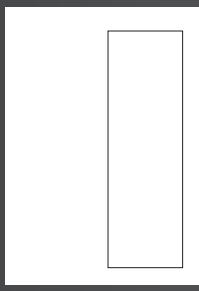


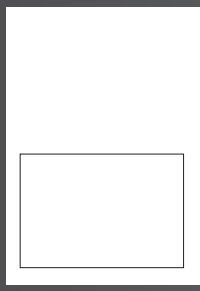
1/1 page
175 x 253,5

BLEED AREA: 210 x 297
and trim allowance



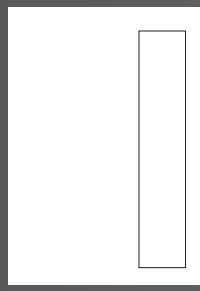
1/2 page portrait
80 x 253,5

BLEED AREA: 100 x 297
and trim allowance



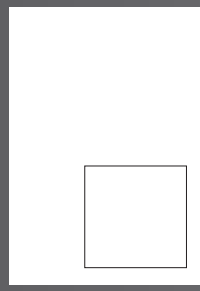
1/2 page landscape
175 x 121,75

BLEED AREA: 210 x 140,25
and trim allowance



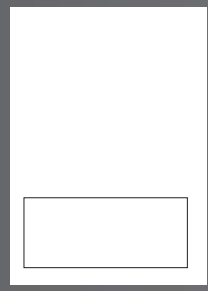
1/3 page portrait
50 x 253,5

BLEED AREA: 70 x 297
and trim allowance



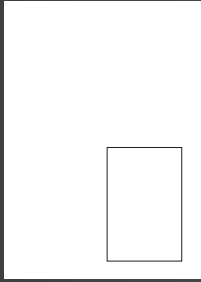
1/3 page square
109 x 109

BLEED AREA: 129 x 129
and trim allowance



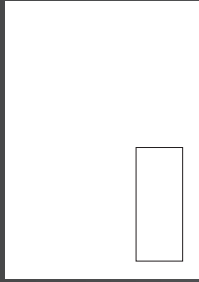
1/3 page landscape
175 x 75

BLEED AREA: 210 x 93,5
and trim allowance



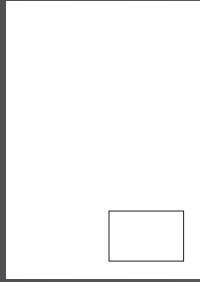
1/4 page
80 x 121,75

BLEED AREA: 100 x 140,25
and trim allowance



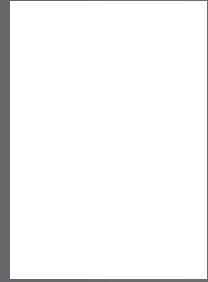
1/6 page
50 x 121,75

BLEED AREA: 70 x 140,25
and trim allowance



1/8 page
80 x 53,75

BLEED AREA: 100 x 72,25
and trim allowance



cover
210 x 297

BLEED AREA:
and trim allowance

EXAMPLES: Wide x height in mm

FORMAT
TYPE AREA
BINDING

DIN A4 / 210 x 297 mm (width x height) . PocketEvent DIN A5 / 148 x 210 mm (width x height)
175 x 253,5 mm (width x height) . PocketEvent 130,5 x 182,75 mm (width x height)
Saddle stitch . PocketEvent adhesive binding

BLEED ADS

Trim allowance: 3 mm on all sides

ADVERTISING DISCOUNTS

For bookings within any twelve month period:

Frequency discount	Volume discount
3 insertions 3%	3 pages 5%
6 insertions 5%	6 pages 10%
10 insertions 10%	12 pages 15%
20 insertions 15%	24 pages 20%

DELIVERY OF
LOOSE OR BOUND INSERTS

AktivMedia GmbH . Hopfenfeld 5 . 31311 Uetze - Dedenhausen . Germany
Loose or bound inserts must be delivered at least 7 days prior to the date of publication

COPY AND FILMS

File format: PDF or EPS (proof required)
Data transfer: by eMail aciba@aktivmedia.biz

PRINTING PROCESS

Offset

TERMS OF PAYMENT

Net payment within 14 days of receipt of invoice
Payment by automatic debit possible

BANK TRANSFERS

Hannoversche Volksbank eG . sort code 251 900 01 . account 4 403 210 200
BIC VOHADE2H . IBAN DE 12 2519 0001 4403 2102 00

PLACE OF JURISDICTION

Burgdorf (also for summary proceedings for the payment of dept, provided an agreement
as to the place of jurisdiction is admissible)

