

Frankfurt daily

prolight+sound
musikmesse

April 02 – 05, 2019 | Advertising rate card No. 11 | Effective from September 1, 2018

MEDIADATA 2019



In
a handier
format!

REACH

Benefit from the wide reach of Frankfurt daily and achieve more than 95,700 national and international premium contacts around your booth at Prolight + Sound and Musikmesse.

MEDIAMIX

Impress visitors with your ads in a high-quality editorial environment and use the circulation of both print and e-paper issues to reach your target group.

CONTENT

Our editors and photographers report on innovations, products, events and timings in German and English, making Frankfurt daily an absolute must-have for Prolight + Sound and Musikmesse.

ABOUT FRANKFURT DAILY

The official trade fair newspaper

For over 30 years, the Frankfurt daily has been the official newspaper of the dual trade shows Prolight + Sound and Musikmesse.

During this time, the Prolight + Sound has developed into the global marketplace for audio, lighting, stage and theatre equipment as well as for TV, radio and media equipment, system integration and events equipment.

As an international trade fair, the Musikmesse is the meeting place for all things relating to musical instruments and sheet music, music production and music marketing.

Frankfurt daily is published as a bilingual German/English version.

DAILY UPDATES

A core of editors at Frankfurt daily constantly keeps you up-to-date with innovations, product news, event details and timings. The pages that change daily provide space for editorial news hot from the press.

Frankfurt daily is published in a handy compact format on four fair days with a total circulation of 40,000 copies.

TOP-NOTCH EDITORIAL QUALITY

Product news, fair events and a daily photo gallery – our editors provide the right journalistic setting for your ads.



RUNNING SMOOTH

and getting the right people to your booth

BENEFITS

- Four issues, updated daily
- Total circulation of 40,000 copies
- Published each morning of the fair
- Distributed free to all visitors
- Delivered to 43 hotels close to the fair

TAKE ADVANTAGE OF THIS UNIQUE OFFER

Frankfurt daily not only helps you reach visitors – publication via all three channels (print, online and mobile) also ensures that you're highly visible in the international branch of the event-technology and the music instruments sector.

Make use of this cross-media presence for:

- advertising product innovations
- gaining new customers
- increasing customer loyalty
- generating more sales

1 NEWSPAPER, 4 ISSUES, COUNTLESS OPPORTUNITIES

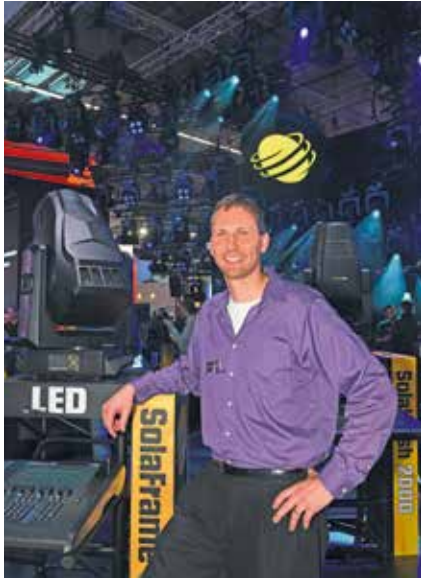
Internationality | Dual languages throughout help you reach an international audience.

Full attention | Pinpoint marketing directs visitors to your booth and attracts more attention to your presence and products.

Coverage | Just one booking at one price means you will appear in all four issues.



Spotlight



Jake Dunnum (General Manager of Business Development) von ETC



Claudio Ottani (R & D Director), Arne Deterts (Geschäftsführer von dB Technologies Deutschland) und Giovanni Barbieri (Director of Sales & Marketing) und das Team dB Technologies



Oliver Braun (Creative Truss Ninja) und Daniel Imiola (Creative Director, PR Consultant) von Global Truss



Donny Chow (Managing Director) von Xilica, David Felix Klecha (Product Manager) von Steinbild Media, Michiel Roelveland (Customer Solutions, Engineer, Europe) und Eddie Tam (Director of Engineering) von Xilica



Chris Kennedy (Direktor) von Cham Sys



Mike Walker (Senior Sales Director EMEA) von Martin by Harman



Glenn Roggeman (CEO) AED Group und Alexander Kexel (Managing Director) von AED Deutschland

95,744 GOOD REASONS TO PLACE YOUR AD

As a print edition, online and on the go

PRINT EDITION

With a reach of 40,000 copies over four days, as well as distribution to exhibitors and hotels near the fair, Frankfurt daily is the place to find all the relevant information for Prolight + Sound and Musikmesse.

Benefit for visitors: the latest news and inspiration, free of charge and at your fingertips.

