

Rate

.....: BLACHREPORT: MUSEUM
KONFERENZ+TAGUNG: STAGEREPORT
.....: AUTOMOBIL EVENTS: POCKETEVENT

Card

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ADVERTISING SALES:

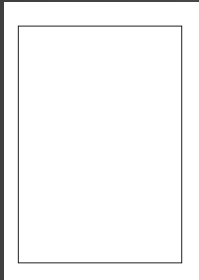
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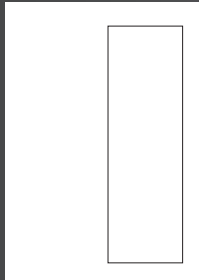
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Marketing- und
Medienkommunikation GmbH



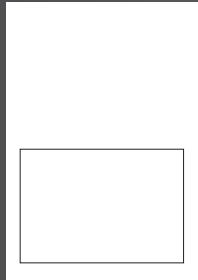
1/1 page
175 x 253.5

BLEED AREA: 210 x 297
and trim allowance



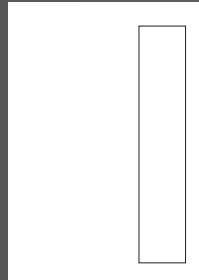
1/2 page portrait
80 x 253.5

BLEED AREA: 100 x 297
and trim allowance



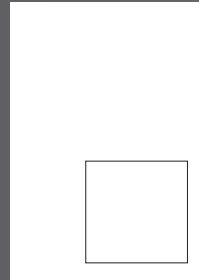
1/2 page landscape
175 x 121.75

BLEED AREA: 210 x 140.25
and trim allowance



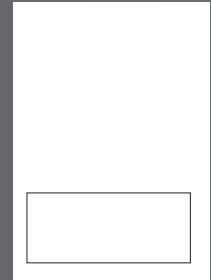
1/3 page portrait
55 x 253.5

BLEED AREA: 70 x 297
and trim allowance



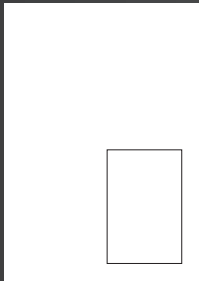
1/3 page square
109 x 109

BLEED AREA: 129 x 129
and trim allowance



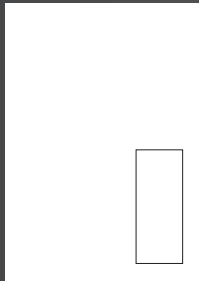
1/3 page landscape
175 x 75

BLEED AREA: 210 x 93.5
and trim allowance



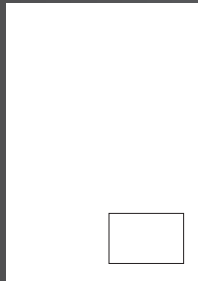
1/4 page
80 x 121.75

BLEED AREA: 100 x 140.25
and trim allowance



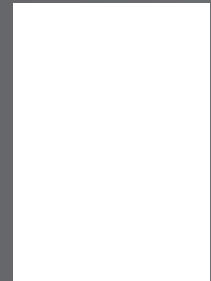
1/6 page
55 x 121.75

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

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 grafik@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 debt, provided an agreement as to the place of jurisdiction is admissible)

Rate

BlachReport

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 spatial communication. 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. **BlachReport** is distributed both as print and digital editions, which can be viewed in a browser as well as in apps for iOS and Android.

.....
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.....
www.blachreport.de

..... PRICE LIST NO. 9

(Applicable from 01.01.2019)

TITLE**BlachReport** Live communication and brand architecture**CIRCULATION**3,000 copies (*print and digital*)**FREQUENCY OF PUBLICATION**

Fortnightly

ADVERTISEMENT AND COPY DEADLINE

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	€
Inside cover page 4	210 x 297					2,100.00
Inside cover page 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 plus VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 580.00 euros plus 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)***CIRCULATION****FOR BOUND AND LOOSE INSERTS**

3,000 copies (Print and digital issues)

OPTION

Advertisement in digital issue with link to selected target/content: 150.00 euros

.....
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 incl. teaser in BR-Daily, 4 weeks	500.00
SL basic entry internet listing	4 lines, retention period 1 year incl. teaser in BR-Daily, 4 weeks	750.00
SL logo Internet listing	supplementary to basic entry, retention period 1 year	50.00

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SUBSCRIPTION PRICE

Annual subscription: 183.50 euros / Outside of Germany – digital only (*prices incl. VAT and postage*)

