25 YEARS OF TFI

TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS

Basic information / Prices 2025

Publishers:	TFI-Verlagsgesellschaft mbH Oberfeld 32 DE-82319 Starnberg
Phone:	+49-8151-27 79 07
eMail: **Internet:**	info@tfi-publications.com www.tfi-publications.com
Circulation:	9,003 copies distributed (IVW audited II/24)
Frequency of publication:	Twice a year
Journal size: **Type area:** **Column width:**	210 mm x 280 mm (width x height) 184 mm x 252 mm 4-columns: 43 mm, 3-columns: 58 mm
Printing process:	Offset, Computer-to-plate
Printing material:	Printable pdf (300 dpi, colour ads out of the Euroscale/CMYK) by eMail to: axel.thunig@tfi-publications.com
Surcharges:	Special colour (HKS/Pantone) EUR 1,000.00 Placement on cover page: 10%
Discounts:	**Frequency discount** or **Volume discount** 2 ads - 5 % 2 pages - 10 %

Adress entry "Service-Partner":	58 mm width x 50 mm hight: EUR 500.00 58 mm width x 25 mm hight: EUR 350.00 (Rate for two issues)
Loose inserts:	Weight up to 25 g: EUR 200.00 per thousand
Affixed reply cards:	EUR 100.00 per thousand
Bound-in inserts:	**Four-page** **Eight-page** EUR 4,000.00 EUR 6,000.00 Inserts must have 6 mm trim per cut edge
Advertising specials:	details on request
Online advertising:	see www.advertising.tfi-publications.com
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 2025

Ad size (different formats on request)	**Ad format (mm)** non-bleed size width x hight	bleed size* width x hight	**Ad rates in EUR**** 4c (Euroscale/CMYK)
1/1	184 x 252	210 x 280	4,600.00
2/3	121 x 252 184 x 168	133 x 280 210 x 186	3,400.00
1/2	121 x 189 90 x 252 184 x 126	133 x 207 102 x 280 210 x 144	2,850.00
1/3	121 x 126 58 x 252 184 x 84	133 x 144 70 x 280 210 x 102	2,150.00
1/4	90 x 126 184 x 63 43 x 252	102 x 144 210 x 81 55 x 280	1,750.00
1/6	184 x 40 58 x 126	210 x 58 70 x 144	1,300.00
1/8	184 x 30 90 x 60 43 x 126	210 x 48 102 x 78 55 x 144	1,100.00

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

RATE CARD NO. 27 – EFFECTIVE JANUARY 1ST, 2025

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Schedule / featured topics in 2025

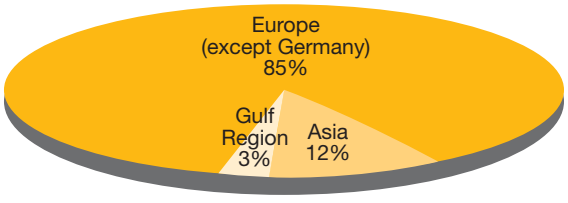
Issue no.	Specials TFI FOCUS	TFI INTERNATIONAL	TFI PRACTICE	Publication date	Closing date for ads and printing material
1/2025 IMEX, Frankfurt 20.-22.05.2025 UFI European Events Week, Thessaloniki 04.-06.06.2025	• Trade fair market Germany • Congresses & conventions • Eventlocations • Safety & hygiene measures	• Asia • Gulf Region • South Africa • Austria • Central Eastern Europe • Scandinavia	• Stand construction & stand construction suppliers • Stand construction materials • Stand construction international • Forwarders & logistics (for IELA Congress)	12.05.2025	25.04.2025
2/2025 92nd UFI Global Congress, Hong Kong 19.-22.11.2025 ibtm world, Barcelona November 2025	• Preview UFI Global Congress • Trade fair outlook 2026 • 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	03.11.2025	17.10.2025

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 developments in the fair industry. With an audited circulation of 9,003 copies (IVW II/24, 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.

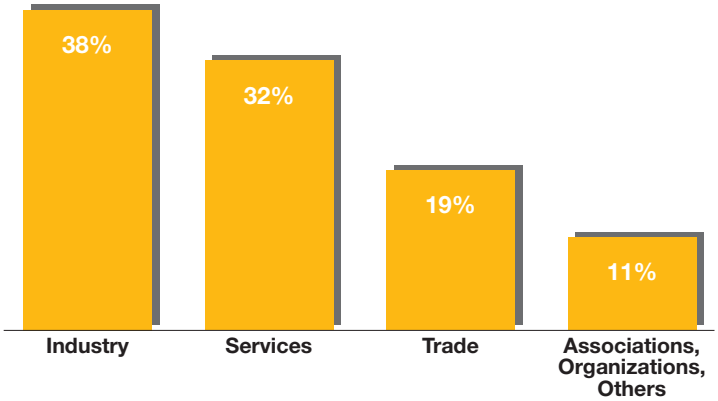
Advertiser profile
TFI is a successful advertising medium for exhibition centres, fair organizers, MICE destinations, convention centres, exhibition & conference hotels, trade and commercial developement institutions, stand construction and design companies and their suppliers, event technology providers,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

International distribution
With an international distribution of up to 30% **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.

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