

# Worldwide vision

The only exhibition magazine with a truly international focus



Read by leading international exhibition organisers, venues and service suppliers in 113 countries across the globe, *Exhibition World* tackles the key issues affecting the exhibition industry.

The magazine features regular interviews with key global industry decision-makers, insight into the challenges and hot topics facing the industry, as well as regional and sector-based reports. Allied to its news coverage, this rich feature content makes *Exhibition World* a vital tool and information source for companies and organisations active in the global exhibition market, providing a guide to action and enabling them to do better business both in their own country and in foreign markets.

*Exhibition World* is produced in partnership with UFI, the global association of the exhibition industry. It is sent monthly to over 20,000 international exhibition organisers, including all UFI members, and select industry professionals and executives across the globe.

We are also proud to bring you the *Exhibition World* website, designed to connect venues, suppliers and organisers to the news and views of the



global exhibition industry every day, wherever you are located. As well as being a portal for international exhibition industry news, the website acts as a platform for debate and ideas. We welcome your opinions and look forward to your participation in our forums.

We hope you enjoy this new tool. Please make your voice heard; send us your stories and give us your feedback.

Antony Reeve-Crook,  
Editor, *Exhibition World*  
arc@mashmedia.net  
www.exhibition-world.net

Digital Media



# Worldwide reach

Our readers, what they say...

“ We advertise within Exhibition World with success and impact. Throughout the year, we are receiving a number of enquiries and generating new leads from the potentials. We welcome the arrival of each issue of Exhibition World to keep us up to date with the happenings of the industry. With its in-depth focus on current events and coverage of global trade shows, we know we are constantly ‘in the know ’”

– Mr Vithaya Sintharapantorn, Director Exhibition Sector, Thailand Convention & Exhibition Bureau (TCEB)

“ Thanks for the online Exhibition World magazine. Looks good, nice graphics, interesting articles too. ”

– Ashley Head, Director EFI Logistics

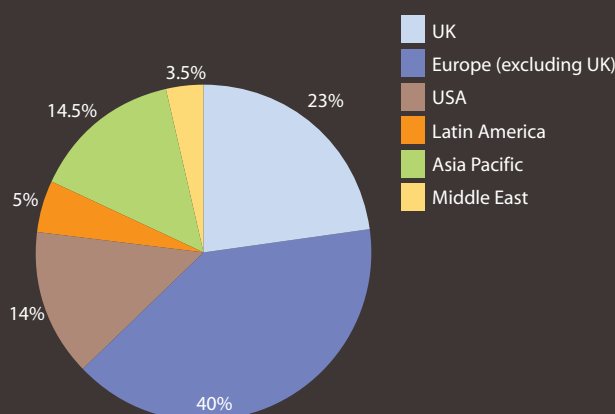


## Circulation & readership

The magazine is circulated to international exhibition organisers, venue owners and suppliers. It is the official UFI (International Association of the Exhibition Industry) media partner and is sent to every UFI member.

The circulation is growing and evolving every month and currently runs at 10,000 in print and over 20,000 in electronic page - turning version

The global circulation is split into the following regions:



# Worldwide value

## Advertising rates

Advertising rates are dependant on the number of issues you advertise in. The rates are indicated below:

Inside Front Cover	£3,845	Outside Front Cover	N/A
Inside Back Cover	£3,845	Outside Back Cover	£4,395
Sponsorship	price on request		
Double Page Spread	£6,325	Page per insertion	£3,295
3 issues	£6,006	3 issues	£3,130
6 issues	£5,693	6 issues	£2,965
9 issues	£5,374	9 issues	£2,800
12 issues	£5,060	12 issues	£2,635
Half Page	£1,870		
3 issues	£1,777		
6 issues	£1,683		
9 issues	£1,590		
12 issues	£1,496		

Each magazine is published in the first week of the cover date.  
 Advertising deadlines are on the 10th of the previous month of the cover date  
 Editorial deadlines are on the 10th of the previous month of the cover date  
 There are 11 issues in each calendar year with August/September issue being joint issues.