PUBLISHER:

AktivMedia GmbH
Hopfenfeld 5 . 31311 Uetze - Dedenhausen - Germany

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gsanders@mm-sanders.de

BlachReport

Rate

Card

LIVE COMMUNICATION AND BRAND ARCHITECTURE

BlachReport provides sound and up-to-date fortnightly reporting on trends and tendencies for management in the live communication sector. Its themes are projects and developments in the fields of marketing and media events, sponsoring, promotions, brand architecture and communication within the region. The emphasis of the reporting is upon people, brands and markets. The editorial team is in constant touch with the CEOs and senior management of corporations, agencies, locations and destinations, institutions providing training and further education as well as the service sector and service providers. Authoritative and well-researched title stories complement topical reports. The spectrum is extended by the events series BlachReportDialog and the BEA BlachReport Event Award presented annually by the BlachReport. The BEA recognizes in particular the creative aspects and goal orientation of projects in live communication.

.....
AktivMedia GmbH
T 05173 9827-0 , F 05173 9827-39
info@aktivmedia.biz

..... PRICE LIST NO. 8

(applicable from 01.01.2013)

TITLE**BlachReport** Live communication and brand architecture**PRINT RUN**

1.600 copies

FREQUENCY OF PUBLICATION

Fortnightly

ADVERTISING DEADLINE *(booking, copy & films)*

See schedule of themes and deadlines

ADVERTISEMENT FORMATS AND PRICES*(Advertising on the internet or in the e-mail newsletter upon enquiry)*

Format	Trimmed size mm <i>(width x height)</i>	Type Area mm <i>(width x height)</i>	b/w	€	Colour €
Cover 4	210 x 297				2.100,00
Cover 2 or 3	210 x 297				1.850,00
1/1 page	210 x 297	175 x 253,5		1.050,00	1.550,00
1/2 page portrait	105 x 297	80 x 253,5		600,00	900,00
1/2 page landscape	210 x 140,25	175 x 121,75		600,00	900,00
1/3 page portrait	70 x 297	50 x 253,5		450,00	720,00
1/3 page square	129 x 129	109 x 109		450,00	720,00
1/3 page landscape	210 x 93,5	175 x 75		450,00	720,00
1/4 page	100 x 140,25	80 x 121,75		350,00	610,00
1/6 page	70 x 140,25	50 x 121,75		270,00	500,00
1/8 page	100 x 72,25	80 x 53,75		220,00	400,00
1/16 page	100 x 37	80 x 27		150,00	250,00

*(Trimmed page size +3 mm allowance / Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 580,00 euros incl. postage

Bound inserts 4-page: 1.035,00 euros (plus 3-5 mm trim on all outer edges)

*(Other formats and weights upon enquiry / Sample required)***PRINT RUN****FOR BOUND AND LOOSE INSERTS**

1.650 copies

.....
SERVICE LIST PRICES

SL basic entry	4 lines, retention period 1 year	800,00
SL multiple lines	supplementary to basic entry, retention period 1 year, per line	60,00
SL logo	supplementary to basic entry, retention period 1 year, b/w	650,00
SL logo	supplementary to basic entry, retention period 1 year, colour	750,00
SL internet listing	supplementary to basic entry, retention period 1 year + Teaser in BlachReport Daily Newsletter, retention period 4 weeks	500,00
SL basic entry internet listing	Internet without print, 4 lines, retention period 1 year + Teaser in BlachReport Daily Newsletter, retention period 4 weeks	750,00
SL logo Internet listing	supplementary to basic entry, retention period 1 year	50,00

.....
SUBSCRIPTION PRICE

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Annual subscription: Germany 183,50 euros / Outside Germany 247,50 euros

(prices inc. VAT and postage)

BlachReport Trends and Tendencies in Live Communication – Schedule of Principal Themes and Deadlines 2017

