mediadata 2020
www.expocheck.com
digital and print

Your experts in the expo industry
Know more to make better decisions

m+a report.
DAS MESSEMAGAZIN
and special issues

m+a messeplaner

expocheck.com

m+a newsline

tw tagungswirtschaft
tp tagungsplaner.de
<table>
<thead>
<tr>
<th>All m+a objects at a glance</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>m+a report</td>
<td></td>
</tr>
<tr>
<td>Title profile, reader profile</td>
<td>4-5</td>
</tr>
<tr>
<td>Title portrait, print runs and circulation analysis</td>
<td>6-7</td>
</tr>
<tr>
<td>Dates and topics</td>
<td>8-9</td>
</tr>
<tr>
<td>Advertising rates</td>
<td>10-11</td>
</tr>
<tr>
<td>Advertisement sizes, technical specifics</td>
<td>12-13</td>
</tr>
<tr>
<td>m+a messeplaner</td>
<td></td>
</tr>
<tr>
<td>Brief description, user profile</td>
<td>14-15</td>
</tr>
<tr>
<td>expocheck.com</td>
<td>16</td>
</tr>
<tr>
<td>Brief description, target group</td>
<td></td>
</tr>
<tr>
<td>Advertising formats</td>
<td>17-20</td>
</tr>
<tr>
<td>Additional marketing options</td>
<td>21</td>
</tr>
<tr>
<td>m+a newsline</td>
<td></td>
</tr>
<tr>
<td>Brief description, target group</td>
<td>22-23</td>
</tr>
<tr>
<td>MICE media</td>
<td></td>
</tr>
<tr>
<td>Short portrayal of the media portfolio for meeting professionals.</td>
<td>24-25</td>
</tr>
<tr>
<td>Your contact</td>
<td></td>
</tr>
<tr>
<td>at the publishing company and abroad, general terms and conditions</td>
<td>26-27</td>
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</tbody>
</table>
m+a report: the market and opinion leader
m+a report:
Short portrayal

m+a report is THE expo magazine for the exhibiting business community and trade-fair industry. As market-leading trade-magazine for senior expo executives in industrial enterprises and service-providing businesses, in trade and commerce as well as associations, our m+a report in six editions per year provides cross-industry practical tips on how to successfully stage expos and marketing events. Testimonials, market analyses, news and background reports on the international expo industry round out the editorial section.

m+a report is at the same time business and service magazine. Sections of m+a report are publicized as m+a report digital at www.expocheck.com. Of course, there's a direct link to the advertisers' websites.

What you should be sure to know about the readers* of m+a report:

- 70 % of m+a report readers exhibit at trade fairs – making them your target group.
- They take part each year as exhibitors in an average of 14.5 fairs in Germany and abroad (foreign share 52 %).
- 63 % additionally organise marketing events – 12 % of them 50 events and more.
- 66 % of readers are executives, 89 % play a part in exhibition and event decisions.
- 87 % of readers do not use another trade fair magazine for their expo planning

Readers of m+a report:
TOP-Zielgruppe der Messe- und Eventwirtschaft.
The most important results of the readership survey (method: CATI) of regular recipients of m+a report (net sample: 120 interviews realised), conducted by the independent research institute teleResearch GmbH, Ludwigshafen, Germany (www.tele-research.de), survey period January 2019.

* according to the first reader
Survey method: CATI
Survey period: January 2019
Conducted by: teleResearch GmbH, Ludwigshafen, Germany
1 Title: m+a report. DAS MESSEMAGAZIN

2 Brief description: m+a report – is the market and opinion leader for the exhibition community and trade show industry. As a bilingual exhibition marketing magazine for exhibition makers with decision-making authority in industry, trade, the services sector and the association world, in six issues a year m+a report delivers cross-sectoral practical tips on how successfully to design trade fairs and marketing events. First-hand reports, market analyses, news and background coverage from the international exhibition industry round off the editorial spectrum. m+a report is a business and service magazine in one. Sections of m+a report are publicized as m+a report digital at www.expocheck.com. Of course, there’s a direkt link to advertisers’ websites.

3 Target group: The m+a report reaches the tradeshow and event decision-makers in the exhibiting industry. Detailed information you will find in the reader profile with results of the readership analysis (method: CATI) from January 2019.

