Your tool for **better meetings**
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:
5 issues p.a.
Publication dates:
February, May, July, September, November
Deadline:
four weeks before publication

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

6 Volume:
43rd volume 2019

7 Subscription:
€ 21 per issue plus postage
Annual subscription rate (5 issues):
€ 95 within Europe + postage and VAT
€ 95 overseas + delivery
ISSN-No. 0342-7951

8 Publication of:
–

9 Membership:
ICCA, GCB, EVVC

10 Publishing company:
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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 2017 – 30 June 2018)

| Print run: | 15,000 |
| Total circulation: | 14,796 thereof abroad: 3,708 |
| Sold circulation: | 876 thereof abroad: 42 |
| – Subscribed copies: | 876 member copies: 42 |
| – Sold individually: | 0 |
| – Sold otherwise: | 0 |
| Free copies: | 13,920 |
| Remaining, archive and voucher copies: | 204 |

3 Geographical distribution analysis

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Share of total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>75</td>
<td>11,097</td>
</tr>
<tr>
<td>Abroad</td>
<td>25</td>
<td>3,699</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100</td>
<td>14,796</td>
</tr>
</tbody>
</table>

*Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (comparable with ABC - Audit Bureau of Circulations)
Advertising Rate Card valid as of 1 January 2019

Total circulation per annual average 14,796 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 € 7,640
3rd cover page – 1/1 4-c € 7,100
4th cover page – 1/1 4-c € 7,950

Special formats:
French Cover € 9,800

Banderole on request

Other special formats on request

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

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: HELADE1822
... and that’s what our readers say

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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>tw 3/2019</strong>&lt;br&gt;PD: 18.07.&lt;br&gt;BD: 28.06.</td>
<td>Associations: post-event report verbaende.com INFOTAG Berlin  Venues: • Exceptional event locations  • Meetings at the countryside  Congress centers: Smart Meetings  Employer Branding: Over-50 – employers present their valuable experienced employees Destination: • Southern Europe  • Asia</td>
<td>ibtm China, Beijing, 28 – 29 August 2019</td>
</tr>
</tbody>
</table>

PD = Date of publication  
AD = Advertisement deadline
1 **Magazine format**
2 210 mm width, 297 mm high
3 Please add 4 mm trim on each side
4 **Type area:** 184 mm wide, 266 mm high

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

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

   **Dot gain:**
   1 40% field: 19% (allowance +/- 3%)
   2 80% field: 13% (allowance +/- 2%)

4 **Marginal tonal value deviations are caused in the tolerance range of the Jobbing web offset.**

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

4 **Data formats**
5 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**
6 Euroscale, Colour sequence: Black, cyan, magenta, yellow

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

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

8 **Warranty**
9 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**
10 Central Ad management
11 Phone: +49 69 7595-2962
12 Fax: +49 69 7595-2960
13 Email: zad@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>Volume</th>
<th>Supplied ready-to-print</th>
<th>Layout and copyediting by tw</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,900 €</td>
<td>8,360 €</td>
</tr>
<tr>
<td>2/1 page</td>
<td>13,250 €</td>
<td>15,470 €</td>
</tr>
</tbody>
</table>

Rates for other volumes on request

* For legal reasons, special reports and advertorials have to be marked as advertisements.
tr tagungsregionen

tr tagungsregionen as regular feature of tw tagungswirtschaft informs its readers five times per year about meeting destinations in Germany, Austria, Luxembourg, Switzerland and other neighbouring countries.

Your ad will be posted both in the print version and at tw-media.com/tagungsregionen. Title combinations with the Trendbook tagungsplaner.de and m+a messeplaner are possible. For any postings in other titles, you will be given a 10% discount on the ad rates.

tw meeting services

tw meeting services is the platform for agencies and suppliers to the event-staging industry. It is a regular feature of the tw tagungswirtschaft print medium and the online portal www.tw-media.com

Text ad:
single column, 10 lines:
1 year in tw tagungswirtschaft and at tw-media.com:
€ 350

Image ad:
2-column, 4c, longitudinal or horizontal format:
1 year in tw tagungswirtschaft and at tw-media.com:
€ 850

Online entry

Full-page entry, 4-c:
€ 1,650

Half-page entry, 4-c:
€ 850
tw-media.com - the online portal of tw tagunswirtschaft

tw media.com user data*: 
average of 7,688 page impressions per month
average of 2,660 visits per month
average of 2,032 unique visits per month
increasing traffic in social media:
more than 3,000 followers on Twitter and Facebook.