ISSUE	PD*	AD*/DC*	ED*	THEMES*
1/2017	10 Jan	04 Jan	05 Jan	Preview: Best of Events 2017
2/2017	24 Jan	18 Jan	19 Jan	BEA Awards / Event Creativity Rankings
3/2017	07 Feb	01 Feb	02 Feb	Annual Balance: Events Agencies
4/2017	21 Feb	14 Feb	15 Feb	Non-Food Catering Trends
5/2017	07 Mar	01 Mar	02 Mar	Automobile Events
6/2017	21 Mar	15 Mar	16 Mar	New Media Equipment for Events
7/2017	04 Apr	29 Mar	30 Mar	New Event Apps
8/2017	18 Apr	11 Apr	12 Apr	Event Agencies
9/2017	02 May	25 Apr	26 Apr	Preview: IMEX 2017
10/2017	16 May	10 May	11 May	Developments in Event Catering
11/2017	30 May	23 May	24 May	Sport Sponsoring Trends
12/2017	13 Jun	07 Jun	08 Jun	Event Technology Providers
13/2017	27 Jun	21 Jun	22 Jun	Events on the Open Sea
14/2017	11 Jul	05 Jul	06 Jul	Agencies: Half-Yearly Balance 2017
15/2017	25 Jul	19 Jul	20 Jul	New Voting Systems
16/2017	08 Aug	02 Aug	03 Aug	Training and Further Education
17/2017	22 Aug	16 Aug	17 Aug	Catering Trends
18/2017	05 Sep	30 Aug	31 Aug	Conventions + Meetings Trends
19/2017	19 Sep	13 Sep	14 Sep	New Event Technology
20/2017	04 Oct	27 Sep	28 Sep	Incentive Trends
21/2017	17 Oct	11 Oct	12 Oct	Trade Fair Events
22/2017	31 Oct	25 Oct	26 Oct	Automobile Events
23/2017	14 Nov	08 Nov	09 Nov	New Mobile IT for Events
24/2017	28 Nov	22 Nov	23 Nov	FAMAB Awards 2017
25-26/2017	12 Dec	06 Dec	07 Dec	Annual Review 2016
1/2018	09 Jan	03 Jan	04 Jan	Preview: Best of Events 2018

Every month with a multi-page special devoted to brand architecture

BlachReport Live Communication and Brand Architecture – Schedule of Principal Themes and Deadlines Brand Architecture 2017

ISSUE	PD*	AD*/DC*	ED*	THEMES*
1/2017	10 Jan	04 Jan	05 Jan	Annual Balance: Brand Architecture 2017
3/2017	07 Feb	01 Feb	02 Feb	Set Construction Modules
5/2017	07 Mar	01 Mar	02 Mar	Flagship Stores
7/2017	04 Apr	29 Mar	30 Mar	Apps for Trade Fair Visitors
9/2017	02 May	25 Apr	26 Apr	Mobile Showrooms
11/2017	30 May	23 May	24 May	Pop-up Stores
13/2017	27 Jun	21 Jun	22 Jun	Virtual + Augmented Reality
15/2017	25 Jul	19 Jul	20 Jul	Digital Signage
17/2017	22 Aug	16 Aug	17 Aug	Trade Fair Catering
19/2017	19 Sep	13 Sep	14 Sep	Media Equipment
21/2017	17 Oct	11 Oct	12 Oct	Exhibition Venues
23/2017	14 Nov	08 Nov	09 Nov	Brand Architecture
25-26/2017	12 Dec	06 Dec	07 Dec	Annual Review 2017

*PD = Publication Date / *ED = Editorial Deadline / *AD = Advertising Deadline / *DC = Deadline for copy and films / *Themes may change

Every month with a multi-page special devoted to event locations

BlachReport Trends and Tendencies in Live Communication – Schedule of Principal Themes and Deadlines Event Locations 2017

ISSUE	PD*	AD*/DC*	ED*	THEMES*
2/2017	24 Jan	18 Jan	19 Jan	Oslo
4/2017	21 Feb	14 Feb	15 Feb	Leipzig
6/2017	21 Mar	15 Mar	16 Mar	Abu Dhabi
8/2017	18 Apr	11 Apr	12 Apr	Darmstadt
10/2017	16 May	10 May	11 May	Zurich
12/2017	13 Jun	07 Jun	08 Jun	Berlin
14/2017	11 Jul	05 Jul	06 Jul	Stockholm
16/2017	08 Aug	02 Aug	03 Aug	Dusseldorf
18/2017	05 Sep	30 Aug	31 Aug	Bilbao
20/2017	04 Oct	27 Sep	28 Sep	Frankfurt/Main
22/2017	31 Oct	25 Oct	26 Oct	Nice
24/2017	28 Nov	22 Nov	23 Nov	Munich

*PD = Publication Date / *ED = Editorial Deadline / *AD = Advertising Deadline / *DC = Deadline for copy and films / *Themes may change

Rate

Card

LIVE COMMUNICATION IN THE AUTOMOBILE INDUSTRY

automobil events, the special issue of the BlachReport, places its editorial emphasis on live communication and the possibilities it affords automobile producers and industry suppliers. The focus is upon the different formats for live communication in the automobile business including events, trade fair appearances, congresses, incentives and brand worlds in an editorial context of case studies, reporting, background information, interviews and market overviews.