4 Frequency: 6 issues p.a.

5 Magazine format: DIN A 4 (210 mm W x 297 mm H)

6 Volume: 101st volume 2020

7 Subscription: € 23.00 per issue plus postage Reduced annual subscription price € 129.00 plus delivery within Europe € 129.00 plus delivery overseas

8 Publication of: –

9 Membership: FAMAB, UFI

10 Publishing company: Deutscher Fachverlag GmbH

m+a Internationale Messemedien

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.expocheck.com

E-Mail: mua@dfv.de

11 Publisher: Deutscher Fachverlag GmbH

m+a Internationale Messemedien

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dfv@massfeller-media.de

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department

Editors: Dr. Gwen Kaufmann (-1639), Gwen.Kaufmann@dfv.de

Annika Dammann (-1634), Annika.Dammann@dfv.de

14 Volume analysis: data not collected

15 Content analysis of text section: unlevied
1 Circulation control: IVW
2 Circulation analysis: Copies per issue per annual average (Q 3/2018 to Q 2/2019)

Print run: 12,000*

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Total circulation:</td>
<td>11,325</td>
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</tr>
<tr>
<td>Sold circulation</td>
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<td>thereof abroad:</td>
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<td>- Subscribed copies:</td>
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<td>member copies:</td>
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<tr>
<td>- Sold individually:</td>
<td>735</td>
<td></td>
</tr>
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<td>- Sold otherwise:</td>
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<td>Free copies:</td>
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<td>Remaining, archive</td>
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<td></td>
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<tr>
<td>and specimen copies:</td>
<td>754</td>
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* since Q 2/2019: 10,200

3 Geographical distribution analysis

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Share of total circulation</th>
<th>Copies</th>
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<tbody>
<tr>
<td>Germany</td>
<td>91</td>
<td>10,336</td>
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<tr>
<td>Abroad</td>
<td>9</td>
<td>989</td>
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<tr>
<td>Total circulation</td>
<td>100</td>
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</tr>
<tr>
<td>edition</td>
<td>deadlines 2020</td>
<td>markets</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>1/2020</td>
<td>Pd: 12.02.</td>
<td>German expo industry</td>
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<tr>
<td>January/</td>
<td>Ed: 18.01.</td>
<td>Post-report BOE</td>
</tr>
<tr>
<td>February</td>
<td>Ad: 21.01.</td>
<td>Exhibitor's talk</td>
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<tr>
<td></td>
<td></td>
<td>Visitors as communicators</td>
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<tr>
<td>March/April</td>
<td>Ed: 08.03.</td>
<td>Exhibitor's talk</td>
</tr>
<tr>
<td></td>
<td>Ad: 27.03.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special edition: Women - Supplement in m+a report 2/2020 + tw tagungswirtschaft 2/2020</td>
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<tr>
<td>3/2020</td>
<td>Pd: 18.06.</td>
<td>German expo industry</td>
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<tr>
<td>May/June</td>
<td>Ed: 16.04.</td>
<td>Expos and media Exhibitor’s talk ASEAN</td>
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<td></td>
<td>Ad: 26.05.</td>
<td></td>
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<td>4/2020</td>
<td>Pd: 15.09.</td>
<td>Sustainable trade fairs Exhibitor’s talk</td>
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<td>August/</td>
<td>Ed: 22.05.</td>
<td>Infrastructures: What next?</td>
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<td>September</td>
<td>Ad: 25.08.</td>
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Pd – Publication date       Ed – Editorial deadline       Ad – Advertisement closing date
<table>
<thead>
<tr>
<th>edition</th>
<th>deadlines 2020</th>
<th>markets</th>
<th>scene</th>
<th>best practice</th>
<th>additional circulation</th>
</tr>
</thead>
</table>
| 5/2020 Oktober/November | Pd: 03.11.  Ed: 05.07.  Ad: 08.10.  | German expo industry Expo Dubai  
German Pavilion  Special status: Baden-Wuerttemberg | Brandspaces Gallery  
Influencers change standbuilding | Display and expo stand systems, tents  
Panels and surfaces Pre-report MX 34 | Raumwelten, November 2020  
UFI Global Congress, Muscat, November 9-12, 2020 MX34 |
Exhibitor’s talk MX 34: great potential Asia | Brandspaces Mediatecture | New demands on stand-builders  
Double decks: up to the top | BOE International, Dortmund, January 2021 |

**Special edition: Sustainable** – Supplement in m+a report 6/2020 + tw tagungswirtschaft 4/2020
1 Advertising rates:
In Germany, all prices subject to VAT.
For exact sizes please refer to page 12.

