

Frankfurt daily

automechanika
FRANKFURT

The official trade fair newspaper

advertising list no. 8 | effective from 01 Oct 2015

MEDIA DATA

2016

www.frankfurt-daily.com/automechanika



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ABOUT

ABOUT FRANKFURT DAILY The official trade fair newspaper

The Frankfurt daily is the only **official newspaper of Automechanika Frankfurt 2016** – the world's leading trade fair for the automotive aftermarket. The Frankfurt daily is a dual language publication with text in both German and English.

Present every day of the fair
Five different editions of the Frankfurt daily – one for each day of the fair, with a total print run of 100,000 copies – will be published in DIN A3 format.

Updated daily

With its unchanging inner section, the Frankfurt daily ensures that coverage of innovations at the fair and product reports, as well as the dates, times and other details of events, appear in every issue, whilst the outer section, which is different every day, brings readers the very latest news.

Hallmark of editorial quality

The Frankfurt daily is created by the editorial team of "kfz-betrieb", the official journal of the German Automotive Industry Association.

FRANKFURT DAILY More than just a newspaper

Be there – in the Frankfurt daily, the only official newspaper of the Automechanika Frankfurt, and **enjoy all these advantages:**

- **five issues, updated daily**
- a total print run of **100,000 copies**
- **published on all five days** of the fair early in the morning
- **free distribution** to visitors
- **journalistic** reporting

Your benefits

With the trade fair newspaper, you don't just reach visitors to the show: in addition, its dissemination through three different channels (print, online and mobile) guarantees you extremely high visibility throughout the international automotive industry. Use this cross-media presence to:

- **attract visitors and win new customers**
- **consolidate your ties with existing customers**
- **increase your turnover**



Profit from:

- **Transparency:** one booking – all issues – one price
- **Impact at the point of interest:** reach exhibitors and trade visitors on all five days
- **International target group:** In 2014, the participation of international trade visitors was 58,4 percent
- **Last-minute-effect:** your final chance to attract the attention of visitors to the fair
- **Great value for money:** very attractive price-per-thousand-contacts thanks to the high print and online circulation
- **Flexibility:** advertising copy and artwork can be changed daily as an option
- **Lasting value:** many visitors take the Frankfurt Daily home with them and will come across your ad again later.

Essential reading for Automechanika Frankfurt
Reach your target group directly and at the ideal moment!

» ePaper 2014

PRINT ADVERTISING FORMATS



One price for all five issues!

ADVERTISEMENT

Your **image or product advertisement** appears in all editions. With a single booking at a single price.

In addition, you can change your copy and artwork as often as you like. Per **change of content** and day, a further 550.00 euros is charged.

The **Marketplace** highlights small-format ads. The formats available are 1/6, 1/8 and 1/12 of a DIN A3 page.

» Technical data print

» Format examples

Formats		Bleed formats* Width Height		Prices b/w, 4c**
2/1 page	DIN A3	594 mm	420 mm	28,790 €
1/1 page	DIN A3	297 mm	420 mm	14,800 €
1/1 page	DIN A4	210 mm	297 mm (type area only)	10,850 €
1/2 page, landscape	DIN A3	297 mm	210 mm	7,400 €
1/2 page, landscape	DIN A4	210 mm	148 mm (type area only)	5,400 €
1/2 page, portrait	DIN A4	104 mm	297 mm (type area only)	5,400 €
2/5 page, portrait	DIN A3	122 mm	420 mm	6,150 €
1/3 page, landscape	DIN A3	297 mm	140 mm	5,300 €
1/4 page, landscape	DIN A3	297 mm	105 mm	4,250 €
1/4 page, landscape	DIN A4	210 mm	74 mm (type area only)	3,300 €
1/4 page, portrait	DIN A4	104 mm	148 mm (type area only)	3,300 €
1/5 page, portrait	DIN A3	68 mm	420 mm	3,640 €
Cover page 2	DIN A3	297 mm	420 mm	16,700 €
Cover page 3	DIN A3	297 mm	420 mm	16,700 €
Cover page 4	DIN A3	297 mm	420 mm	21,100 €
Joint stand advertising	on request			on request

Marketplace (type area only)

1/6 page	DIN A3	131 mm	125 mm	1,400 €
1/8 page	DIN A3	131 mm	84 mm	1000 €
1/12 page	DIN A3	131 mm	63 mm	700 €

*Format in the bleed area +5mm trim allowance above, below and to the side, newspaper format 297 mm x 420 mm,
Discounts: • First booking discount 5% (for new costumers only!) • Early booking discount 10% by 31st of March 2016. Preferential placements are not discountable.
** Price for a booking in all issues.
All prices are subject to VAT at the prevailing rate.

