29 YEARS OF TFI

TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS

Basic information / Prices 2027

Publishers: TFI-Verlagsgesellschaft mbH
Auf dem Kampe 23
30827 Garbsen
GERMANY

Phone: +49-5131-95393
eMail: info@tfi-publications.com
Internet: www.tfi-publications.com

Circulation: 6.950 copies (print and online)
Consisting of:
1.050 (print)
4.500 (distributed online)
1.400 (online views, aprox.)

Frequency of publication: Twice a year

Journal size: 210 mm x 280 mm (width x height)
Type area: 184 mm x 252 mm
Column width: 4-columns: 43 mm, 3-columns: 58 mm

Printing process: Digital

Printing material: Printable pdf (300 dpi, colour ads out of the Euroscale/CMYK) by eMail to: peter.borstel@tfi-publications.com

Discounts: **Frequency discount** 2 ads -10 % or **Volume discount** 2 pages -10 %

Address entry "Service Partner": 58 mm width x 50 mm height: EUR 250.00
58 mm width x 25 mm height: EUR 175.00
(Rate for two issues) **

Loose inserts: Weight up to 25 g: 500 EUR **

Advertising specials: details on request
Email newsletter: details on request

Online advertising:

Large Leaderboard (970 x 70 Pixel)	EUR 2,190.00
Leaderboard (728 x 90 Pixel)	EUR 2,090.00
White Skyscaper (160 x 600 Pixel)	EUR 1,990.00
Skyscaper (120 x 600 Pixel)	EUR 1,790.00
Fullbanner (480 x 60 Pixel)	EUR 990.00
Halfbanner (234 x 60 Pixel)	EUR 590.00

(Rate for three months) **

Subscription rates: Germany: EUR 30.00 including VAT
International: EUR 30.00 Europe
EUR 40.00 Overseas

Terms of payment: Payment net,
immediately on receipt of invoice

Bank account: HypoVereinsbank München
IBAN: DE65 7002 0270 0662 9051 19
SWIFT (BIC): HYVEDEMMXXX

General conditions of business see www.tfi-publications.de/eng/media/agb

Sizes / Rates 2027

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 x 252	210 x 280	1,890,00
2/3	121 x 252 184 x 168	133 x 280 210 x 186	1,490,00
1/2	121 x 189 90 x 252 184 x 126	133 x 207 102 x 280 210 x 144	1,190,00
1/3	121 x 126 58 x 252 184 x 84	133 x 144 70 x 280 210 x 102	940,00
1/4	90 x 126 184 x 63 43 x 252	102 x 144 210 x 81 55 x 280	740,00
1/6	184 x 40 58 x 126	210 x 58 70 x 144	590,00
1/8	184 x 30 90 x 60 43 x 126	210 x 48 102 x 78 55 x 144	490,00

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

RATE CARD NO. 29 – EFFECTIVE JANUARY 1ST, 2027

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Schedule / featured topics in 2027

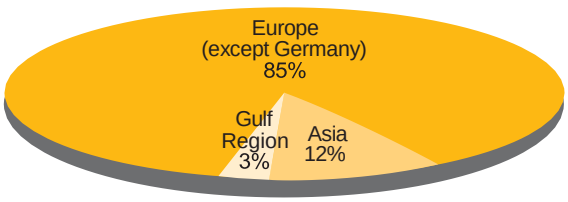
Issue no.	Specials TFI FOCUS	TFI INTERNATIONAL	TFI PRACTICE	Publication Date	Closing date for ads and printing material
1/2027 IMEX, Frankfurt 11.–13.11.2027 UFI European Conference, Rimini 02.-04.06.2027	• Trade fair market Germany • Congresses & conventions • Event Locations • Safety measures	• Asia • Gulf Region • Spain • Austria • Central Eastern Europe • Scandinavia	• Stand construction & stand construction suppliers • Stand construction materials • Stand construction international • Forwarders & logistics (for IELA Congress)	29.04.2027	15.04.2027
2/2027 94rd UFI Global Congress Guadalajara, Mexiko 02.–05.11.2027 ibtm world, Barcelona 16.–18.11.2027	• Preview UFI Global Congress • Trade fair outlook 2028 • Congresses & conventions • Guest events • International exhibition centres	• Asia • Gulf Region • Switzerland • Italy • France & Benelux • Central Eastern Europe	• Stand construction systems • Stand construction & stand construction suppliers • Rental furniture for fairs	21.10.2027	07.10.2027

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 constructers and their suppliers of the dynamic develop-ments in the fair industry. With an audited circulation of almost 7,000 copies of them about 70 per cent in Germany and up to 30 per cent 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.

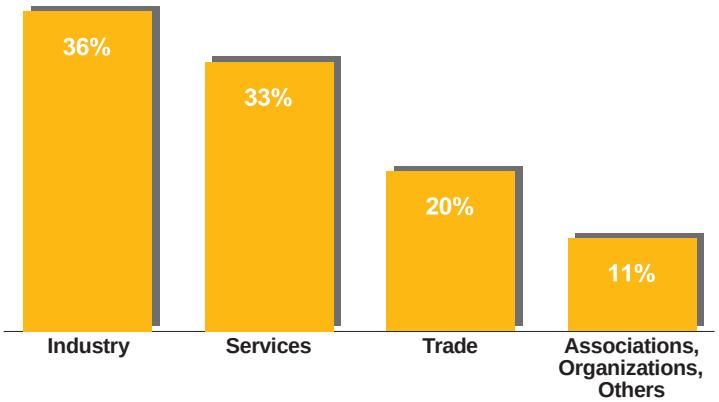
Advertiser profile
TFI is a successful advertising medium for exhibition centres, fair organizers, MICE destinations, convention centres, exhibition & conference hotels, trade and commercial developement institutions, stand construction and design companies and their suppliers, event technology providers,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

International distribution
With an international distribution of up to 30 per cent **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 structrually 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.

RATE CARD NO. 29 – EFFECTIVE JANUARY 1ST, 2027