<table>
<thead>
<tr>
<th>Space</th>
<th>Basic rate bw/€</th>
<th>Basic rate 4c /€</th>
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</thead>
<tbody>
<tr>
<td>1/1</td>
<td>4,140.00</td>
<td>4,890.00</td>
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<tr>
<td>1/2</td>
<td>2,245.00</td>
<td>2,995.00</td>
</tr>
<tr>
<td>1/3</td>
<td>1,560.00</td>
<td>2,310.00</td>
</tr>
<tr>
<td>1/4</td>
<td>1,240.00</td>
<td>1,990.00</td>
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<tr>
<td>1/6</td>
<td>900.00</td>
<td>1,650.00</td>
</tr>
<tr>
<td>1/8</td>
<td>735.00</td>
<td>1,485.00</td>
</tr>
</tbody>
</table>

2 Surcharges
Positions:
only full page in full colour
2nd and 4th cover page – 1/1 page 4c   5,890.00 €
3rd cover page – 1/1 page 4c   5,270.00 €

Special formats:
French Cover   9,090.00 €
Advertorial: 1/1 page   4,500.00 €
2/1 pages   7,500.00 €
Banderole (+ charges for wrapping)   7,340.00 €
other special formats on request

Colours:
four-colour process (Europe colour scale)   750.00 €
Special colours on pages within the magazine are printed in four-colour process!

Bleed charge:
no surcharge

3 Discounts:
Color and placement surcharges as well as extra technical costs are not eligible for discounts; brokering commission 15 %.

* The price applies to one category per subscription period. Additional categories may be selected against surcharge. A subscription period (12 months) encompasses 6 editions of m+a report and two editions of m+a messeplaner. We will realize/design the entries according to specifications.
For more information call +49 69 7595-1638
4 Classified advertisements

Recruitment and classified ads:
- 90 mm column per mm 10.00 €
- Jobs wanted less 20 % discount ./. 20 %
- Job offers / sales / bids / real estates less 10 % discount
- Min. format 90 mm w x 25 mm h (Production of printing material will be billed at cost price.)
- Box number fee 26.00 €

Box number ads are liable to German VAT

5 Special inserts

Bound-in inserts:
- 2-pages (paperweight 80 – 150 g/sqm) Format: DIN A4 plus 4 mm bleed on each side (218 x 305 mm) 4,270.00 €
- 4-pages (paperweight 80 – 150 g/qm) 3 mm margin in the gutter. Page 1 – 4 plus 4 mm bleed at the upper, lower and right side. 6,490.00 €

Each plus charges for binding 255.00 €

Inserts:
- Max. size 210 x 297 mm (up to 25 g) Insert costs up to 25g per thousand 280.00 €
- Additional mail charges are due to inserts with a height from 3 mm to 30 mm. Insert split is possible, rate on enquiry

Glued-on post cards, samples, etc.:
Rate on request

Mailing address:
Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz Packsaal zur Weiterverarbeitung (Please indicate issue).
Kurhessenstr. 4 – 6
64546 Mörfelden-Walldorf
Delivery note: m+a report issue no...
Kindly deliver the inserts carriage paid.

Contact
Central advertising management
Phone: +49 69 7595-1635
Fax: +49 69 7595-1890
E-mail: Mirjam.Leitzbach@dfv.de

Terms of payment
30 days from date of invoice without discount.
3 % discount for payment in advance. Furthermore our general business terms are applicable.
Casual advertisements against advance payment only.

Bank details
Frankfurter Sparkasse
IBAN DE56 5005 0201 0000 0349 26. BIC: HELADEF1822
W = width
H = height

T = typearea
B = bleed size

+ 4 mm bleed difference on each side
1 Magazine format:
210 mm width x 297 mm high Bleed difference: 4 mm on each side
Type area:
184 mm width, 266 mm high

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

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

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 m+a report) 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 delivered is 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 and litho as well as for creation of new proofs.

Author’s corrections:
Author’s corrections in supplied data will be billed at cost price.

