





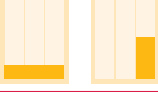





## Basic information / Prices 2024

<b>Publishers:</b>	TFI-Verlagsgesellschaft mbH Oberfeld 32 DE-82319 Starnberg	<b>Address entry</b>	58 mm width x 50 mm height: EUR 500.00
<b>Phone:</b>	+49-8151-27 79 07	<b>"Service-Partner":</b>	58 mm width x 25 mm height: EUR 350.00 (Rate for two issues)
<b>eMail:</b>	info@tfi-publications.com	<b>Loose inserts:</b>	Weight up to 25 g: EUR 200.00 per thousand
<b>Internet:</b>	www.tfi-publications.com	<b>Affixed reply cards:</b>	EUR 100.00 per thousand
<b>Circulation:</b>	9,000 copies distributed (IVW audited II/23) 	<b>Bound-in inserts:</b>	<b>Four-page</b> <b>Eight-page</b> EUR 4,000.00    EUR 6,000.00 Inserts must have 6 mm trim per cut edge
<b>Frequency of publication:</b>	Twice a year	<b>Advertising specials:</b>	details on request
<b>Journal size:</b>	210 mm x 280 mm (width x height)	<b>Online advertising:</b>	see <a href="http://www.advertising.tfi-publications.com">www.advertising.tfi-publications.com</a>
<b>Type area:</b>	184 mm x 252 mm	<b>Subscription rates:</b>	Germany: EUR 30.00 including VAT International: EUR 30.00 Europe EUR 40.00 Overseas
<b>Column width:</b>	4-columns: 43 mm, 3-columns: 58 mm	<b>Terms of payment:</b>	Payment net, immediately on receipt of invoice
<b>Printing process:</b>	Offset, Computer-to-plate	<b>Bank account:</b>	HypoVereinsbank München IBAN: DE65 7002 0270 0662 9051 19 SWIFT (BIC): HYVEDEMMXXX
<b>Printing material:</b>	Printable pdf (300 dpi, colour ads out of the Euroscale/CMYK) by eMail to: axel.thunig@tfi-publications.com	<b>General conditions of business</b>	see <a href="http://www.tfi-publications.de/eng/media/agb">www.tfi-publications.de/eng/media/agb</a>
<b>Surcharges:</b>	Special colour (HKS/Pantone)    EUR    1,000.00 Placement on cover page:            10%		
<b>Discounts:</b>	<b>Frequency discount</b> or <b>Volume discount</b> 2 ads   -   5 %                    2 pages   -   10 %		

## Sizes / Rates 2024

Ad size (different formats on request)	Ad format (mm) non-bleed size width    x    height	bleed size* width    x    height	Ad rates in EUR** 4c (Euroscale/CMYK)
1/1 	184      252	210      280	4,500.00
2/3 	121      252 184      168	133      280 210      186	3,300.00
1/2 	121      189 90      252 184      126	133      207 102      280 210      144	2,800.00
1/3 	121      126 58      252 184      84	133      144 70      280 210      102	2,100.00
1/4 	90      126 184      63 43      252	102      144 210      81 55      280	1,750.00
1/6 	184      40 58      126	210      58 70      144	1,300.00
1/8 	184      30 90      60 43      126	210      48 102      78 55      144	1,100.00

\* plus 4 mm bleed surcharge per edge cut    \*\* for customers in Germany all rates are subject to VAT