.....
AktivMedia GmbH
T 05173 9827-0 . F 05173 9827-39
info@aktivmedia.biz

TITLE**BlachReport automobil events** Live communication in the automotive industry**PRINT RUN**

5.000 copies

FREQUENCY OF PUBLICATION2 issues per year (*publication dates: Issue 1 - April / Issue 2 - October*)**ADVERTISING DEADLINES** (booking, copy & films)

14 days prior to publication

ADVERTISEMENT FORMATS AND PRICES*(Advertising on the Internet or in the e-mail newsletter upon enquiry)*

Format	Trimmed size mm <i>(width x height)</i>	Type area mm <i>(width x height)</i>	b/w	€	Colour €
Cover page 4	210 x 297				4.800,00
Cover Page 2 or 3	210 x 297				4.100,00
1/1 page	210 x 297	175 x 253,5		2.450,00	3.650,00
1/2 page portrait	105 x 297	80 x 253,5		1.400,00	2.000,00
1/2 page landscape	210 x 140,25	175 x 121,75		1.400,00	2.000,00
1/3 page portrait	70 x 297	50 x 253,5		1.000,00	1.650,00
1/3 page square	129 x 129	109 x 109		1.000,00	1.650,00
1/3 page landscape	210 x 93,5	175 x 75		1.000,00	1.650,00
1/4 page	100 x 140,25	80 x 121,75		820,00	1.420,00
1/6 page	70 x 140,25	50 x 121,75		640,00	1.120,00
1/8 page	100 x 72,25	80 x 53,75		520,00	940,00

*(Trimmed page size +3 mm allowance / Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 1.650,00 euros incl. postage
 Bound inserts 4-page: 3.000,00 euros (plus 3-5 mm trim on all outer edges)
(Other formats and weights upon enquiry / Sample required)

PRINT RUN**FOR BOUND AND LOOSE INSERTS**

5.050 copies

SERVICE LIST PRICES

SL basic entry (4 lines, retention period 1 year): 500,00 euros
 SL multiple lines (supplementary to basic entry, retention period 1 year, per line): 60,00 euros
 SL logo (supplementary to basic entry, retention period 1 year, colour): 350,00 euros
 SL internet listing (supplementary to basic entry, retention period 1 year): 200,00 euros
 SL basic entry internet listing (4 lines, retention period 1 year): 400,00 euros
 SL logo Internet listing (supplementary to basic entry, retention period 1 year): 50 euros

SUBSCRIPTION PRICEAnnual subscription: Germany 20,00 euros / Outside Germany 26,00 euros (*prices inc. VAT and postage*)

BlachReport event.hospitality

Rate

Card

FOOD AND NON-FOOD CATERING FOR FUNCTIONS AND EVENTS

event.hospitality, the new special issue of **BlachReport**, places its central editorial emphasis upon the demand for, and implementation of, hospitality and catering (both food and non-food) for events, conventions, conferences, trade fair booths and in temporary or semi-permanent brand architecture. This includes brand pavilions and representations as well as brand lands and corporate museums. The coverage focuses on men, brands and projects and is complemented by authoritative and well-researched case studies, reports, background information, interviews and market overviews.

.....
AktivMedia GmbH
T 05173 9827-0 · F 05173 9827-39
info@aktivmedia.biz

www.eventhospitality.de

..... PRICE LIST NO. 1

(applicable from 01.10.2012.)

TITLEBlachReport event.hospitality *food & nonfood***PRINT RUN**

3.000 copies

FREQUENCY OF PUBLICATION2 issues per year (*publication dates: Issue 1 - April / Issue 2 - October*)**ADVERTISING DEADLINES** (booking, copy & films)

14 days prior to publication

ADVERTISEMENT FORMATS AND PRICES*(Advertising on the Internet or in the e-mail newsletter upon enquiry)*

Format	Trimmed size mm <i>(width x height)</i>	Type area mm <i>(width x height)</i>	b/w	€	Colour €
Cover page 4	210 x 297				4.000,00
Cover Page 2 or 3	210 x 297				3.600,00
1/1 page	210 x 297	175 x 253,5			3.000,00
1/2 page portrait	105 x 297	80 x 253,5			1.700,00
1/2 page landscape	210 x 140,25	175 x 121,75			1.700,00
1/3 page portrait	70 x 297	50 x 253,5	1.000,00		1.300,00
1/3 page square	129 x 129	109 x 109	1.000,00		1.300,00
1/3 page landscape	210 x 93,5	175 x 75	1.000,00		1.300,00
1/4 page	100 x 140,25	80 x 121,75	800,00		1.100,00
1/6 page	70 x 140,25	50 x 121,75	620,00		900,00
1/8 page	100 x 72,25	80 x 53,75	500,00		700,00