BlachReport Live Communication and Brand Architecture – Principal Themes and Deadlines 2020

ISSUE	PD*	ASD*	CD*	ED*	THEMES*
1/2020	07 Jan	17 Dec	18 Dec	19 Dec	Preview BOE and BrandEx 2020
2/2020	21 Jan	13 Jan	14 Jan	16 Jan	BrandEx Awards and Event Creativity Ranking
3/2020	04 Feb	27 Jan	28 Jan	30 Jan	Event Service Provider Ranking
4/2020	18 Feb	10 Feb	11 Feb	13 Feb	Event Catering Companies
5/2020	03 Mar	24 Feb	25 Feb	27 Feb.	Automobile Events
6/2020	17 Mar	09 Mar	10 Mar	12 Mar	New Event Technology
7/2020	31 Mar	23 Mar	24 Mar	26 Mar	Non-Food Catering
8/2020	14 Apr	06 Apr	07 Apr	09 Apr	Event Agencies
9/2020	28 Apr	20 Apr	21 Apr	23 Apr	Preview IMEX 2020
10/2020	12 May	04 May	05 May	07 May	Event Security
11/2020	26 May	18 May	19 May	20 May	Developments in Event Catering
12/2020	09 Jun	29 May	02 Jun	04 Jun	Participant Management
13/2020	23 Jun	15 Jun	16 Jun	18 Jun	Sport Sponsoring
14/2020	07 Jul	29 Jun	30 Jun	02 Jul	Agencies: Half-Yearly Balance
15/2020	21 Jul	13 Jul	14 Jul	16 Jul	Trade Fair Catering
16/2020	04 Aug	27 Jul	28 Jul	30 Jul	Laser Usage at Events
17/2020	18 Aug	10 Aug	11 Aug	13 Aug	Media Technology Providers
18/2020	01 Sep	24 Aug	25 Aug	27 Aug	Incentive Agencies
19/2020	15 Sep	07 Sep	08 Sep	10 Sep	Expo 2020
20/2020	29 Sep	21 Sep	22 Sep	24 Sep	Trade Fair Events
21/2020	13 Oct	05 Oct	06 Oct	08 Oct	Incentive Destinations 2021
22/2020	27 Oct	19 Oct	20 Oct	22 Oct	Automobile Events
23/2020	10 Nov	02 Nov	03 Nov	05 Nov	Catering Trends 2021
24/2020	24 Nov	16 Nov	17 Nov	19 Nov	Training and Further Education
25-26/2020	08 Dec	30 Nov	01 Dec	03 Dec	Annual Review 2020
1/2021	12 Jan 21	21 Dec	22 Dec	23 Dec	Preview Best of Events and BrandEx 2021

*Themes may change! / *PD = Publication Date / *ASD = Advertising Sales Deadline / *CD = Copy Deadline / *ED = Editorial Deadline

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

BlachReport Live Communication and Brand Architecture – Principal Themes and Deadlines Event Locations 2020

ISSUE	PD*	ASD*	CD*	ED*	THEMES*
2/2020	21 Jan	13 Jan	14 Jan	16 Jan	Toulouse
4/2020	18 Feb	10 Feb	11 Feb	13 Feb	Ras Al Khaimah
6/2020	17 Mar	09 Mar	10 Mar	12 Mar	Malta
8/2020	14 Apr	06 Apr	07 Apr	09 Apr	New Zealand
10/2020	12 May	04 May	05 May	07 May	Croatia
12/2020	09 Jun	29 Jun	02 Jun	04 Jun	Vorarlberg
14/2020	07 Jul	29 Jun	30 Jun	02 Jul	Namibia
16/2020	04 Aug	27 Jul	28 Jul	30 Jul	Spain
18/2020	01 Sep	24 Aug	25 Aug	27 Aug	Hamburg
20/2020	29 Sep	21 Sep	22 Sep	24 Sep	Italy
22/2020	27 Oct	19 Oct	20 Oct	22 Oct	Jerusalem
24/2020	24 Nov	16 Nov	17 Nov	19 Nov	Prague

*Themes may change! / *PD = Publication Date / *ASD = Advertising Sales Deadline / *CD = Copy Deadline / *ED = Editorial Deadline

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

BlachReport Live Communication and Brand Architecture – Principal Themes and Deadlines Brand Architecture 2020

