mediadata 2018
www.expocheck.com
digital and print

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

- 87% 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 15.8 fairs in Germany and abroad (foreign share 57%).
- 82% additionally organise marketing events – 9.5% of them 70 events and more.
- 85% of readers are executives, 94% play a part in exhibition and event decisions.
- 3.5 readers per copy* ensure additional distribution of your advertising message.

* according to the first reader
* Survey method: CATI
Survey period: August 2011
Conducted by: teleResearch, Institut für Marktforschung, Mannheim

TOP target group in the exhibition and event industry
Readers of m+a report: the TOP target group in the exhibition and event industry. The most important results of the readership survey (method: CATI) of regular recipients of m+a report (net sample: 158 interviews realised), conducted by the independent research institute teleResearch Institut für Marktforschung, Mannheim, Germany (www.tele-research.de), survey period August 2011
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 eight 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 August 2011.

4 Frequency: 8 issues p.a.

Publication dates: February, April, May, June, August, September, November, December

Copy deadline: four weeks before publication

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

6 Volume: 99th volume 2018

7 Subscription: € 20.00 per issue plus postage

Reduced annual subscription price:

€ 119.00 plus delivery within Europe
€ 119.00 plus delivery overseas

8 Publication of: –

9 Membership: –

10 Publishing company: Deutscher Fachverlag GmbH

m+a Internationale Messemedien

Mailing address: 60264 Frankfurt am Main

Office address: Mainzer Landstraße 251, 60326 Frankfurt am Main

Phone: +49 69 7595-1002 (Zentrale)

Fax: +49 69 7595-1280

Internet: www.expocheck.com

E-Mail: mua@dfv.de

11 Publisher: Deutscher Fachverlag GmbH

m+a Internationale Messemedien

12 Advertising:

Sales director: Volker Schledt (-1883), Volker.Schledt@dfv.de

Sales: Margitta Jahreis (-2852), Margitta.Jahreis@dfv.de

Carola Frey (-1882), Carola.Frey@dfv.de

13 Editorial:

Editor-in-Chief: Christiane Appel (-1907), Christiane.Appel@dfv.de

department

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

14 Volume analysis:

2016 = 8 items

Total volume: 824 pages = 100%

Text section: 538 pages = 65%

Advertising section: 286 pages = 35%

Bound inserts: 0 item

Inserts: 2 item

Recruitment- a. Classified ads: 0.0 Seiten = 0.0%

Publishers own ads: 38.3 Seiten

Publishers own inserts: –

Publishers own bound-ins: –

15 Content analysis of text section: unlevied
1 Circulation control: IVW
2 Circulation analysis: Copies per issue per annual average (Q 3/2016 to Q 2/2017)

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>Print run:</td>
<td>12,000</td>
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<tr>
<td>Total circulation:</td>
<td>11,609</td>
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<tr>
<td>thereof abroad:</td>
<td>1,000</td>
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<tr>
<td>Sold circulation</td>
<td></td>
</tr>
<tr>
<td>– Subscribed copies:</td>
<td>853</td>
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<tr>
<td>– Sold individually:</td>
<td>0</td>
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<td>– Sold otherwise:</td>
<td>1</td>
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<td>Free copies:</td>
<td>10,755</td>
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<td>Remaining, archive and specimen copies:</td>
<td>391</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Share of total circulation</th>
<th>Copies</th>
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<tr>
<td>Germany</td>
<td>91</td>
<td>10,609</td>
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<tr>
<td>Abroad</td>
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<tr>
<td>Total circulation</td>
<td>100</td>
<td>11,609</td>
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**Media Information 2018**

<table>
<thead>
<tr>
<th>edition</th>
<th>deadlines 2018</th>
<th>opportunities</th>
<th>markets</th>
<th>appearance</th>
<th>practical</th>
<th>additional circulation</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Special edition: Technology m+a report + tw tagungswirtschaft</td>
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<tr>
<td></td>
<td></td>
<td>Special edition: Female World m+a report + tw tagungswirtschaft</td>
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<tr>
<td></td>
<td></td>
<td>Special edition: Hospitality m+a report + tw tagungswirtschaft</td>
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<tr>
<td>4/2018</td>
<td>Pd: 25.06. Ed: 23.05. Ad: 30.05.</td>
<td>World of Mouth Exhibitor interview Project development</td>
<td>Art</td>
<td>Showcase Brandspaces New materials Plates and surfaces</td>
<td>Promotional items Logistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special edition: Hospitality m+a report + tw tagungswirtschaft</td>
<td></td>
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</table>