*(Trimmed page size +3 mm allowance / Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 1.190,00 euros incl. postage

Bound inserts 4-page: 2.000,00 euros (plus 3-5 mm trim on all outer edges)

*(Other formats and weights upon enquiry / Sample required)***PRINT RUN****FOR BOUND AND LOOSE INSERTS**

3.050 copies

SERVICE LIST PRICES

SL basic entry (4 lines, retention period 1 year): 450,00 euros

SL multiple lines (supplementary to basic entry, retention period 1 year, per line): 60,00 euros

SL logo (supplementary to basic entry, retention period 1 year, colour): 350,00 euros

SL internet listing (supplementary to basic entry, retention period 1 year): 150,00 euros

SL basic entry internet listing (4 lines, retention period 1 year): 400,00 euros

SL logo Internet listing (supplementary to basic entry, retention period 1 year): 50 euros

SUBSCRIPTION PRICEAnnual subscription: Germany 20,00 euros / Outside Germany 26,00 euros (*prices inc. VAT and postage*)

BlachReport konferenz+tagung

Rate

Card

CONFERENCES, SEMINARS, SYMPOSIUMS, MEETINGS

konferenz+tagung, the new special issue of **BlachReport**, focusses on current challenges facing conferences, seminars, symposiums and meetings. The people, markets, locations and projects form the core of the publication. Supplementing this are well-researched case studies, reports, background information, interviews and market overviews. An additional editorial focus is on the technical aspects of conferences and seminars, which have changed quickly in the last few years. This will include subjects such as voting and translation systems, audio technology, furnishings, visual media as well the integration of the Internet and intranet. The target audience of **BlachReport konferenz+tagung** is planners, organisers and implementation partners in companies, associations, organizations, conference centres and agencies that deal with the requirements for planning and running conferences and meetings.

.....
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T 05173 9827-0 , F 05173 9827-39
info@aktivmedia.biz

www.konferenzundtagung.de

..... PRICE LIST NO. 2

(applicable from 01.01.2016)

TITLE**BlachReport konferenz+tagung****PRINT RUN**

3.000 copies

FREQUENCY OF PUBLICATION3 issues per year (*publication dates: Issue 1 - February / Issue 2 - June / Issue 3 - October*)**ADVERTISING DEADLINES** (booking, copy & films)

14 days prior to publication

ADVERTISEMENT FORMATS AND PRICES*(Advertising on the Internet or in the e-mail newsletter upon enquiry)*

Format	Trimmed size mm <i>(width x height)</i>	Type area mm <i>(width x height)</i>	b/w	€	Colour €
Cover page 4	210 x 297				4.000,00
Cover Page 2 or 3	210 x 297				3.600,00
1/1 page	210 x 297	175 x 253,5			3.000,00
1/2 page portrait	105 x 297	80 x 253,5			1.700,00
1/2 page landscape	210 x 140,25	175 x 121,75			1.700,00
1/3 page portrait	70 x 297	50 x 253,5	1.000,00		1.300,00
1/3 page square	129 x 129	109 x 109	1.000,00		1.300,00
1/3 page landscape	210 x 93,5	175 x 75	1.000,00		1.300,00
1/4 page	100 x 140,25	80 x 121,75	800,00		1.100,00
1/6 page	70 x 140,25	50 x 121,75	620,00		900,00
1/8 page	100 x 72,25	80 x 53,75	500,00		700,00

*(Trimmed page size +3 mm allowance / Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 1.190,00 euros incl. postage

Bound inserts 4-page: 2.000,00 euros (plus 3-5 mm trim on all outer edges)

*(Other formats and weights upon enquiry / Sample required)***PRINT RUN****FOR BOUND AND LOOSE INSERTS**

3.050 copies

SERVICE LIST PRICES

SL basic entry (4 lines, retention period 1 year): 675,00 euros

SL multiple lines (supplementary to basic entry, retention period 1 year, per line): 60,00 euros

SL logo (supplementary to basic entry, retention period 1 year, colour): 350,00 euros

SL internet listing (supplementary to basic entry, retention period 1 year): 175,00 euros

SL basic entry internet listing (4 lines, retention period 1 year): 400,00 euros

SL logo Internet listing (supplementary to basic entry, retention period 1 year): 50 euros

SUBSCRIPTION PRICEAnnual subscription: Germany 30,00 euros / Outside Germany 39,00 euros (*prices inc. VAT and postage*)