ISSUE	PD*	ASD*	CD*	ED*	THEMES*
1/2020	07 Jan	17 Dec	18 Dec	19 Dec	Preview KIR 2020
3/2020	04 Feb	27 Jan	28 Jan	30 Jan	EuroShop 2020
5/2020	03 Mar	24 Feb	25 Feb	27 Feb	Flagship Stores
7/2020	31 Mar	23 Mar	24 Mar	26 Mar	Spatial Communication
9/2020	28 Apr	20 Apr	21 Apr	23 Apr	Trade Fair Stand Construction System Trends
11/2020	26 May	18 May	19 May	20 May	Pop-up Stores
13/2020	23 Jun	15 Jun	16 Jun	18 Jun	Sensory Branding
15/2020	21 Jul	13 Jul	14 Jul	16 Jul	Exhibition Design
17/2020	18 Aug	10 Aug	11 Aug	13 Aug	Architectural Lighting
19/2020	15 Sep	07 Sep	08 Sep	10 Sep	EXPO Design Dubai 2020
21/2020	13 Oct	05 Oct	06 Oct	08 Oct	Digital Signage
23/2020	10 Nov	02 Nov	03 Nov	05 Nov	Trade Fair Design 2021
25-26/2020	08 Dec	30 Nov	01 Dec	03 Dec	Annual Review 2020

*Themes may change! / *PD = Publication Date / *ASD = Advertising Sales Deadline / *CD = Copy Deadline / *ED = Editorial Deadline

Rate

AUTOMOBIL EVENTS

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. **automobil events** is published 2 times a year as a digital edition, which can be viewed in a browser as well as in apps for iOS and Android.

.....
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.....

..... PRICE LIST NO. 4

(Applicable from 01.01.2019)

TITLE**BlachReport automobil events** Live communication in the automotive industry**CIRCULATION**

5,000 copies

FREQUENCY OF PUBLICATION2 digital issues per year *(browser, apps, download links)***ADVERTISEMENT AND COPY DEADLINE**

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	€
Inside cover page 4	210 x 297					4,800.00
Inside 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

*(Other formats upon enquiry / All prices are in euro plus VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts: 1,650.00 euros

Bound inserts 4-page: 3,000.00 euros

*(Other formats upon enquiry / Sample required)***CIRCULATION****FOR BOUND AND LOOSE INSERTS**

5,000 copies, digital only

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): 50.00 euros

SUBSCRIPTION PRICE

Outside Germany 26,00 euros

OPTION

Advertisement in digital issue with link to selected target/content: 150.00 euros

BlachReport automobil.events Live Communication in the Automobile Industry – Principal Themes and Deadlines 2020

ISSUE	PD*	ASD*	CD*	ED*	THEMES*
1/2020	26 Mar	16 Mar	17 Mar	19 Mar	Event Creative Ranking, BrandEx Festival + Award, Gamification, Project Management, Event Security, Corporate Catering, Live Blogging, Laser Show Design, Content Production, Brand Worlds. Venues + Destinationen: Copenhagen, Milan, Monaco, Exhibition Centres, Amsterdam, Lisbon, Iceland, Dresden.
2/2020	24 Sept	14 Sept	15 Sept	17 Sept	Matchmaking, Roadshows, Technology for Automobile Events, Flagship Stores, Video Trends, Exhibition Design, Booking Systems, Non-Food Catering, Event Management Systems. Venues + Destinationen: Hamburg, Jordan, Alsace, Prague, Swedish Lapland, Croatia, Desert Resorts.

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. **konferenz+tagung** is published 3 times a year as a digital edition, which can be viewed in a browser as well as in apps for iOS and Android.

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www.konferenzundtagung.de

..... PRICE LIST NO. 3

(Applicable from 01.01.2019)

TITLE**BlachReport konferenz+tagung****CIRCULATION**

3,000 copies

FREQUENCY OF PUBLICATION3 digital issues a year (*browser, apps, download links*)**ADVERTISEMENT AND COPY DEADLINE**

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	€
Inside cover page 4	210 x 297					4,000.00
Inside 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

*(Other formats upon enquiry / All prices are in euro plus VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts: 1,190.00 euros

Bound inserts 4-page: 2,000.00 euros

*(Other formats upon enquiry / Sample required)***CIRCULATION****FOR BOUND AND LOOSE INSERTS**

3,000 copies, digital only

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): 50.00 euros

SUBSCRIPTION PRICE

Outside Germany 39,00 euros

OPTION

Advertisement in digital issue with link to selected target/content: 150.00 euros

BlachReport konferenz+tagung Conferences, Seminars, Symposiums, Meetings – Principal Themes and Deadlines 2020

