

Frankfurt daily

light+building

Oct. 2 - 6, 2022 | adjusted advertising rate card no. 11 | effective from Feb. 2, 2022

MEDIA DATA 2022



1 BOOKING -
5 ISSUES!

33,000 COPIES
HIGHLY
CURRENT

REACH

Benefit from the wide reach of Frankfurt daily and achieve more than 240,000 national and international premium contacts around your booth and at Light + Building.

MEDIA MIX

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 Light + Building.

ABOUT FRANKFURT DAILY

The official trade fair newspaper

Since 2000, Frankfurt daily has been the only official daily newspaper at Light + Building in Frankfurt – the world's leading trade fair for lighting and building services technology. 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 new handy compact format on six fair days with a total circulation of 33,000 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

YOUR BENEFITS

- Five issues, updated daily
- Total circulation of 33,000 copies
- Published each morning of the fair
- Distributed free to all visitors
- Delivered to more than 40 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 branches of the Light + Building trade fair. Make use of this cross-media presence for:

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

1 BOOKING, 5 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 issues.



PEOPLE@FRANKFURT DAILY



Markus Wiedmann (Managing Director) and Gerhard Waldmann (Owner of the company and Managing Director) of Waldmann

Spotlight



Serena Rigon (International Marketing) of Gewiss



Philipp Lazic (Head of Marketing and PR) of Finder



Heinrich J. Gantenbrink (Managing Director) of BEGA



Michael Härtl (Managing Director) and Petra Härtl of Laternix

Rulli Stuißand (Sales Director) of Schmitz/Wila



Felix Polklesener (Assistant of Managing Director) and Lea Polklesener (Assistant of Managing Director) of Alfons Rüschenbaum



240,192 GOOD REASONS TO PLACE YOUR AD

As a print edition, online and on the go

PRINT EDITION

With a circulation of 33,000 copies over five days, as well as distribution to exhibitors and hotels near the fair, Frankfurt daily is the place to find all the relevant information for Light + Building.

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

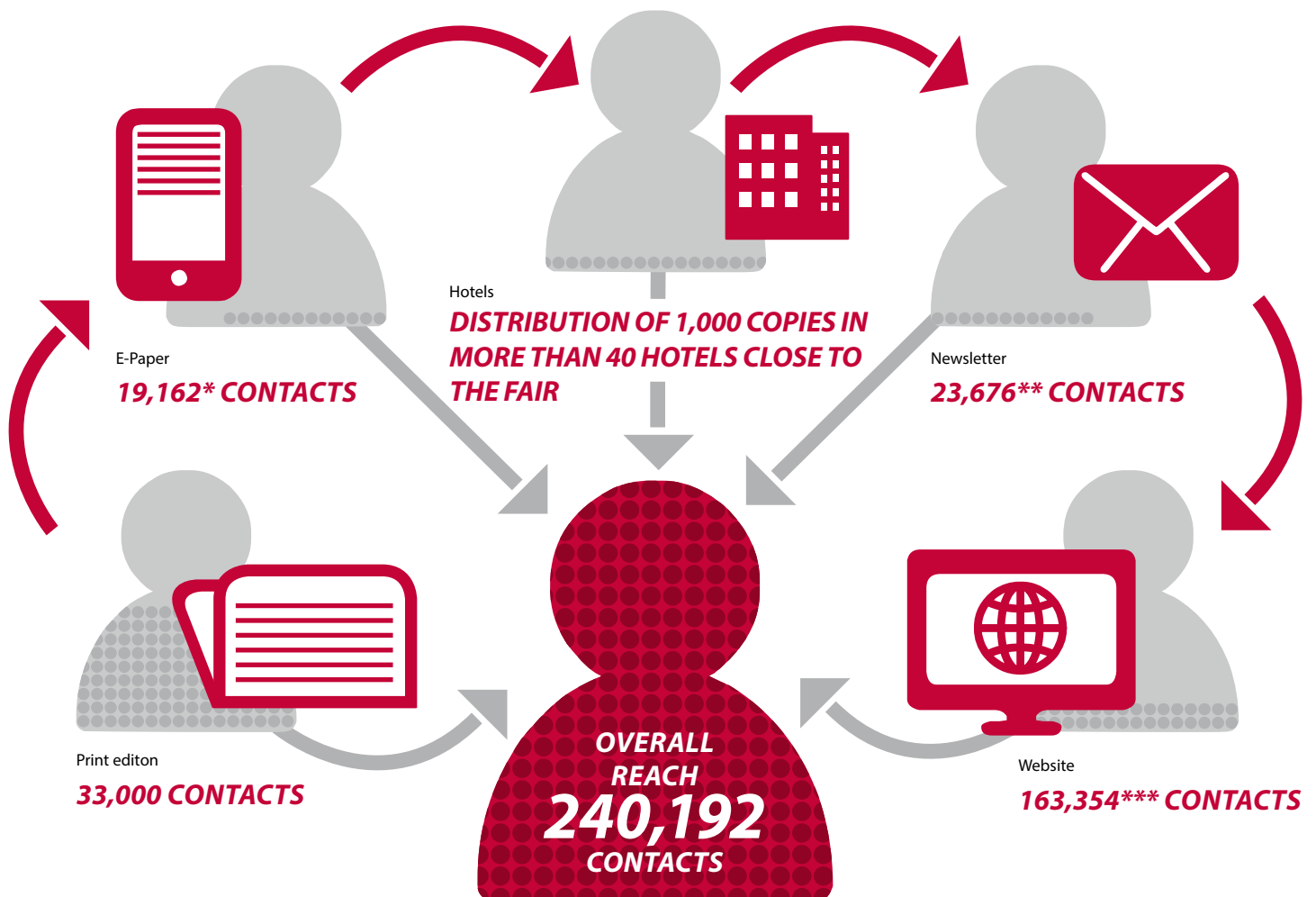
Visitors can download all issues from our websites elektro.net and highlight-web.de or from the website of the Frankfurt trade fair.