BlachReport konferenz+tagung Conferences, Seminars, Symposiums, Meetings – Schedule of Principal Themes and Deadlines 2017

ISSUE	PD*	THEMES*
3/16-1/17	December 2016	Voting and audience response systems, participant management, media servers, conference furnishings and equipment Destinations: Seville, Leipzig, Marseille, Jerusalem, Zurich, Thailand MICE Venue Standard
2/2017	April 2017	Digital transformation for conferences and seminars, event security, IT infrastructure, using Facebook Live, visitor tracking, meeting architecture Destinations: Abu Dhabi, Mainz, ships, Potsdam, Rimini, seminars and conferences in movie theaters
2/2017	August 2017	Simultaneous interpreter technology, online booking, SMMP, Brexit, conference software, screen design, interactive learning, social programs Destinations: Marakech, Erfurt, Cologne, Edinburgh, Copenhagen, New York
3/2017	December 2017	Participant involvement systems, travel management, visitor guidance, booking systems, video conferencing, conference equipment, LED displays, augmented reality Destinations: Lisbon, Darmstadt, Cote D'Azur, Berlin, Oman, Davos, Iceland

* PD = Publication Date

* Themes may change

BlachReport MUSEUM

Rate

Card

EXHIBITION DESIGN AND MUSEUM PRACTICE

What makes a museum exhibition exciting? How can didactic content be presented in a contemporary way? Which mediums are necessary for this to be accomplished? Scenography or screen design? Blach Report museum answers these (and many other) questions relating to exhibition design and museum practice. We report on successful exhibitions, present ideas and implementations, and introduce you to the men and women behind them. Other themes dealt with in Blach Report museum are architecture, technical developments in museum fitting and the requisite logistical structures for successful museum management.

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T 05173 9827-0 . F 05173 9827-39
info@aktivmedia.biz

TITLE

BlachReport museum Exhibition design and museum practice

PRINT RUN

2.000 copies

FREQUENCY OF PUBLICATION

3 issues per year

ADVERTISING DEADLINE

(booking, copy & films)

See schedule of themes and deadlines

ADVERTISEMENT FORMATS AND PRICES

(Advertising on the internet or in the e-mail newsletter upon enquiry)

Format	Trimmed size mm (width x height)	Type area mm (width x height)	b/w	€	Colour	€
Cover page 4	210 x 297					2.400,00
Cover Page 2 or 3	210 x 297					2.000,00
1/1 page	210 x 297	175 x 253,5		1.200,00		1.800,00
1/2 page portrait	105 x 297	80 x 253,5		690,00		990,00
1/2 page landscape	210 x 140,25	175 x 121,75		690,00		990,00
1/3 page portrait	70 x 297	50 x 253,5		510,00		820,00
1/3 page square	129 x 129	109 x 109		510,00		820,00
1/3 page landscape	210 x 93,5	175 x 75		510,00		820,00
1/4 page	100 x 140,25	80 x 121,75		400,00		700,00
1/6 page	70 x 140,25	50 x 121,75		310,00		570,00
1/8 page	100 x 72,25	80 x 53,75		250,00		460,00

(Trimmed page size +3 mm allowance / Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)

POSITION SUPPLEMENT

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 650,00 euros incl. postage

Bound inserts 4-page: 1.190,00 euros (plus 3-5 mm trim on all outer edges)

(Other formats and weights upon enquiry / Sample required)

PRINT RUN

2.050 copies

FOR BOUND AND LOOSE INSERTS**SERVICE LIST PRICES**

SL basic entry (4 lines, retention period 1 year): 300,00 euros

SL multiple lines (supplementary to basic entry, retention period 1 year, per line): 55,00 euros

SL logo (supplementary to basic entry, retention period 1 year, colour): 275,00 euros

SL internet listing (supplementary to basic entry, retention period 1 year): 100,00 euros

SL basic entry internet listing (4 lines, retention period 1 year): 300,00 euros

SL logo Internet listing (supplementary to basic entry, retention period 1 year): 50 euros

SUBSCRIPTION PRICE

Annual subscription: Germany 30,00 euros / Outside Germany 39,00 euros (prices inc. VAT and postage)

BlachReport museum Exhibition Design and Museum Practice – Schedule of Principal Themes and Deadlines 2017

ISSUE	PD*	AD* / DC*	ED	THEMES*
1/2017	02 Mar	22 Feb	23 Feb	Developments in Museum Apps
2/2017	22 Jun	14 Jun	15 Jun	Exhibition Designers
3/2017	26 Oct	18 Oct	19 Oct	Security Equipment

* PD = Publication Date / *ED = Editorial Deadline / *AD = Advertising Deadline / *DC = Deadline for copy and films/ *Themes may change

Rate

Card

BlachReport

BlachReport location

BlachReport messe + marketing

BlachReport MUSEUM

stagereport

automobil events

BUSINESS-TO-BUSINESS REPORTS ONLINE

Complementing the business-to-business reports, daily updated web sites and online newsletters put all the relevant industry news at your fingertips.

