1 Title
     tw tagungswirtschaft – THE MICE-MAGAZINE

2 Brief description
   tw tagungswirtschaft – THE MICE MAGAZINE - As a practice-oriented trade and business medium tw is a reliable partner for decision-makers in the meeting and event industry. For over 40 years, tw has offered its readers quality journalism. Experienced, competent editors inform about current developments and trends in the meetings, events and incentives area. The magazine is divided into: Lead Story, Technology, Training, International, Meeting Industry, Destination and Standard like Editorial et cetera. tw is published five times a year plus special editions. The international part is completely bilingual, English and German. A digital version of tw is also available free of charge at www.tw-media.com. In addition, every fortnight the newsletter tz tagungszeitung informs about topicalities in the industry. tw is also active in the social networks Facebook and Twitter.

3 Target group
   Meeting and event decision-makers in companies, associations and agencies.

4 Frequency:
   Publication dates: 4 issues p.a.
   Deadline: February, May, September, November
   four weeks before publication

5 Magazine format:
   DIN A4 (210 mm W x 297 mm H)

6 Volume:
   44th volume 2020

7 Subscription:
   € 25 per issue plus postage
   Annual subscription rate (4 issues):
   € 99 within Europe + postage and VAT
   € 99 overseas + delivery
   ISSN-No. 0342-7951

8 Publication of:
   –

9 Membership:
   ICCA, GCB, EVVC

10 Publishing company:
    Deutscher Fachverlag GmbH, tw tagungswirtschaft
    Mailing address: 60264 Frankfurt am Main
    Office address: Mainzer Landstr. 251, 60326 Frankfurt am Main
    Phone: +49 69 7595-1002 (Switchboard)
    Fax: +49 69 7595-1280
    Internet: www.tw-media.com
    E-Mail:anzeigen@tw-media.com

11 Publisher:
   Gabriele Schulze +49 30 23137364

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   Editor-in-Chief:
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   Editor:
   Christian Funk (-1637), funk@tw-media.com

14 Volume analysis:
   data not collected

15 Content analysis:
   data not collected

For our Standard Terms and Conditions for advertising in magazines and their electronic editions and for advertising in digital media, please refer to our website
www.tw-media.com/en/company/media-information/
1 Circulation control: IVW*

2 Circulation analysis: Copies per issue, annual average (1 July 2018 – 30 June 2019)

<table>
<thead>
<tr>
<th>Print run:</th>
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</tr>
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<tbody>
<tr>
<td>Total circulation:</td>
<td>14,202</td>
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<tr>
<td>thereof abroad:</td>
<td>3,147</td>
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<td>Sold circulation:</td>
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<td>– Subscribed copies:</td>
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<td>thereof abroad:</td>
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<td>– Sold individually:</td>
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<td>– Sold otherwise:</td>
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<td>Free copies:</td>
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<td>Remaining, archive and voucher copies:</td>
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3 Geographical distribution analysis

<table>
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<tr>
<th>Economic region</th>
<th>Share of total circulation</th>
<th>Copies</th>
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<tbody>
<tr>
<td>Germany</td>
<td>78</td>
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<tr>
<td>Abroad</td>
<td>22</td>
<td>3,147</td>
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<tr>
<td>Total circulation</td>
<td>100</td>
<td>14,202</td>
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</table>

* Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (comparable with ABC - Audit Bureau of Circulations)

Reader structure*

- 80 % companies
- 13 % associations
- 5 % agencies
- 2 % others

*Basis: Sales data
Advertising Rate Card valid as of 1 January 2020

Total circulation per annual average 14,202 copies (as per AMF scheme 2)

T = type area; B = Bleed-off plus 4mm trim on all edges
Measurements: width x height in mm

All rates indicated refer to 4-c ads.
In Germany all rates are subject to VAT.
1 Advertising formats and rates
For formats please refer to page 4. In Germany all rates are subject to VAT.

2 Surcharges
Positions:
- 2nd cover page – 1/1 4-c: € 7,750
- 3rd cover page – 1/1 4-c: € 7,190
- 4th cover page – 1/1 4-c: € 8,050

Special formats:
- French Cover: € 9,950
- Banderole: on request
- Other special formats: on request

Colours:
Special colours on pages inside the magazine are printed in four-colour process!