## Advertising sizes

Full page	trim	297mm x 210mm	Classified sizes	
	bleed	303mm x 216mm	Column	Width
	type	270mm x 190mm	1col	43mm
Half Page		128mm x 190mm	2col	90mm
Half Page Vertical		270mm x 90mm	3col	129mm
Quarter Page		128mm x 90mm	4col	190mm
Eighth Page		58mm x 90mm		
Stip Ad		58mm x 190mm		

## Website banner specifications 590 x 130 GIF & JPEG

- Animation is limited to first 10 seconds, looping is unlimited within 10 seconds. Use animation carefully: Keep animation smooth and fluid, using slow motions and gentle fades. Fast and abrupt motion has been shown to be highly irritating. Avoid experiences that 'break-through' the page or abuse the content.
- Images must be of a high quality, so do not use to high a compression ratio on the image files

Standard:	Width	Height	Click-thru URL Limit	File Size
	590	130	MAX 150 characters	200k

**Ad Submission Guidelines:** Submit all advertising files and URLs to [Idacosta@mashmedia.net](mailto:Idacosta@mashmedia.net).

## Contact information

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# Emailers

the power of direct marketing

## Emailer campaigns:

We can send an email to a selection of data from our comprehensive database of your target market. You can specify who you want it to go to and we will monitor the results for you.

The charges are per 1,000 emails and you have the choice to have it sent directly from you or in conjunction with us, using the EW and/or C+MW branding to add weight to the campaign.

You can choose the timing and frequency that the emails are sent out.

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## Monitoring & Reporting

We will be able to let you know the following information:

- Number of sent emails
- Numbers of opened emails
- Number of multiple opened emails
- Number of web links that have been clicked on from the email

Please note that we will not be able to share the details of those who have opened the emails as we need to protect our data. We can, however, from this arrange a follow up campaign to those that opened the email.

For this reason we recommend that you provide a link that those who are interested can click on, and from this they would be able to register their interest through your web pages.

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## Pricing

**Per 1,000 emails** - £350

**With co-branding** - £500

Immediate follow up campaign to opened emails within time period you choose up to 7 days - £200/£300 respectively

(Please note any future campaigns will be sent to just the opened emails will still be charged at the initial rate.)

# Digital Media Information

## Video

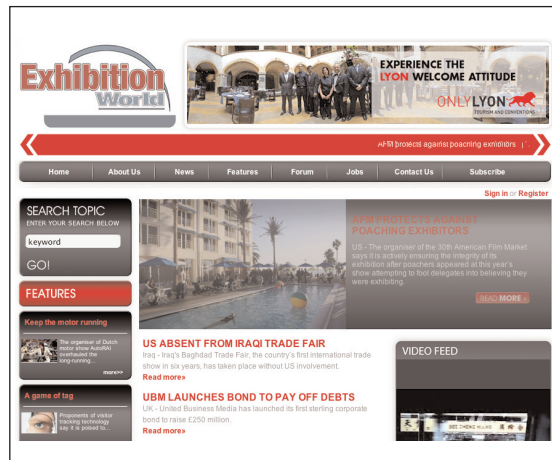


### Video Rich Media

£1000 - homepage/month  
£500 - digital magazine (+ advert cost)

- Use your promotional video to showcase what you have to offer.
- Maximum length - 5 minutes
- SLU format required

## Website banner [www.exhibition-world.net](http://www.exhibition-world.net)

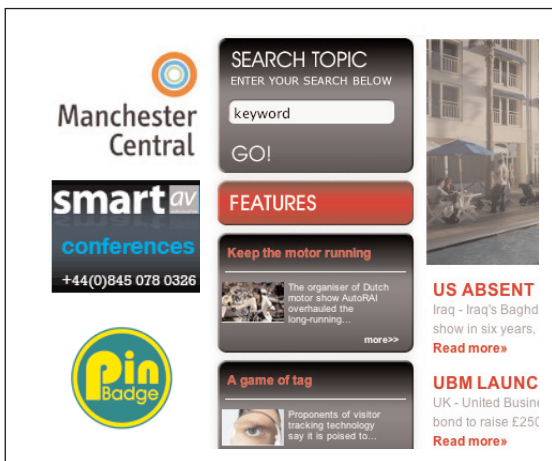


### Banner Advertising

£2,000 per month  
£5,000 per 3 months

- Homepage banners allow readers to link through to your website
- Maximum of 5 banners/month