## Schedule / featured topics in 2024

Issue no.	Specials TFI FOCUS	TFI INTERNATIONAL	TFI PRACTICE	Publication date	Closing date for ads and printing material
<b>1/2024</b> IMEX, Frankfurt 14.-16.05.2024  UFI European Conference, Zurich 11.-13.06.2024	<ul style="list-style-type: none"><li>• Trade fair market Germany</li><li>• Congresses &amp; conventions</li><li>• Eventlocations</li><li>• Safety &amp; hygiene measures</li></ul>	<ul style="list-style-type: none"><li>• Asia</li><li>• Gulf Region</li><li>• South Africa</li><li>• Austria</li><li>• Central Eastern Europe</li><li>• Scandinavia</li></ul>	<ul style="list-style-type: none"><li>• Stand construction &amp; stand construction suppliers</li><li>• Stand construction materials</li><li>• Stand construction international</li><li>• Forwarders &amp; logistics (for IELA Congress)</li></ul>	08.05.2024	22.04.2024
<b>2/2024</b> 91st UFI Global Congress, Cologne 20.-22.11.2024  ibtm world, Barcelona 19.-21.11.2024	<ul style="list-style-type: none"><li>• Preview UFI Global Congress</li><li>• Trade fair outlook 2025</li><li>• Congresses &amp; conventions</li><li>• Guest events</li><li>• International exhibition centres</li></ul>	<ul style="list-style-type: none"><li>• Asia</li><li>• Gulf Region</li><li>• Switzerland</li><li>• Italy</li><li>• France &amp; Benelux</li><li>• Central Eastern Europe</li></ul>	<ul style="list-style-type: none"><li>• Stand construction systems</li><li>• Stand construction &amp; stand construction suppliers</li><li>• Rental furniture for fairs</li></ul>	08.11.2024	21.10.2024

## General information

### Characteristic

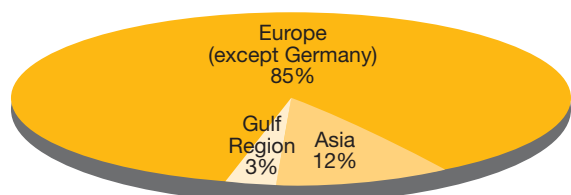
The globalised exhibition & MICE industry is the market of **Trade Fairs International (TFI)**, the first and original bilingual **INTERNATIONAL TRADE FAIR & MICE MAGAZINE**. TFI informs organizers, trade exhibitors as well as stand constructors and their suppliers of the dynamic developments in the fair industry. With an audited circulation of 9,000 copies (IVW II/23, of them about 70% in Germany and up to 30% distributed internationally), **TFI** is an indispensable advertising medium for all service providers in the fair industry who want to secure and expand their market shares at home and worldwide. **TFI** is an independent international business journal and not effected by the influence of any fair industry associations.

### Advertiser profile

**TFI** is a successful advertising medium for exhibition centres, fair organizers, MICE destinations, convention centres, exhibition & conference hotels, trade and commercial development institutions, stand construction and design companies and their suppliers, event technology providers, catering firms, event agencies, forwarders & logistics companies.

### International distribution

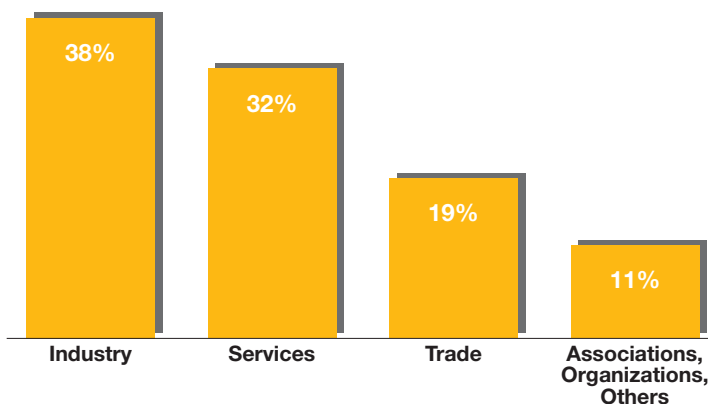
With an international distribution of up to 30% **TFI** is in line with market trends and the globalisation of the industry. **TFI** is distributed in the following markets that most strongly frequent the fair industry outside Germany:



### Target group

**TFI's** main target group are senior executives in select companies and institutions. They are prime decision-makers of the capital and consumer goods industries and of major service and trade companies. This also includes those in charge of fairs in structurally relevant institutions as important multipliers. **TFI** recipients initiate fair participations and visits in and outside Germany (e.g. managers and decision-makers in the fields of export, marketing, distribution, procurement, advertising, etc.).

The structure of **TFI's** distribution in the branches of economy (Source: **TFI** database):



### Database

Thanks to the successful controlled circulation system of **TFI** decision-makers in firms that exhibit and visit at fairs in and outside of Germany receive the magazine. Our recipients' names and positions are recorded by the trained sales team in our **TFI** database, which is subject to constant quality control.