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info@aktivmedia.biz

..... PRICE LIST NO.4

(applicable from 01.12.2012)

TITLE

Business-to-Business Reports Online

DESCRIPTION

Banner placement for each report web page (per banner a maximum of three different advertisers alternating)
Teaser link per E-mail Newsletter (link to advertiser's web site or an advertiser's text, max. 160 characters)
Suppliers' directory reports web page (company entry)

BASIC RETENTION PERIOD FOR BANNERS

1 week (banner rotation)

BASIC RETENTION PERIOD FOR TEASERS

1 week (max. 4 weeks)

ADVERTISEMENT FORMATS AND PRICES

Placement	Format px (width x height)	Price €	1st week €	Price Each following week €
Full-sized banner	468 x 60		130,00	130,00
Super banner	728 x 90		130,00	130,00
Wide skyscraper (not on AE)	160 x 600		130,00	130,00
Medium rectangle (only BR, SR, MM)	300 x 250		125,00	125,00
Small rectangle (not on AE)	160 x 60		110,00	110,00
Teaser link daily newsletter			95,00	70,00
Teaser-Link weekly newsletter		(2 weeks)	50,00	(4 weeks) 95,00

(Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)

SERVICE LIST PRICES

SL basic entry Internet listing (Internet without print, 4 lines, retention period 1 year + Teaser in BlachReport Daily Newsletter, retention period 4 weeks): 750.00 euros
SL logo (supplementary to basic entry, retention period 1 year): 50.00 euros

TECHNICAL SPECIFICATIONS

Banner - possible data formats: JPEG, GIF, SWF (via e-mail to mraupach@aktivmedia.biz)

E-MAIL NEWSLETTER

CURRENT CIRCULATION

(Last revised: 01.12.2016)

BlachReport - 1.400 (every working day), www.blachreport.de,

BlachReport museum - 800 (weekly), www.museumsreport.de

BlachReport messe+marketing - 550 (every working day), www.messeundmarketing.de

StageReport - 730 (every working day), www.stagereport.de

BlachReport automobil.events - 1.500 (weekly), www.automobil-events.de

POCKETEVENT

Rate

Card

THE REFERENCE WORK ON EVENT MARKETING

PocketEvent provides a concise overview of the latest studies and market research dealing with live communication. It's a database in compact DIN A5 format in which industry-relevant rankings (inter alia the German Events Creativity Rankings) are also published along with information on the winners of awards within the sector. A directory of suppliers is also included.

AktivMedia GmbH
T 05173 9827-0 . F 05173 9827-39
info@aktivmedia.biz

..... PRICE LIST NO.8

(applicable from 01.12.2012)

TITLE

PocketEvent The reference work on event marketing

PRINT RUN

6.500 copies

FREQUENCY OF PUBLICATION

1 issue per year (Date of publication: 18nd January 2017)

ADVERTISING DEADLINE21th December 2016**ADVERTISEMENT FORMATS AND PRICES**

ANZEIGENPREISE Format DIN A5 [Other formats upon enquiry]				
Format	mm <small>(width x height)</small>	b/w	€	Colour €
Cover page 4 (148 x 210 mm)				2.750,00
Cover Page 2 or3 (148 x 210 mm)				2.500,00
1/1 page (148 x 210 mm)			1.350,00	2.000,00
1/2 page landscape (148 x 105 mm)			800,00	1.100,00
1/3 page landscape (148 x 70 mm)			650,00	850,00
1/3 page portrait (49 x 210 mm)			650,00	850,00
1/4 page landscape (148 x 53 mm)			550,00	750,00
1/4 page portrait (74 x 105 mm)			550,00	750,00

(Trimmed page size +3 mm allowance / Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)

POSITION SUPPLEMENT

10 % of advertisement price

DIRECTORY OF SUPPLIERS - PRICES

LV basic entry (5 lines, retention period: 1 year): 99.00 euros

LV multiple lines (supplementary to main entry, retention period: 1 year, per line): 15.00 euros

LV logo (supplementary to basic entry, retention period: 1 year, colour): 150.00 euros

(From two entries by the same corporation or group a 10% combination discount is granted in each case)

SUBSCRIPTION PRICE

Retail price: 9.90 euro (price incl. VAT and postage)

stagerreport

Rate

Card

STAGE AND SHOW PRODUCTIONS

StageReport is a business-to-business report positioned as a conduit of information between events service providers and events organizers or insiders in the show and entertainment industry. It reports on people and ideas, describes attractive events and the background to them, and provides information on the latest media equipment and its applications. Its readership is made up exclusively of qualified and personified decision-makers.

