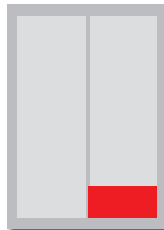
1/8 page*
W 122 mm x H 45 mm



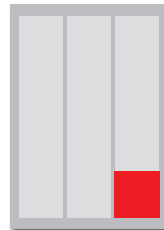
1/8 page*
W 58 mm x H 99 mm



1/12 page
W 184 mm x H 18 mm



1/12 page**
W 90 mm x H 42 mm



1/12 page*
W 58 mm x H 62 mm

W = width
H = height

* only in the 3-column part

** only in the 2-column part

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-formatted and for PC DOS-formatted.

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 time 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 occur 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 fulfillment 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.