Pd = Date of publication  
Ed = Press deadline  
Ad = Advertisement deadline
<table>
<thead>
<tr>
<th>edition</th>
<th>deadlines 2018</th>
<th>opportunities</th>
<th>markets</th>
<th>appearance</th>
<th>practical</th>
<th>additional circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/2018 August</td>
<td>Pd: 10.08.</td>
<td>Exhibitor interview Essential for good expo stand: effective briefing</td>
<td>Demographic changes South Africa</td>
<td>Showcase Brandspaces Mediatecture</td>
<td>Quickly installed: expo stands in a suitcase</td>
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<tr>
<td></td>
<td>Ed: 06.07.</td>
<td></td>
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<td>Ad: 13.07.</td>
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<tr>
<td>6/2018 September</td>
<td>Pd: 21.09.</td>
<td>Exhibitor interview Passion: vintage cars</td>
<td>Mobility 4.0</td>
<td>Showcase Brandspaces Sound design/acoustics Small stands, big effects</td>
<td>Roadshows Tents and lightweight structures</td>
<td>viscom, Frankfurt, November 2018</td>
</tr>
<tr>
<td></td>
<td>Ed: 17.08.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Ad: 24.08.</td>
<td></td>
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<tr>
<td>7/2018 October/November</td>
<td>Pd: 02.11.</td>
<td>German expo industry Exhibition interview Pricing Master agreements</td>
<td>Additive manufacturing</td>
<td>Showcase Brandspaces The effects of color</td>
<td>International stand building Display, lightweight and modular expo stand systems</td>
<td>Famab Award, St. Petersburg/Russia, November 2018</td>
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<td></td>
<td>Ad: 10.10.</td>
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<td></td>
<td></td>
<td>FAMA Messefachtagung, November 2018</td>
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<td></td>
<td>Raumwelten, Frankfurt, February 9-13, 2018</td>
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<td>Ed: 09.11.</td>
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<td>Ad: 16.11.</td>
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</tbody>
</table>

Special edition: Sustainability m+a report + tw tagungswirtschaft

Pd = Date of publication       Ed = Press deadline       Ad = Advertisement deadline
(Subject to modification)
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>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>3,980.00</td>
<td>4,730.00</td>
</tr>
<tr>
<td>1/2</td>
<td>2,150.00</td>
<td>2,900.00</td>
</tr>
<tr>
<td>1/3</td>
<td>1,495.00</td>
<td>2,245.00</td>
</tr>
<tr>
<td>1/4</td>
<td>1,185.00</td>
<td>1,955.00</td>
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<tr>
<td>1/6</td>
<td>840.00</td>
<td>1,590.00</td>
</tr>
<tr>
<td>1/8</td>
<td>685.00</td>
<td>1,435.00</td>
</tr>
</tbody>
</table>

* The price applies to one category per subscription period. Additional categories may be selected against surcharge. A subscription period (12 months) encompasses 8 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 069-7595 1905.

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

5,800.00 €
5,200.00 €

Special formats:
French Cover

9,000.00 €

Banderole (+ charges for wrapping)
other special formats on request

7,340.00 €

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

750.00 €

Bleed charge:
no surcharge

3 Discounts:
For publication within 12 months in m+a MessePlaner and m+a report (without m+a Service)

<table>
<thead>
<tr>
<th>By frequency</th>
<th>By volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads = 5%</td>
<td>1/1 page = 5%</td>
</tr>
<tr>
<td>5 ads = 8%</td>
<td>3/1 pages = 8%</td>
</tr>
<tr>
<td>8 ads = 12%</td>
<td>6/1 pages = 15%</td>
</tr>
<tr>
<td>10 ads = 15%</td>
<td>10/1 pages = 18%</td>
</tr>
</tbody>
</table>

Color and placement surcharges as well as extra technical costs are not eligible for discounts; brokering commission 15%.
4 Classified advertisements

Recruitment and classified ads:
90 mm column per mm  9.70 €
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  25.00 €

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)  4,120.00 €

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. 6,260.00 €

Each plus charges for binding  250.00 €

Inserts:
Max. size 210 x 297 mm (up to 25 g)
Insert costs up to 25g per thousand  270.00 €
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: (069) 7595 - 29 62
Telefax: (069) 7595 - 29 60
E-mail: zad@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.

Accounts:
Frankfurter Sparkasse:
IBAN DE56 5005 0201 0000 0349 26, S.W.I.F.T. BIC: HELADEF1822
W = width
H = height

T = typearea
B = bleed size

+ 4 mm bleed difference on each side
1 Magazine format:
210 mm wide, 297 mm high Bleed difference: 4 mm 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, LWC, white, non-glossy

Dot gain:
40% field: 14% (allowance +/- 3%)
80% field: 11% (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 type-setting 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: (069) 75 95 - 29 62
Telefax: (069) 75 95 - 29 60
E-mail: zad@dfv.de

m+a report
1. octanorm

Ad in m+a report +
Bound insert in m+a report +
Banner at expocheck.com

2. Messe Frankfurt

Ad in tw tagungswirtschaft and m+a report
Banner at tw-media.com +
Banner in m+a newsline
3. Event
Sponsoring m+a | tw special edition on technology + 
1/1 page in m+a report + 
hockey stick and megabanner at 
tw-media.com + 
banner in newsletter tz tagungszeitung.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.