* average acc. to Google Analytics July 2018
1. Hockey Stick | Wallpaper
   **Placement:** Homepage
   **Rotation:** no
   **Size** (width x height): pic top 960 pixel x 200 pixel
   pic right 250 pixel x 800 pixel
   **Further information:** Colour coding for colouring the image background
   **Price:** € 1,960 a month

2. Mega banner
   **Placement:** Homepage
   **Rotation:** Maximum of 2 banners (with rotation the price halves)
   **Size** (width x height): 920 x 150 pixel
   **Price:** € 1,760 a month

3. Right column banner
   **Placement:** Homepage
   **Rotation:** no
   **Size** (width x height): 300 x 300 pixel
   **Price:** € 1,480 a month

4. Halfsize banner
   **Placement:** Homepage middle section (after every 3rd news)
   **Rotation:** no
   **Size** (width x height): 610 pixel x 80 pixel
   **Price:** € 1,480 a month

5. Advertorials
   **Due to legal reasons advertorials are marked as „Advertisement“**
   **Placement:** Homepage between news pieces, fixed placement
   **Rotation:** no
   **Text:** Up to 5,000 characters
   **Pictures:** Up to 10 pictures | PNG, JPEG, GIF
   **Größe:** minimum of 620 x 350 pixel (width x height)
   (Portrait pictures: side panels are displayed as black stripes; protruding image parts are hidden)
   **Links:** Up to 10 links
   **Price:** € 975 for two weeks

**Data formats:** PNG, JPEG, GIF | HTML, SWF (animated banners)
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.
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?

Which topical trade literature should I be familiar with?

Which are the important dates to remember?

Publication frequency: twice per month

Publishing dates 2019

<table>
<thead>
<tr>
<th></th>
<th>10 January</th>
<th>4 April</th>
<th>7</th>
<th>11 July</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24 January</td>
<td>25 April</td>
<td>13</td>
<td>25 July</td>
</tr>
<tr>
<td>2</td>
<td>7 February</td>
<td>9 May</td>
<td>15</td>
<td>8 August</td>
</tr>
<tr>
<td>3</td>
<td>21 February</td>
<td>23 May</td>
<td>16</td>
<td>22 August</td>
</tr>
<tr>
<td>4</td>
<td>7 March</td>
<td>6 June</td>
<td>17</td>
<td>5 September</td>
</tr>
<tr>
<td>5</td>
<td>21 March</td>
<td>27 June</td>
<td>18</td>
<td>19 September</td>
</tr>
<tr>
<td>6</td>
<td>10 October</td>
<td>24 October</td>
<td>19</td>
<td>7 November</td>
</tr>
<tr>
<td>7</td>
<td>21 November</td>
<td>21 November</td>
<td>20</td>
<td>5 December</td>
</tr>
</tbody>
</table>
1. **Hockey Stick tz**
   - **Size** (width x height): pic top 800 pixel x 100 pixel
     pic right 160 pixel x 600 pixel
   - **Price:** € 999 per issue (including linking)

2. **Mega banner tz**
   - **Size** (width x height): 800 x 100 pixel
   - **Price:** € 820 per issue (including linking)

3. **Halfsize banner tz**
   - **Size** (width x height): 468 x 60 pixel
   - **Price:** € 549 per issue (including linking)

4. **Video**
   - **Size** (width x height): 260 x 260 pixel
   - **Price:** € 599 per issue (including linking to the video)

5. **Banner right column tz**
   - **Size** (width x height): 260 x 260 pixel
   - **Price:** € 549 per issue (including linking)

**Data formats:** PNG, JPEG, GIF | no animation *

* Depending on the user’s email client animated banners appear very differently. For this reason, we recommend that you don’t use animated advertising in the newsletter as we can’t guarantee for a correct presentation of your banner.

**Advertorial in tz.tagungszeitung.de**

- **Text:** Up to 5,000 characters
- **Pictures:** Up to 10 pictures | PNG, JPEG, GIF | Size: At least 620 x 350 px
  (Portrait pictures: Side panels are displayed as black stripes; image parts are hidden).
- **Links:** Up to 5 links
- **Price:** € 799 per issue

Sample advertisements and advertorials can be found 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 and are digitally linked to the booking website via QR-Code.

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 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.

DAX companies with a nine-digit booking volume also refer to this database.

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

For more extensive media data about the Trendbook tp tagungsplaner.de 2020 and the associated booking portal visit www.tagungsplaner.de/mediadaten.
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tagungsregionen and
tw meeting services

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tw on Facebook: www.facebook.com/tagungswirtschaft

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