Formats:
No surcharge for bleed ads

3 Discounts
In tw tagungswirtschaft, tw tagungsregionen and tz tagungszeitung.de the following discounts are granted within one insertion year

4 Classified advertisements
Recruitment and classified ads:
- 90 mm column width per mm: € 9.10
- Jobs wanted less 20 % discount
- Minimum size 90 mm w x 25 mm h
  (Production of printing material will be billed at cost price.)
  Box number fee: € 25
  Chiffre ads from abroad are also subject to German VAT.

5 Special inserts
Bound-in inserts:
- 2-pages (paper weight 80–150 g/sqm)
  Format: DIN A4 plus 4 mm bleed on each side (218 x 305 mm): € 5,890

- 4-pages (paper weight 80–150 g/qm)
  3 mm margin in the gutter.
  Page 1–4 plus 4 mm bleed at the upper, lower and right side: € 8,100
  Each volume plus technical surcharges: € 250

Inserts:
- Max. size 210 x 297 mm
- rate per 1000, up to 25 g: % € 300
- rate per 1000, up to 50 g: % € 360

Additional postal charges apply to inserts with a height from 3 mm to 30 mm.

Mailing address:
Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz
Packsaal zur Weiterverarbeitung
tw tagungswirtschaft (indicate issue)
Kurhessenstr. 4 – 6
64546 Mörfelden-Walldorf
Delivery memo: tw tagungswirtschaft issue no.: ...
Kindly deliver the inserts carriage paid

6 Terms of payment
3 % cash discount for payment on advance invoice up to on the publication date of the advertisement.
2 % discount for payment within 14 days from date of invoice. Net within 30 days from date of invoice.

Bank details
Frankfurter Sparkasse
IBAN: DE56 5005 0201 0000 0349 26
S.W.I.F.T. BIC: HELADEF1822
... and that’s what our readers say

Strong arguments!

94% of tw tagungswirtschaft readership would recommend reading the magazine...

...and they do this by passing it on to other readers: with 15,000 copies, the total readership amounts to almost 50,000.

Readers spend a lot of time on tw tagungswirtschaft contents as well: 26 minutes per edition; 47% read all five annual editions; another 32% read three or four copies.

Why? Because the contents have an application-oriented approach (90%) and are topical (90%).