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* acc. to reader survey conducted by independent research agency Institut für Marktforschung, Mannheim among regular recipients of m+a messeplaner (survey period: August 2011)

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**Please note**

**Ad closing date**
- July edition 2018/2019: Apr 27, 2018

Extensive information on prices, formats and technical specifications of m+a messeplaner is available at [www.expocheck.com/messeplaner](http://www.expocheck.com/messeplaner) or +49-69 75 95 1883
Résumé
Our expo platform in addition to the editorial section for expo makers and the exhibiting industry features a curated overview on the most important international industry events and thus enables exhibitors and visitors to find just the right expo.

Target group
Deciders in export-oriented industries all around the world rely on us to bring their business to the head of the field.

Monthly reach
German and English
66,483 Unique Visitors
73,503 Visits etc.
150,166 Impressions

Monthly growth rate
27.93 %

Display banner home page
1. Super banner
870x260 pixels, JPG
Price for 4 weeks: €650
2. Rectangle
300x260 pixels, JPG
Price for 4 weeks: €500
3. Super banner
870x260 pixels, JPG
Price for 4 weeks: €450
Display banner
Sub page
Positions available on article pages, ranking lists and search result pages

1. Superbanner
870x260 pixels, JPG
Price for 4 weeks: €400

2. Rectangle
300x260 pixels, JPG
Price for 4 weeks: €250

3. Rectangle
300x260 pixels, JPG
Price for 4 weeks: €200

Advertorial
Home page
Teaser for article:
Banner 300x260 pixels, JPG
Article: 3000 characters, images, links, videos
Price for 4 weeks: €950
(including €200 SEA-Budget)

Expo profile
Integration:
Stand + ticket booking,
Boosting*, CMS**, u.m. (and more?)
Price for 12 months: €750

* Expo event is highlighted in color in the expocheck-expo search
** Admin access privileges to own expo profile
Service-provider profile
Address, portrayal, picture integration, news integration
Price for 12 months: €650

Ranking list
List with up to 10 expos or references, service highlighted with banners
Price for 4 weeks: €850

Contact
Sales
Simone Hammer
Telefon +49 69 7595-1638
E-Mail: Simone.Hammer@dfv.de

Project Manager
Mandy Schamber
Telefon +49 69 7595-1884
E-Mail: Mandy.Schamber@dfv.de
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, crit-ical 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:** €600

**Format:** 500x64 pixels, PNG, JPEG, GIF. No animations possible. Please state URL to be linked.

**Your employment ad in m+a newsline:**

**Price:** €1,290.00 (plus 19% VAT). Price is not subject to agency commission discounts.

**File format:** PNG, GIF, JPEG (PDF not possible!)

**Width:** 500 pixels (please render without left and right margins)

**Ad closing date:** one day prior to publication

(please ask for our publication schedule)

Musterbeispiel: siehe Seite 25

**Sales contact data**
More information on subscription at:
+49-69 7595-1995 oder per E-mail joerg.jaehne@dfv.de

**Kontakt Anzeigenberatung:**
+49-69 7595-1882 oder per E-mail mua@dfv.de

You can reach even more deciders all over the world with our m+a | UFI-Messe-Newsletter:
Publication frequency: weekly, 6,500 personalized addresses worldwide. Inquire about our advertisement options for you:
Nina.Pfeifer@dfv.de, Tel. +49 69 7595-1905
Aim your employment ad accurately at the exhibiting industry and trade-fair sector

Employment ads
Your company has a job opening in the expo, trade-fair and event sector? You’re looking for new professional challenges? Make use of the 14-day publication interval of m+a newsline and enhance it with the available m+a report, m+a newsline and www.expocheck.com options. Benefit from pin-pointed distribution in your target group plus convenient handling of your employment/situation wanted ads.

m+a report + digital
m+a report, m+a newsline, expocheck.com
½ page 4c + digital €3,150
¼ page 4c + digital €2,360

One-time ad digital
m+a newsline, expocheck.com €1,800

Single order m+a report
½ page 4c €2,620
¼ page 4c €1,740

Single order m+a newsline €1,290*

*The price is not subject to agency commission discounts (AE)
Customized formats and/or packages upon request.
Your company has a job opening in the expo, trade-fair and event sector?
You’re looking for new professional challenges? Make use of the 14-day publication interval, pin-pointed distribution in your target group plus convenient handling of your recruitment / situation wanted ads in m+a newslne.

Price: € 1,290.00 (plus 19% VAT). Price is not subject to agency commission discounts.

File format: PNG, GIF, JPEG (PDF not possible!)

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