28 YEARS OF TFI

# TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS

## Basic information / Prices 2026

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|---|---|
| **Publishers:** | TFI-Verlagsgesellschaft mbH<br>Oberfeld 32<br>DE-82319 Starnberg |
| **Phone:** | +49-8151-27 79 07 |
| **eMail:**<br>**Internet:** | info@tfi-publications.com<br>www.tfi-publications.com |
| **Circulation:** | 9,001 copies distributed<br>(IVW audited II/25) |
| **Frequency of publication:** | Twice a year |
| **Journal size:**<br>**Type area:**<br>**Column width:** | 210 mm x 280 mm (width x height)<br>184 mm x 252 mm<br>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:<br>axel.thunig@tfi-publications.com |
| **Surcharges:** | Special colour (HKS/Pantone) EUR 1,000.00<br>Placement on cover page: 10% |
| **Discounts:** | **Frequency discount** or **Volume discount**<br>2 ads - 5 % 2 pages - 10 % |

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|---|---|
| **Adress entry "Service-Partner":** | 58 mm width x 50 mm hight: EUR 500.00<br>58 mm width x 25 mm hight: EUR 350.00<br>(Rate for two issues) |
| **Loose inserts:** | Weight up to 25 g:<br>EUR 200.00 per thousand |
| **Affixed reply cards:** | EUR 100.00 per thousand |
| **Bound-in inserts:** | **Four-page** **Eight-page**<br>EUR 4,000.00 EUR 6,000.00<br>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<br>International: EUR 30.00 Europe<br>EUR 40.00 Overseas |
| **Terms of payment:** | Payment net, immediately on receipt of invoice |
| **Bank account:** | HypoVereinsbank München<br>IBAN: DE65 7002 0270 0662 9051 19<br>SWIFT (BIC): HYVEDEMMXXX |
| **General conditions of business** | see www.tfi-publications.de/eng/media/agb |

## Sizes / Rates 2026

| **Ad size**<br>(different formats on request) | **Ad format (mm)**<br>non-bleed size<br>width x hight | bleed size*<br>width x hight | **Ad rates in EUR****<br>4c (Euroscale/CMYK) |
|---|---|---|---|
| 1/1 | 184 x 252 | 210 x 280 | 4,700.00 |
| 2/3 | 121 x 252<br>184 x 168 | 133 x 280<br>210 x 186 | 3,500.00 |
| 1/2 | 121 x 189<br>90 x 252<br>184 x 126 | 133 x 207<br>102 x 280<br>210 x 144 | 2,900.00 |
| 1/3 | 121 x 126<br>58 x 252<br>184 x 84 | 133 x 144<br>70 x 280<br>210 x 102 | 2,200.00 |
| 1/4 | 90 x 126<br>184 x 63<br>43 x 252 | 102 x 144<br>210 x 81<br>55 x 280 | 1,800.00 |
| 1/6 | 184 x 40<br>58 x 126 | 210 x 58<br>70 x 144 | 1,300.00 |
| 1/8 | 184 x 30<br>90 x 60<br>43 x 126 | 210 x 48<br>102 x 78<br>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. 28 – EFFECTIVE JANUARY 1ST, 2026**

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## Schedule / featured topics in 2026

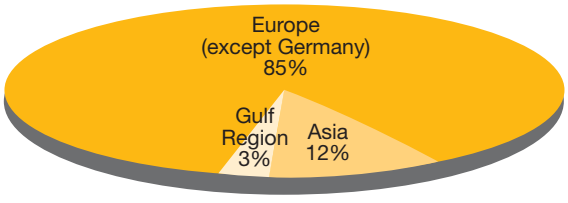
| Issue no. | Specials<br>TFI FOCUS | TFI INTERNATIONAL | TFI PRACTICE | Publication date | Closing date for ads and printing material |
|---|---|---|---|---|---|
| **1/2026**<br>IMEX, Frankfurt<br>19.-21.05.2026<br><br>UFI European<br>Events Week, Izmir<br>03.-05.06.2026 | • Trade fair market Germany<br>• Congresses & conventions<br>• Eventlocations<br>• Safety & hygiene measures | • Asia<br>• Gulf Region<br>• South Africa<br>• Austria<br>• Central Eastern Europe<br>• Scandinavia | • Stand construction & stand construction suppliers<br>• Stand construction materials<br>• Stand construction international<br>• Forwarders & logistics (for IELA Congress) | 11.05.2026 | 24.04.2026 |
| **2/2026**<br>93rd UFI Global<br>Congress, Bahrain<br>16.-19.11.2026<br><br>ibtm world, Barcelona<br>November 2026 | • Preview UFI Global Congress<br>• Trade fair outlook 2027<br>• Congresses & conventions<br>• Guest events<br>• International exhibition centres | • Asia<br>• Gulf Region<br>• Switzerland<br>• Italy<br>• France & Benelux<br>• Central Eastern Europe | • Stand construction systems<br>• Stand construction & stand construction suppliers<br>• Rental furniture for fairs | 02.11.2026 | 16.10.2026 |

## 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 9,001 copies (IVW II/25, 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.

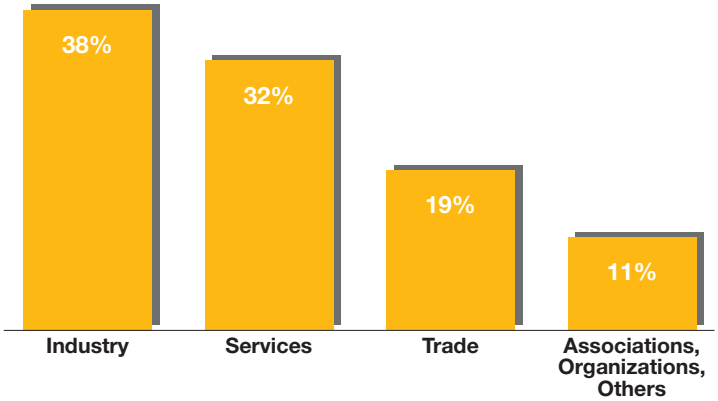
**Advertiser profile**
**TFI** is a successful advertising medium for exhibition centres, fair organizers, MICE destinations, convention centres, exhibition & conference hotels, trade and commercial developement institutions, stand construction and design companies and their suppliers, event technology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

## RATE CARD NO. 28 – EFFECTIVE JANUARY 1ST, 2026