



Good Morning, Business!



Messe Daily, the Official Trade Show Newspaper for HANNOVER MESSE 2012



MM
MASCHINENMARKT




Messe Daily 2012: Your Advertising Partner for HANNOVER MESSE 2012

The official trade show newspaper supports the eight international leading trade shows of HANNOVER MESSE 2012 with the latest news, opinions of visitors and exhibitors and the most interesting products presented there. Based on up-to-date research and available in German,

English and Chinese. Messe Daily is the exclusive presentation platform for exhibitors at HANNOVER MESSE, as it reaches the visitors directly at the trade show on all days. It offers invaluable orientation aid across the extensive information spectrum of HANNOVER MESSE 2012.

Media-Facts

Frequency	Daily from Monday 23 April to Friday 27 April 2012	
Circulation	Monday	30,000 copies
	Tuesday	30,000 copies
	Wednesday	30,000 copies
	Thursday	30,000 copies
	Friday	30,000 copies
	Total	150,000 copies
Format	260 mm wide x 350 mm high	
Print Space	232 mm wide x 322 mm high, 5 columns	
Contact: Publisher		Winfried Burkard Phone: +49 931 418-2686 Fax: +49 931 418-2022 E-mail: winfried.burkard@vogel.de
Editorial department	Vogel Business Media GmbH & Co. KG MM MaschinenMarkt/Messe Daily D-97064 Würzburg, Germany	

Advertising Deadline 02 April 2012

Distribution

At the Exhibition Center

- To visitors at all entrances
- To all exhibitors of HANNOVER MESSE
- At all central information spots at HANNOVER MESSE

At Hanover Airport

- Lufthansa Service Gesellschaft
- British Airways
- Airport Service Center

In Hanover

- In the reception and breakfast areas of 70 business hotels
- At the main train station and the exhibition train stop Laatzen

At the Booth of MM MaschinenMarkt

Ad Formats and Prices

Offizielle Messezeitung der HANNOVER MESSE MESSE DAILY		Print Price (in EUR)		
Format	Width x Height in mm	1 issue	3 issues	5 issues
1/1 page	232 x 322	4,780.–	12,906.–	16,730.–
1/2 page	232 x 160	2,460.–	6,642.–	8,610.–
Junior Page	136 x 190	2,300.–	6,210.–	8,050.–
2/5 page	89 x 300	1,980.–	5,346.–	6,930.–
1/3 page	232 x 107	1,650.–	4,455.–	5,775.–
1/4 page	89 x 200 180 x 100 232 x 80	1,275.–	3,442.50	4,462.–
1/5 page	43 x 300 89 x 160	980.–	2,646.–	3,430.–
Ear ad/column head (cover 1page)	39 x 34			10,500.–
Ear ad/column head (trade shows)	39 x 34			4,700.–
Bottom strip	232 x 40			13,300.–
2 nd Cover page	232 x 322			19,200.–
4 th Cover page	232 x 322			20,400.–
2/1 pages	492 x 322	10,050.–	27,135.–	35,175.–
		1 issue	DISCOUNT 10%	
		3 issues	DISCOUNT 30%	
		5 issues		

All prices in Euro
Discounts already included in package price.



For nine consecutive years, Messe Daily has been the official trade show newspaper with exclusive distribution at HANNOVER MESSE. Messe Daily is the only newspaper that may be distributed at the entrances and at the exhibition center. The newspaper is characterized by high professional

competence and offers the latest news, opinions of visitors and exhibitors and the most interesting products. For the whole duration of the trade show, it reaches national and international trade visitors directly at the exhibition.

Messe Daily – Your Partner for Personnel Recruitment at HANNOVER MESSE 2012.

Your job ad in the Messe Daily job market reaches highly qualified specialists and managers directly at HANNOVER MESSE

Advantages

- ✓ Job ads are published in the total circulation, i.e. 150,000 copies
 - ✓ Daily presence
 - ✓ 4-color ads without surcharge
 - ✓ Additional free presence for 4 weeks on the Business Efficiency Portal www.maschinenmarkt.de
- = Maximum attention for your job ad, your company and exhibition presence.**

Deadlines

Advertising-/Print Material Close:

- ✓ 05. April 2012

Ad Prices

Formats	(Width x Height in mm)	Package Price for 5 issues (incl. 4c)
1/1 page	(232 x 322)	11,900.–
1/2 page	(232 x 160)	6,150.–
Junior Page	(136 x 190)	5,550.–
2/5 page	(89 x 300)	4,970.–
1/3 page	(232 x 107)	4,150.–
1/4 page	(89 x 200; 180 x 100; 232 x 80)	3,200.–
1/5 page	(43 x 300; 89 x 160)	2,480.–

Subject to change!

Contact: Job Market

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