9 Contacts:
Central advertising management
Phone: +49 69 7595-1635
Fax: +49 69 7595-1890
E-mail: Mirjam.Leitzbach@dfv.de
As most comprehensive directory of its kind, the m+a messeplaner offers expo planners in the industry, services and trade communities as well as associations an outstanding basis for arriving at perfect decisions in terms of expo planning. Approximately 8,000 events in 125 countries are listed here with all fundamental data. The directory is logically structured into:

- Germany / by cities
- Germany / chronologically
- Europe, overseas / by country
- industry branches
- expo titles
- venues for congresses and events for fast and convenient browsing.

The m+a messeplaner is published 2x per year (January and July) in combination with the CD-ROM m+a ExpoData-Disk.
What you should be sure to know about the users of m+a messeplaner:

- 85.4% 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 17.1 fairs in Germany and abroad (foreign share 53%).
- The annual budget for exhibition activities averages € 934,000.
- 92.9% expect the exhibition budget next year to be held at the same level or possibly even increased.
- 81% additionally organise marketing events – in average 13.6 events per year.
- 79.9% work with external service suppliers for the realisation of their exhibition appearances.
- 95.5% play a part in exhibition decisions.
- Over 90% of users say: “m+a MessePlaner is to be recommended.”
- With 68% m+a MessePlaner is used by more than one person – ensuring additional distribution of your advertising message.

Please note
Ad closing date

Extensive information on prices, formats and technical specifications of m+a messeplaner is available at www.expocheck.com/messeplaner or +49 69 7595-2852

* acc. to reader survey conducted by independent research agency Institut für Marktforschung, Mannheim among regular recipients of m+a messeplaner (survey period: August 2011)
Brief Outline Expocheck does not only provide editorial content for the exhibition community and trade show industry but also an overview of the most important international industry events to help exhibitors and visitors find the right show for their products and services.

Target Group Decision-makers from export-oriented industries around the globe turn to us to help their businesses grow.
### Display banner

#### Homepage

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Price for 4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Halfsize Banner Top</td>
<td>240x60 Pixel</td>
<td>600 €</td>
</tr>
<tr>
<td><strong>2</strong> Fullsize Banner Top</td>
<td>468x60 Pixel</td>
<td>800 €</td>
</tr>
<tr>
<td><strong>3</strong> Superbanner</td>
<td>1100x150 Pixel</td>
<td>975 €</td>
</tr>
<tr>
<td><strong>4</strong> Skyscraper Banner</td>
<td>160x600 Pixel</td>
<td>1,500 €</td>
</tr>
<tr>
<td><strong>5</strong> Rectangle Banner</td>
<td>160x120 Pixel</td>
<td>450 €</td>
</tr>
<tr>
<td><strong>6</strong> Contentbanner Big</td>
<td>540x260 Pixel</td>
<td>600 €</td>
</tr>
<tr>
<td><strong>7</strong> Contentbanner</td>
<td>350x260 Pixel</td>
<td>450 €</td>
</tr>
</tbody>
</table>

### Expo Index

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Price for 4 weeks</th>
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</thead>
<tbody>
<tr>
<td><strong>1</strong> Halfsize Banner Top</td>
<td>240x60 Pixel</td>
<td>600 €</td>
</tr>
<tr>
<td><strong>2</strong> Fullsize Banner Top</td>
<td>468x60 Pixel</td>
<td>800 €</td>
</tr>
<tr>
<td><strong>3</strong> Index Contentbanner</td>
<td>255x180 Pixel</td>
<td>400 €</td>
</tr>
<tr>
<td><strong>4</strong> Skyscraper Banner</td>
<td>160x600 Pixel</td>
<td>1,500 €</td>
</tr>
<tr>
<td><strong>5</strong> Rectangle Banner</td>
<td>160x120 Pixel</td>
<td>450 €</td>
</tr>
<tr>
<td><strong>6</strong> Index Skybanner</td>
<td>255x400 Pixel</td>
<td>575 €</td>
</tr>
<tr>
<td><strong>7</strong> Index Superbanner</td>
<td>825x245 Pixel</td>
<td>695 €</td>
</tr>
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</table>

Banner-Rotation: max. 3
Service Provider Index

1. **Halfsize Banner Top**
   - Size: 240x60 Pixel
   - Price: 600 € for 4 weeks

2. **Fullsize Banner Top**
   - Size: 468x60 Pixel
   - Price: 800 € for 4 weeks

3. **Index Contentbanner**
   - Size: 255x180 Pixel
   - Price: 400 € for 4 weeks