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

NEWSLETTER

The newsletters of the trade magazines de – das elektrohandwerk and HIGHLIGHT expands potential readership.

Benefit for visitors: information on the current issues.



* E-paper edition of the magazines de – das elektrohandwerk and HIGHLIGHT, IVW-checked as of the third quarter of 2021

** Newsletter subscribers of the magazines de – das elektrohandwerk and HIGHLIGHT as of September 2021

*** Monthly page impressions of the websites elektro.net and highlight-web.de, IVW-checked as of September 2021

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 six 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. 1/4, 1/6, 1/8 and 1/12 pages are available as a choice of format.

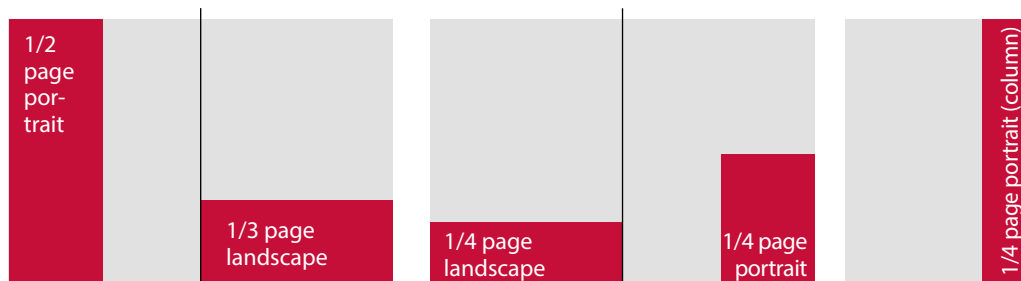
Format	Dimensions with bleed (WxH)	Price 4c**
Front page box	53 x 53 mm (type area only)	6,930 €
Front page strip	254 x 52 mm*	10,340 €
2/1 double page	508 x 352 mm*	27,104 €
1/1 page	254 x 352 mm*	13,886 €
1/2 page landscape	254 x 173 mm*	9,240 €
1/2 page portrait	124 x 352 mm*	9,240 €
1/3 page landscape	254 x 113 mm*	7,414 €
1/4 page landscape	254 x 84 mm*	6,292 €
1/4 page portrait	124 x 173 mm*	6,292 €
1/4 page portrait (column)	65 x 352 mm*	6,292 €
Inside front cover	254 x 352 mm*	15,277 €
Inside back cover	254 x 352 mm*	15,277 €
outside back cover	254 x 352 mm*	15,972 €

Marketplace	(type area only)	
1/4 page	112 x 154 mm	2,376 €
1/6 page	112 x 101 mm	1,567 €
1/8 page	112 x 74 mm	1,223 €
1/12 page	112 x 47 mm	889 €

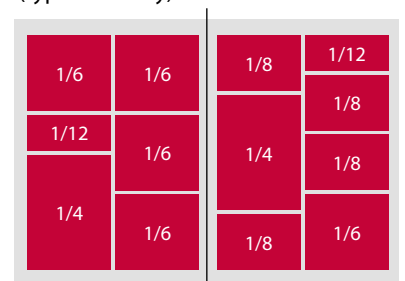
**1 BOOKING -
5 ISSUES!
33.000 COPIES
+ DIGITAL DISTRIBUTION**

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

** Price for booking six issues for Light + Building.
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

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.



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>>> Click here to go to our Terms and Conditions: www.huethig.de/agb.

DATES

Editorial deadline
August 26, 2022
Advertising deadline
September 6, 2022
Closing date for material
September 13, 2022
Publication dates for five issues
October 2 - 6, 2022