DIGITAL ADVERTISING FORMATS

Take full advantage
of the possibilities
our digital
advertising
formats afford!

DIGITAL ADVERTISING FORMATS

With Frankfurt daily, you can also reach customers via notebook, tablet or smartphone. **Take advantage of the synergy of print and digital media** for your advertising appearance. Enhance your advertisement in the electronic edition through additional **digital formats** and **interact with your customers in a purposeful way**.



Elektronik günstig instand gesetzt

your advert

▶

🔊

VIDEO / AUDIO

Accompany your advertisement with a **video or audio clip** – ideal for tutorials, interviews and complex advertising messages.

€ 250.– per video or audio clip



Elektronik günstig instand gesetzt

your advert

🌐

WEBLINK

Guide readers of the e-paper directly to your website or further information via a **link**.

€ 100.– per link

All prices are subject to VAT at the prevailing rate.

» Technical data digital



DISTRIBUTION

DATES



Frankfurt daily
Automechanika
Frankfurt am Main
Germany
September 13-17, 2016

DISTRIBUTION

Frankfurt daily escapes no one's attention: The five latest issues are distributed with a **total circulation of 100,000 copies print**. In addition, the publication via **all three channels** (print, online, mobile) guarantee very high visibility:

- ▶ handed out free-of-charge to visitors each morning
- ▶ distributed to exhibitors
- ▶ delivered to hotels near the fair
- ▶ **circulation further increased** by a prominent link to our electronic edition in the daily newsletter of the industry journal "kfz-betrieb", which has 61,000 subscribers

High visibility
assured by
dissemination through
all channels

DATES 2014

	Date
Booking and editorial deadline	05 Aug 2016
Deadline for advertising data	12 Aug 2016
Publications, 5 issues	13-17 Sep 2016

Attract visitors
directly to your stand
with the
**Frankfurt daily
newspaper!**

CONTACT

Advertisements
Here you will find
your contact partner

Publisher

Messe Frankfurt
Medien und Service GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main, Germany
phone: +49 69 7575-5515
fax: +49 69 7575-6802
publishing.services@messefrankfurt.com
www.publishingservices.messefrankfurt.com

Vogel Business Media GmbH & Co. KG
Max-Planck Straße 7/9
97082 Würzburg, Germany
phone: +49 931 418-0
fax: +49 931 418-2100
info@vogel.de
www.vogel.de

Editor-in-Chief

Vogel Business Media GmbH & Co. KG
Wolfgang Michel
phone: +49 931 418-2561
wolfgang.michel@vogel.de

Editorial contact

Vogel Business Media GmbH & Co. KG
Stellv. Chefredaktion, Konrad Wenz
phone: +49 931 418-2556
konrad.wenz@vogel.de

Advertising Coordination

Vogel Business Media GmbH & Co. KG
Karin Fleder
phone: +49 931 418-2110
karin.fleder@vogel.de

Head of Sales and Order Management National Advertising Sales

Vogel Business Media GmbH & Co. KG
Anna Gredel
phone: +49 931 418-2920
anna.gredel@vogel.de

International Advertising Sales

BESTSELLER GmbH
Daniel Bölit
Karl-Hammerschmidt-Str. 32
85609 München, Germany
phone: +49 89 90119-209
frankfurtdaily@bestseller.de

Order confirmation and invoicing through Messe Frankfurt Medien und Service GmbH

Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany

Managing director: Klaus Reinke, Dr. Andreas Winckler

Local court: Frankfurt am Main, HRB 24768

The general terms and conditions for advertisement orders in magazines and newspapers apply (state 07/2015),
to be found at www.frankfurt-daily.com/automechanika.

» To the GTCs