4. **Skyscraper Banner**
   - Size: 160x600 Pixel
   - Price: 1,500 € for 4 weeks

5. **Rectangle Banner**
   - Size: 160x120 Pixel
   - Price: 450 € for 4 weeks

6. **Index Skybanner**
   - Size: 255x400 Pixel
   - Price: 575 € for 4 weeks

7. **Index Superbanner**
   - Size: 825x245 Pixel
   - Price: 695 € for 4 weeks

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Service Provider Premium Profile

Integration:
- Inquiry button and recommendation
- Picture gallery (max 9 pictures)
- Video integration

Price: 750 € for 12 months

---

Banner Basic Expo Profile

1. **Skybanner**
   - Size: 350x600 Pixel
   - Price: 750 € for 4 weeks

2. **Contentbanner**
   - Size: 350x260 Pixel
   - Price: 450 € for 4 weeks
**Premium Venue Profile**
Integration: Address, short profile of the venue, key data of the conference and meeting rooms, logo and picture gallery, on request integration of a video. Exclusivity of Top Premium Venue Profiles combined with SEO advantages for range increase.

**Price** for 12 months 950 €

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**Premim Expo Profile**
Integration: Stand and ticket booking; picture gallery (max. 9 images); video; upload expo newspaper, list of exhibitors etc.; Social media posts, reviews and much more

**Price** for 12 months 750 €
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 for 6 months

Advertorial

The Online-Advertorial for your individual presentation: Put your expo, your product and/or your service in the limelight. We will gladly advise you to find just the solution meeting your needs and requirements!

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

Links: Up to 10 links

Due to legal reasons advertorials are marked as "Advertisement"

Price: € 950 for 4 weeks
Additional Marketing Options

**Sponsored Post**
Your marketing message as an editorial article*. You supply us with your contents, we prepare these editorially and publish them on expocheck.com. The article appears in the News section, is searchable and is also listed in the popular search engines such as Google & Co.

**Price:** on request  
* Your mail will be marked as "advertisement"

**Whitepaper**
The perfect format to show your competences in detail and comprehensively: Case studies, user reports, analyses or market studies are the perfect form of presentation for companies that want to differentiate their content and generate leads at the same time. The download of this valuable information is subject to registration by the user. This allows you to track exactly who is accessing the documents provided by you. You receive valuable knowledge about the reader. In the next step you can enter into direct dialogue with him.

On request, we will support you in creating the content.

**Price:** on request

**Influencer Marketing**
Increase your brand awareness with Influencer Marketing. Benefit for your corporate campaign from Europe’s largest Influencer network consisting of more than 42,000 influencers from 5 countries and 6 channels.

The influencers use their personal approaches to create authentic postings that allow their followers to engage in their own independent debate with the presented product range or service. We support you in strategy development and implementation. We will find the right influencers and core target groups for you, whether demographic, geographical and/or industry-specific. The creation of the content is also supported by us.

Depending on the budget, a certain reach and click rate is guaranteed!

**Price:** on request

**Webcast**
Address your target group directly and interactively with a webcast. This multimedia marketing format is the perfect complement to your banner advertising, company profile and/or whitepaper.

Communicate information about your service portfolio in a combination of picture, video presentation, interview etc. and invite the user to communicate directly with you. The retrieval of this valuable information is subject to registration by the user. This enables you to track exactly who is accessing the documents provided by you. You receive valuable knowledge about the reader and in the next step you can enter in direct dialogue with him.

On request, we will support you in the creation of the content.

**Price:** on request
As dynamic as the entire industry: m+a newsline
Brief description and target group
m+a newsline in biweekly intervals publicizes real news on relevant topics in the very vibrant world of trade shows, expos and events. Information, comments, interviews, assessments and analyses – topical, critical and to the point – that’s what makes m+a newsline preferred reading material for deciders in the boardrooms of the international expo industry.

Publication frequency:
m+a newsline is published biweekly as HTML_Newsletter and features between 12 and 18 pages.

Circulation/print run: 650 copies

Your banner in m+a newsline:
Available up to one year, three months minimum.
Price per month: € 620
Format: on request

Your employment ad in m+a newsline:
Price: € 1,440.00 (plus 19 % VAT). Price is not subject to agency commission discounts.
File format: on request
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