AktivMedia GmbH
T 05173 9827-0 . F 05173 9827-39
info@aktivmedia.biz

..... PRICE LIST NO.6

(applicable from 01.11.2010)

TITLE

StageReport Business information about marketing and show events

PRINT RUN

2.000 copies

FREQUENCY OF PUBLICATION

Monthly

ADVERTISING DEADLINE

(booking, copy & films)

See schedule of themes and deadlines

ADVERTISEMENT FORMATS AND PRICES

(Advertising on the internet or in the e-mail newsletter upon enquiry)

Format	Trimmed size mm (width x height)	Type area mm (width x height)	b/w	€	Colour	€
Cover page 4	210 x 297					2.600,00
Cover Page 2 or 3	210 x 297					2.200,00
1/1 page	210 x 297	175 x 253,5		1.320,00		1.980,00
1/2 page portrait	105 x 297	80 x 253,5		760,00		1.090,00
1/2 page landscape	210 x 140,25	175 x 121,75		760,00		1.090,00
1/3 page portrait	70 x 297	50 x 253,5		560,00		900,00
1/3 page square	129 x 129	109 x 109		560,00		900,00
1/3 page landscape	210 x 93,5	175 x 75		560,00		900,00
1/4 page	100 x 140,25	80 x 121,75		440,00		770,00
1/6 page	70 x 140,25	50 x 121,75		340,00		630,00
1/8 page	100 x 72,25	80 x 53,75		280,00		510,00

(Trimmed page size +3 mm allowance / Other formats upon enquiry / All prices are in euro incl. VAT at the legally applicable rate)

POSITION SUPPLEMENT

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 650,00 euros incl. postage

Bound inserts 4-page: 1.190,00 euros (plus 3-5 mm trim on all outer edges)

(Other formats and weights upon enquiry / Sample required)

PRINT RUN

2.050 copies

FOR BOUND AND LOOSE INSERTS**SERVICE LIST PRICES**

SL basic entry (4 lines, retention period 1 year): 800,00 euros

SL multiple lines (supplementary to basic entry, retention period 1 year, per line): 60,00 euros

SL logo (supplementary to basic entry, retention period 1 year, colour): 700,00 euros

SL internet listing (supplementary to basic entry, retention period 1 year): 100,00 euros

SL basic entry internet listing (4 lines, retention period 1 year): 350,00 euros

SL logo Internet listing (supplementary to basic entry, retention period 1 year): 50 euros

SUBSCRIPTION PRICE

Annual subscription: Germany 59,50 euros / Outside Germany 88,50 euros (prices inc. VAT and postage)

StageReport Marketing and Show Events – Schedule of Principal Themes and Deadlines 2017

ISSUE	PD*	AD*/DC*	ED*	THEMES*
12/16-1/2017	22 Dec 16	15 Dec 16	13 Jan	Preview: Best of Events 2017
2/2017	02 Feb	25 Jan	26 Jan	BEA Awards + Events Service Provider Rankings
3/2017	16 Mar	08 Mar	09 Mar	Preview: Prolight+Sound 2017
4/2017	13 Apr	05 Apr	06 Apr	Light and Show Designers
5/2017	11 May	03 May	04 May	Set Design and Stage Construction
6/2017	08 Jun	31 May	01 Jun	Video and Screen Designers
7/2017	06 Jul	28 Jun	29 Jun	Trends + Tendencies / Half-Yearly Results 2017
8/2017	03 Aug	26 Jul	27 Jul	Kinetic Systems for Stage and Show
9/2017	14 Sep	06 Sep	07 Sep	Sound Design/Trends in Event Acoustics
10/2017	12 Oct	04 Oct	05 Oct	Presentations at the IAA 2017
11/2017	09 Nov	01 Nov	02 Nov	Production Companies
12/17-1/2018	21 Dec	13 Dec	14 Dec	Annual Review 2017

*PD = Publication Date / *ED = Editorial Deadline / *AD = Advertising Deadline / *DC = Deadline for copy and films / *Themes may change