teleResearch Readers Survey June 2018
<table>
<thead>
<tr>
<th>Edition</th>
<th>Topics (Subject to modification)</th>
<th>Congresses / expos</th>
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<tbody>
<tr>
<td><em>tw 1/2020</em>&lt;br&gt;PD: 21.02.&lt;br&gt;AD: 31.01.</td>
<td><strong>Edition for ITB Berlin</strong>&lt;br&gt;<strong>Convention &amp; Visitors Bureaus</strong>: opening doors for convention planners  &lt;br&gt;<strong>Climate change and traveling</strong> – what are the effects on meeting industry? &lt;br&gt;<strong>Deutscher Hotelkongress</strong>: shaping the hotel industry &lt;br&gt;<strong>Convention hotels</strong>: new venues – new concepts &lt;br&gt;<strong>Prolight+Sound: ProEvent</strong>: close look at new technologies &lt;br&gt;<strong>Training</strong>: Mentoring in the meeting industry &lt;br&gt;<strong>Employer Branding</strong>: employers present themselves &lt;br&gt;<strong>Destination</strong>: • Start-ups in Germany – impulses for event planners  &lt;br&gt;• Middle East: In the year of the World Expo 2020</td>
<td><strong>ITB Berlin</strong>, 4 - 8 March 2020  &lt;br&gt;<strong>ibtm arabia</strong>, Abu Dhabi, March 2020  &lt;br&gt;<strong>EVVC General Assembly at Prolight + Sound</strong>, Frankfurt, 31 March - 3 April 2020</td>
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<td><em>tw 2/2020</em>&lt;br&gt;PD: 01.05.&lt;br&gt;AD: 10.04.</td>
<td><strong>Edition for IMEX Frankfurt</strong>&lt;br&gt;<strong>Der Deutsche Verbändekongress 2020</strong>: what drives associations? &lt;br&gt;<strong>Congress cities and centers</strong>: partners to associations &lt;br&gt;<strong>Training</strong>: marketing strategies for events &lt;br&gt;<strong>Venues</strong>: meetings at airports and railway stations – everything nearby &lt;br&gt;<strong>Small budgets? Where to meet at modest rates</strong> &lt;br&gt;<strong>Destination</strong>: • Switzerland  &lt;br&gt;• Benelux</td>
<td><strong>IMEX Frankfurt</strong>, 12 - 14 May 2020  &lt;br&gt;<strong>World Association Congress</strong>, 9 - 11 June 2020  &lt;br&gt;<strong>MEXCON Berlin</strong>, 29 - 30 June 2020  &lt;br&gt;<strong>AIPC Annual Congress 2020</strong>, Kuala Lumpur, 28 June - 1 July 2020  &lt;br&gt;<strong>ibtm China</strong>, Beijing, August 2020</td>
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<td>PD: Juli</td>
<td><strong>Special edition Women</strong> – Supplement in <em>tw tagungswirtschaft</em> 2/2020 + <em>m+a report</em> 2/2020</td>
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<tr>
<td><em>tw 3/2020</em>&lt;br&gt;PD: 04.09.&lt;br&gt;AD: 14.08.</td>
<td><strong>Congress centers</strong>: digital pioneers  &lt;br&gt;<strong>Event locations</strong> – everything but normal  &lt;br&gt;<strong>Platform economy</strong>: who are the innovators? &lt;br&gt;<strong>Another day in the UK</strong>: four years after the Brexit vote &lt;br&gt;<strong>Family-friendly companies</strong> &lt;br&gt;<strong>Children at meetings</strong>: self-experiment with son &lt;br&gt;<strong>Training</strong>: smart entertainment – social programs for networking &lt;br&gt;<strong>Destination</strong>: • Austria  &lt;br&gt;• Asia (ICCA goes Taipei 2020)</td>
<td><strong>EVVC Management-Fachtagung</strong>, September 2020  &lt;br&gt;<strong>IMEX America</strong>, Las Vegas, 15 - 17 September 2020  &lt;br&gt;<strong>ICCA Congress</strong>, Kaohsiung, Chinese Taipei, 1 - 4 November 2020</td>
</tr>
<tr>
<td>PD: Juli</td>
<td><strong>Special edition Technology</strong> – Supplement in <em>tw tagungswirtschaft</em> 3/2020 + <em>m+a report</em> 4/2020</td>
<td></td>
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<tr>
<td><em>tw 4/2020</em>&lt;br&gt;PD: 20.11.&lt;br&gt;AD: 30.10.</td>
<td><strong>Special for ibtm World</strong>&lt;br&gt;<strong>Ships/clubs/theme parks</strong>: everything at one venue  &lt;br&gt;<strong>Meeting near the water</strong>  &lt;br&gt;<strong>Meeting in green surroundings</strong>  &lt;br&gt;<strong>Up-and-coming congress destinations</strong>  &lt;br&gt;<strong>Training</strong>: Personalization  &lt;br&gt;<strong>Christmas time</strong>: you choose the topic #makeawish  &lt;br&gt;<strong>Destination</strong>: • Southern Europe  &lt;br&gt;• North America</td>
<td><strong>ibtm World 2020</strong>, Barcelona  &lt;br&gt;<strong>BOE 2021</strong>, Dortmund, January 2021  &lt;br&gt;<strong>Deutscher Hotelkongress</strong>, February 2021</td>
</tr>
<tr>
<td>PD: Juli</td>
<td><strong>Special edition Sustainability</strong> – Supplement in <em>tw tagungswirtschaft</em> 4/2020 + <em>m+a report</em> 6/2020</td>
<td></td>
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</table>

**PD** = Date of publication  
**AD** = Advertisement deadline
1 **Magazine format**
210 mm width, 297 mm high
Please add 4 mm trim on each side
**Type area:** 184 mm wide, 266 mm high

2 **Printing process and binding method**
Jobbing web offset with drying (heatset), adhesive binding

**Paper quality:**
- **Cover:** 250g/sqm, woodfree, white, glossy, art paper
- **Content:** 70g/sqm, woodfree, white, matt, art paper

**Dot gain:**
- 40% field: 19% (allowance +/- 3%)
- 80% field: 13% (allowance +/- 2%)
Marginal tonal value deviations are caused in the tolerance range of the Jobbing web offset.

3 **Data transmission**
FTP, E-Mail or CD-ROM

4 **Data formats**
Required are digital data created in PDF/X-3 data, profile PSO, LWC improved. Editable files should be avoided. Embed all fonts. Continuous-tone pictures require a resolution of 250 dpi.