E-PAPER

Your ads will also get full attention in the e-paper editions – and can be expanded across various media with digital add-ons.

Benefit for visitors: on the go, on the train and in the hotel, always up-to-date.

WEBSITE

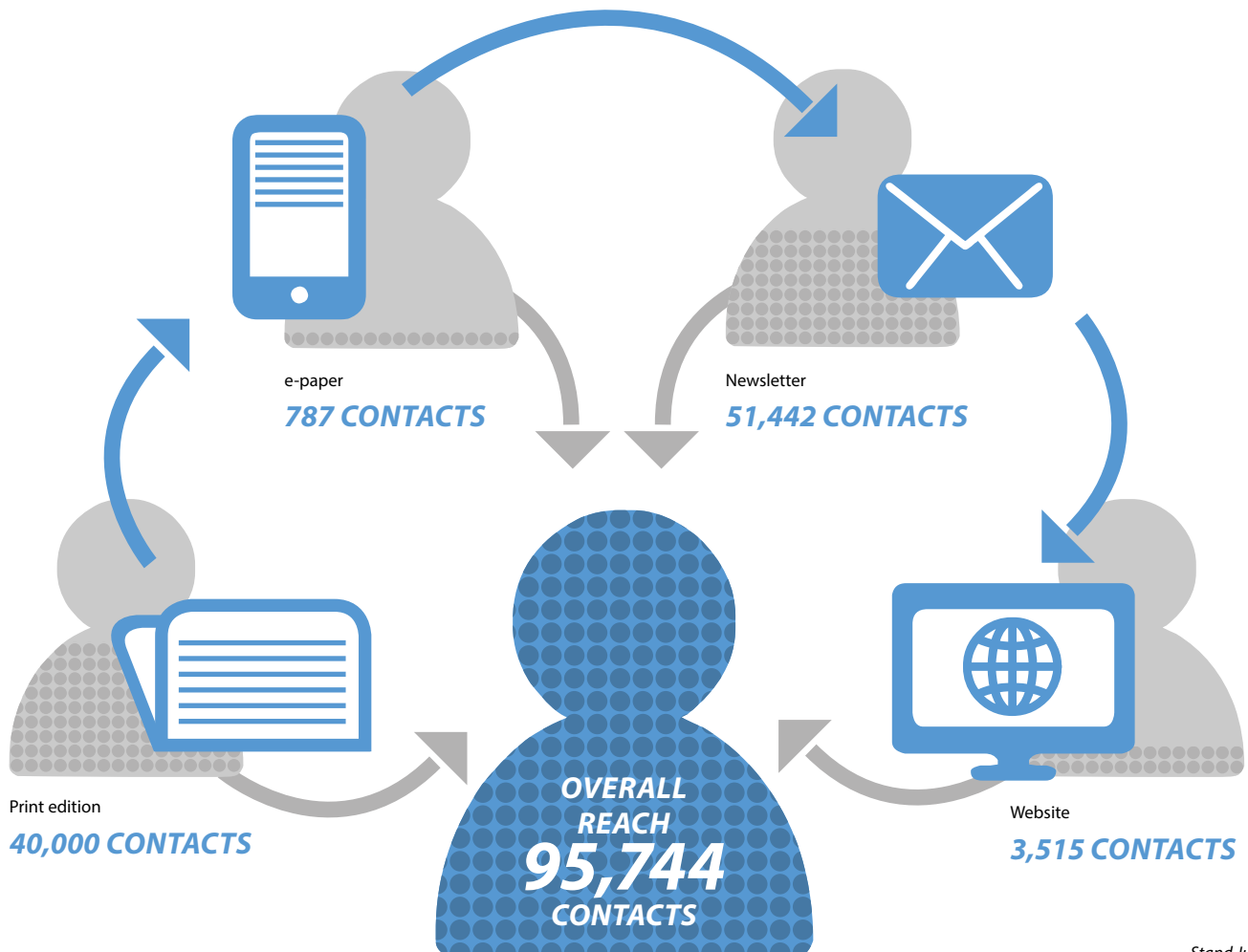
Visitors can download all the issues from our website, or can access them as e-papers – fresh every day.

Benefit for visitors: ideal for preparing for the fair and for follow-ups.

NEWSLETTER

The fair newsletter expands potential readership.

Benefit for visitors: information on the current issues.



SIZE MATTERS

Our new ad sizes at a glance

Your image and product ads help you stand out from your competitors – and all that for a fair and transparent pricing model. Because with just one booking you will appear in all four editions.

OPTIONAL CHANGE OF MOTIF

Ad motifs can be changed daily. Each change costs 565 euros.