## Flash adverts



### Flash based advertising in digital magazine

£500

- In addition to cost of magazine advert
- A range of opportunities to make your advert more eye catching and stand out

## Emagazine sponsor



### Digital magazine HTML sponsor

£2,000/month

- Your unique opportunity to sponsor the delivery of the e-mag.
- Only one sponsor per issue
- Banner will link to your website
- Great to raise awareness at events or new launches

\*Please note that these rates are in addition to the print rates. All clients are encouraged to use the print publication in addition to the digital version.

For more information please contact [afrench@mashmedia.net](mailto:afrench@mashmedia.net), or alternatively talk to a member of our team on 020 8971 8282.

# Our publications

Mash Media is the leading publisher of magazines and directories for the exhibition, event and conference industry.



## Conference News

is the leading publication in the UK dedicated only to the conference and meetings market, and is a valuable monthly tool for busy organisers and planners to keep abreast of fast-running industry changes. With a snappy news style and features and columns from leading industry figures, *Conference News* is a friendly guide for action, with a little entertainment thrown into the mix.



## Conference + Meeting World

is the only truly international monthly publication focusing on the conference and meetings market. With regular contributions from leading industry associations, such as AIPC, the magazine has a style and élan of its own and provides an attractive platform for debate among the meetings industry's leading thinkers and achievers.



## Exhibition News

Published monthly, *Exhibition News* is the 'must read' of the UK exhibition industry. First with the big stories and features, *Exhibition News* covers the hottest topics, with features on the key issues of the day and interviews with key personalities. Required reading if you are to remain at the cutting edge of the exhibition industry.



## Exhibition World

Exhibition World, produced in partnership with UFI (the global association of the exhibition industry), is the magazine for the international exhibition community. Read by leading exhibition organisers, venues and service suppliers in 95 countries, *Exhibition World* tackles the issues affecting the exhibition industry.



## Exhibiting

*Exhibiting* is designed to help exhibitors get the maximum ROI from participation in exhibitions. Exhibitions can be the most effective marketing tool but only if they are used properly and with careful consideration. Through the use of thought provoking editorial, case studies and best practice, *Exhibiting* aims to ensure that marketers improve their results from exhibitions.



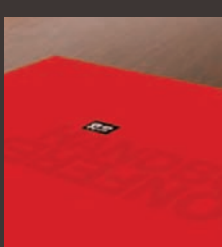
## Exhibition Bulletin

*Exhibition Bulletin* is regarded as the 'bible' of the exhibition industry. It is designed to be used as a research tool by all parts of the exhibition industry. With an exhaustive list of UK, European and overseas exhibitions, the *Exhibition Bulletin* also includes news, research features, market overviews and a substantial directory of companies that service the exhibition industry.



## Exhibition Handbook

Published for 14 years, the *Exhibition Handbook* provides everything you need if you are organising an exhibition or exhibiting at one. With over 7,000 suppliers, contractors and venues The *Exhibition Handbook* is comprehensive and easy to use whether you need a stand designer or a 10,000m<sup>2</sup> venue.



## Conference Handbook

The *Conference Handbook* has everything you need if you are organising a conference. Whether the conference is for 10 or 10,000, the *Conference Handbook* will have the right venue and suppliers.



## Exhibition World Directory

The *Exhibition World Directory* is a unique and comprehensive annual guide for international exhibition organisers. It provides essential information about worldwide exhibition venues, their local infrastructure and contractor services.



## expoabc.com

Your ultimate online resource for exhibitions, the first for news, features and ground breaking stories on the exhibition industry. Search for venues, organisers and suppliers online.

[www.expoabc.com](http://www.expoabc.com)