5 **Colours**
Euroscale, Colour sequence: Black, cyan, magenta, yellow

6 **Proof**
Colour-binding digital or reference proof (paper simulation print run paper tagungswirtschaft) with according measuring elements.

7 **Data archiving**
Data will be archived. Unchanged repetitions are therefore generally possible. A guarantee could not be furnished.

8 **Warranty**
We assume no liability for the printing result, when the data is delivered incomplete or differing (text, colours, drawings). Incorrect exposure caused from incomplete or incorrect files, wrong calibration or incomplete specifications will be billed. This applies accordingly for additional typesetting as well as for creation of new proofs.

**Author’s corrections:**
In delivered data, author’s corrections will be charged at cost price.

9 **Contacts**
**Ad management**
- Phone: +49 69 7595-1635
- Fax: +49 69 7595-1890
- Email: Mirjam.Leitzbach@dfv.de
Your destination presented with the numerous options of a special report or as an advertorial.

Put your destination/your product in the limelight with an advertorial or special report in *tw* tagungswirtschaft! We will gladly advise you to find just the solution meeting your needs and requirements!*

<table>
<thead>
<tr>
<th>Advertorials</th>
<th>Supplied ready-to-print</th>
<th>Layout and copyediting by <em>tw</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,990 €</td>
<td>8,450 €</td>
</tr>
<tr>
<td>2/1 page</td>
<td>13,450 €</td>
<td>15,700 €</td>
</tr>
</tbody>
</table>

Rates for other volumes on request

**Special reports**
Rates on request

* For legal reasons, special reports and advertorials have to be marked as advertisements.
tw-media.com - the online portal of tw tagungswirtschaft

The online portal of tw tagungswirtschaft provides daily updates on news from the meeting and event industry.
Mega banner
Placement: Homepage
Maximum of 2 banners
Size (width x height): 1,100 x 150 pixel
Price: €1,200 a month

Content banner
Placement: Homepage
Size (width x height): 350 x 260 pixel
Price: €990 a month

Advertorials
Due to legal reasons advertorials are marked as „Advertisement“
Placement: Homepage between news pieces
Text: Up to 5,000 characters
Pictures: Header picture: 1,100 x 400 pixel
Gallery: Up to 10 pictures| PNG, JPEG, GIF
Size: minimum of 1,000 x 750 pixel (width x height)
(Landscape pictures: side panels are displayed as white stripes; protruding image parts are hidden)
Video: Iframe embedding via YouTube or Vimeo,
teaser image: 250 x 150 pixels
Links: Up to 10 links
Price: €1,500 a month

Data formats pictures: PNG, JPEG, GIF | HTML, SWF (animated banners)
Video: YouTube or Vimeo hyperlink
Reports on display and click statistics for image files may be provided, except for HTML, Flash and JavaScript files.

Further forms of advertising on request
Make use of our digital magazine to amplify your advertising message

The digital version of tw tagungswirtschaft is a responsive e-magazine in contemporary design; all ads are linked to the advertisers’ websites.

Be sure to have a look at https://digital.tw-media.com/en

For a price premium, you have the option to amplify your sales message, for example with a picture gallery, a white paper or a video.

This provides users with fast and convenient access to extensive information on your product.

Interested? Give us a call at +49 69 7595-1903.
Microsite

We will set up your own microsite which we will jointly fill with contents, e.g. with press releases, videos, etc. All your projects and campaigns can be depicted in your unique look & feel. You will have CMS access to successively import images, texts and videos. Integration of your social media channels with topical tweets and posts to increase reach. You benefit from the traffic and the conversion of the meetexpo umbrella brand with the brands tw-media, m+a, expocheck.com and expodatabase.com.

Marketing benefits of a microsite:
• high ranking on local search engines
• invites visitors to take action
• perfect layout on desktop, tablets and mobile phones
• more flexible in case of changes/adjustments than your own website
• new marketing messages can easily be tested out

Price: € 6,500,–
Term: 3 - 6 months
(includes design and installation of microsite and technical support).

Social Media Project

The increasing use of own websites, partner websites, social media channels, videos and blogs has become a contemporary means of interaction. We will team up with you to compile an editorial plan to communicate with influencers, potential investors, sponsors, experts, exhibitors, visitors in order to
• further increase your company's level of awareness
• cultivate your image
• drive the exchange of information
• strengthen customer connectivity
• obtain opinions
• generate traffic for your own homepage

Blogs are perfectly suited to highlight the assets of a location/venue, making them effective marketing tools in the domain of content marketing. The content is made up of relevant stories about everything your target group might be interested in, which might include faces and voices of visitors to your events. We also encourage your users to interact.