STRONG MARKETPLACE

The marketplace is the big setting for small-format ads. 1/6, 1/8 and 1/12 pages, and now also a 1/4 page are available as a choice of format.

Format	Dimensions with bleed (W x H)	Price 4c**
Front page box	53 x 53 mm	€5,500
Front page strip	254 x 52 mm*	€9,400
2/1 double page	508 x 352 mm*	€19,800
1/1 page	254 x 352 mm*	€10,980
1/2 page landscape	254 x 173 mm*	€7,350
1/2 page portrait	124 x 352 mm*	€7,350
1/3 page landscape	254 x 113 mm*	€5,960
1/4 page landscape	254 x 84 mm*	€5,060
1/4 page portrait	124 x 173 mm*	€5,060
1/4 page portrait (column)	65 x 352 mm*	€5,060

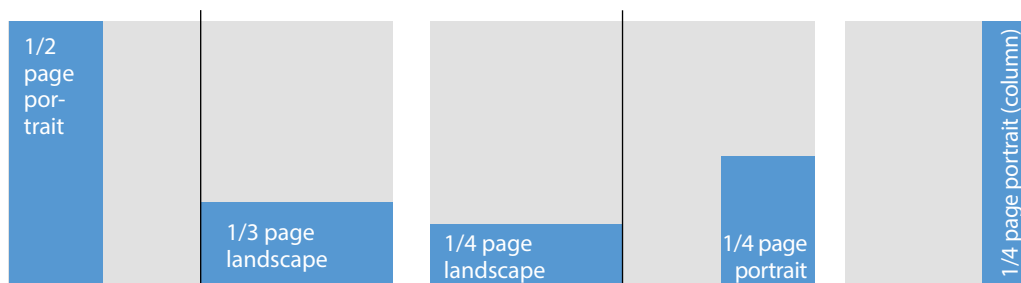
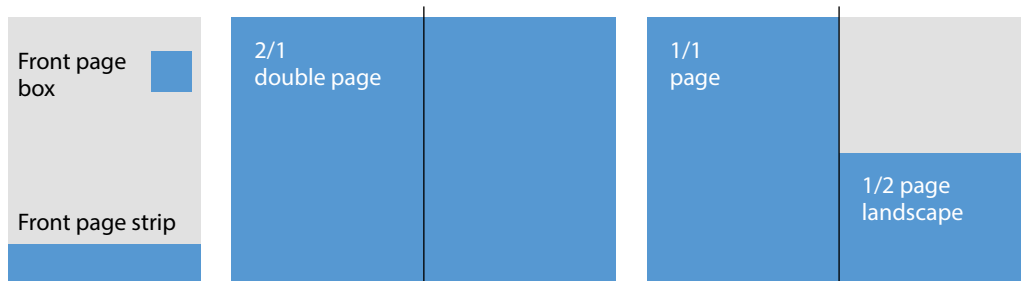
Marketplace	(type area only)	
1/4 page	112 x 154 mm	€2,100
1/6 page	112 x 101 mm	€1,500
1/8 page	112 x 74 mm	€1,100
1/12 page	112 x 47 mm	€790



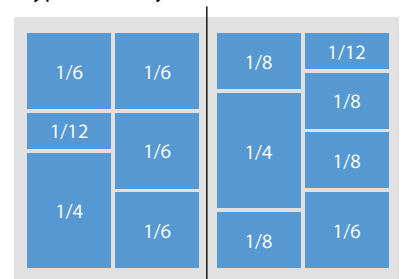
* Format with bleed +5 mm trim at all edges, newspaper format 254 mm x 352 mm.

** Price for booking four issues.

All prices are subject to VAT at the prevailing rate.



Marketplace (type area only)



GETTING MORE OUT OF IT

VIDEO INTEGRATION

Why not add a video to your ad? Digital moving images are very much in fashion and particularly attractive for users of mobile platforms and tablets. Ideal for tutorials, interviews and complex advertising messages.

€250 per video format

AUDIO INTEGRATION

Add value to your ad with an audio message – as a podcast, radio commercial or other innovative format.

€250 per audio format

WEB LINK

Direct e-paper readers to your website or additional info material via a web link.

€100 per link

You will
find the
technical data
here
>>>

All prices are subject to VAT at the prevailing rate.



WE'RE ALWAYS HERE FOR YOU

Your contacts at Frankfurt daily

Do you have any questions about Frankfurt daily? No problem. Our contacts are on hand with advice at any time, helping you to turn your advertising idea into reality.



Advertising Manager

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DATES

Advertising and editorial deadline

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Closing date for material

March 08, 2019

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April 02-05, 2019

Publisher

Messe Frankfurt

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