We make a responsive partner website available to you for attractive and appealing presentation of the venue/the location on all mobile devices.

Example Destination Check Nürnberg:
https://www.tw-media.com/destinationcheck-nuernberg

Prices: on application
Term: 6 months
She Means Business

Following a successful debut in 2018, the second edition of the She Means Business conference was staged in Frankfurt in May of this year. Based on the great demand, the conference also had its premiere in Las Vegas. The joint event hosted by tw tagungswirtschaft, the IMEX Group and MPI (Meetings Professionals International) was staged on Smart Monday (September 9, 2019) at the Sands Expo and Convention Center in Las Vegas, USA.

The conference will focus on Gender Equality and Diversity.

The She Means Business provides men and women with a program enabling them to learn from the experiences and opinions of inspiring and competent women. It’s about diversity, gender equality, and strengthening the role of women. Participants have the opportunity to interact with inspiring speakers on important issues women are facing today, and to learn from these. The program encompasses a keynote session and two panel discussions. One of the panels will focus on the presentation of leading business women, the other one will focus on the Sandwich Generation: the age bracket sandwiched between pursuit of a career and at the same time caring for an elderly parent and their own children.

Be a 'Supporting Partner'

We're looking for sponsors who have already successfully resolved the issue of gender equality and diversity or – with innovative strategies – are in the process of doing, driving or supporting this in their very own work environment. Be sure to benefit from the impressive coverage, sustained marketing measures and the extensive network of tw, imex and MPI, available to you for broad market penetration.
tz tagungszeitung.de – the Newsline for Meeting Professionals

The e-mail newsletter provides more than 21,000 decision-makers in the German-speaking meeting and event industry with MICE news and information:

Which current trends and developments are there in the market for meeting professionals and business travel?

Where are the trendy locations?

Which topical studies are relevant to me?

How is the personnel carousel spinning?

Mega banner tz
Size (width x height): 600 x 80 pixel
Price: € 899 per issue (including linking)

Video
Size (width x height): 250 x 150 pixel
Price: € 649 per issue (including linking to the video)

Advertorial in tz.tagungszeitung.de
Text: Up to 5,000 characters
Pictures: Header picture: 1,100 x 400 px
Gallery: Up to 10 pictures | PNG, JPEG, GIF | Size: At least 1,000 x 750 px
(Landscape pictures: side panels are displayed as white stripes; image parts are hidden)
Links: Up to 5 links
Price: € 849 per issue

Data formats pictures: PNG, JPEG, GIF (no animation)
Video: Iframe embedding via YouTube or Vimeo

Publishing dates 2020

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
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<tr>
<td>1</td>
<td>9 January</td>
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<td>19 November</td>
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<td>24</td>
<td>3 December</td>
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Sample advertisements and advertorials at [www.tw-media.com/newsletter/](http://www.tw-media.com/newsletter/)
Trendbook tp tagungsplaner.de

One of the most highly-circulated media on the meeting market with a circulated print run of 36,900 copies. Trendbook highlights the most important trends and gives readers recommendations and guidance by way of Best-Practice case examples, data and facts.

The Trendbook tp tagungsplaner.de professionally highlights hotels, event locations, congress halls, event service-providers and social-programme organizers in Germany, Austria and Switzerland – with clearly-structured information, extensive equipment features and all important contact data at a single glance. The presentations are augmented by attractive pictures.

The directory content is passed on to corporate procurement databases, which assures that the offer on available meeting facilities is widely circulated. Publication frequency: annual

The booking portal tagungsplaner.de:
Topical meeting competency

The meeting and booking portal for medium-sized companies and multinational enterprise groups with an extensive pool of information on suppliers to the meeting market and service suppliers to the event industry.

In addition to suppliers’ detailed presentations, users will also have access to current special promotion drives, industry news and a comprehensive booking tool, if so requested also with personal support.

The combination of an online booking tool for instant bookings of smaller events and a search and RFP portal for the purchase of larger events offers a complete solution for the purchase of MICE services.

Ads in the Trendbook encompass a premium presence at the booking portal.

For more extensive media data about the Trendbook tp tagungsplaner.de 2021 and the associated booking portal visit www.tagungsplaner.de/mediadaten.
Unser Portfolio / Our Portfolio

She means business.