ISSUE	PD*	ASD*	CD*	ED*	THEMES*
1/2020	02 Apr	23 Mar	24 Mar	26 Mar	Gamification, Live Blogging, Digital Event Management, Event Scripting, Interpreter Streaming Services, Rankings Event Catering/Non-Food/Venues. Venues + Locations: Monaco, Korea, New Zealand, Toulouse, Croatia, Munich, Namibia, East Switzerland.
2/2020	27 Aug	17 Aug	18 Aug	20 Aug	Congress Software, Ticketing, Matchmaking, Developments in Media Technology, Cyber Security, Cloud Solutions for MICE. Venues + Locations: Copenhagen, Football Stadiums, Erfurt, Singapore, Glasgow, Museums.
3/2020	03 Dec	23 Nov	24 Nov	26 Nov	Digital Signage, Video Conferencing, Cashless Payment, Screen Design, Conference Software, Congress Security, Conference Design, Social Media for Seminars. Venues + Locations: Milan, Airports, Jerusalem, Würzburg, Leipzig, Stockholm, St. Moritz.

*Themes may change! / *PD = Publication Date / *ASD = Advertising Sales Deadline / *CD = Copy Deadline / *ED = Editorial Deadline

MUSEUM

Rate

Card

EXHIBITION DESIGN AND MUSEUM PRACTICE

What makes a museum exhibit exciting? How can didactic content be presented in a contemporary way? Which mediums are necessary for this to be accomplished? Scenography or screen design? **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 **museum** are architecture, technical developments for exhibits and displays and the requisite logistical structures for successful museum management. **museum** is published 3 times a year as a digital edition, which can be viewed in a browser as well as in apps for iOS and Android.

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.....
www.museumsreport.de

..... PRICE LIST NO. 4

(Applicable from 01.01.2019)

TITLE

museum Exhibition design and museum practice

CIRCULATION

3,000 copies

FREQUENCY OF PUBLICATION3 digital issues a year (*browser, apps, download links*)**ADVERTISEMENT AND COPY DEADLINE**

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	€
Inside cover page 4	210 x 297					2,400.00
Inside cover page 2 or 3	210 x 297					2,200.00
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

*(Other formats upon enquiry / All prices are in euro plus VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts: 650.00 euros

Bound inserts 4-page: 1,190.00 euros

*(Other formats upon enquiry / Sample required)***CIRCULATION****FOR BOUND AND LOOSE INSERTS**

3,000 copies, digital only

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): 50.00 euros

SUBSCRIPTION PRICE

Outside Germany 39,00 euros

OPTION

Advertisement in digital issue with link to selected target/content: 150.00 euros

BlachReport museum Exhibition Design and Museum Practice – Principal Themes and Deadlines 2020

ISSUE	PD*	ASD*	CD*	ED*	THEMES*
1/2020	27 Feb	17 Feb	18 Feb	20 Feb	Digital Signage
2/2020	18 Jun	08 Jun	09 Jun.	11 Jun	Events in Museums
3/2020	22 Oct	12 Oct	13 Oct	15 Oct	Mutec 2020

POCKETEVENT

Rate

Card

THE REFERENCE WORK FOR EVENT MARKETING

Since 2004 **PocketEvent** provides a compact overview of current studies and market research related to live communication. The database in a small DIN A5 format also lists the results of relevant rankings (German event creative ranking, event service provider ranking, event catering ranking, non-food catering ranking, location ranking) as well as information about the award winners in this industry. Furthermore, a directory of suppliers is included. **PocketEvent** is distributed both as a print and a digital edition, which can be viewed in a browser as well as in apps for iOS, Android and Amazon.

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info@aktivmedia.biz
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..... PRICE LIST NO.9

(Applicable from 01.08.2019)

TITLE

PocketEvent The reference work for event marketing

CIRCULATION6,500 copies (*print and digital*)**FREQUENCY OF PUBLICATION**1 issue per year (*publication date: mid-January*)**ADVERTISEMENT DEADLINE**

28 November 2019

COPY DEADLINE

29 November 2019

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

ADVERTISEMENT PRICES Format DIN A5 <i>[Other formats upon enquiry]</i>				
Format	mm <i>(width x height)</i>	b/w	€	Colour €
Inside cover page 4 (148 x 210 mm)				2,750.00
Inside cover page 2 or 3 (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 plus VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

SUPPLIER DIRECTORY PRICES

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

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

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

(Two or more entries for one company or group will receive a 10 % combination discount)

SL logo Internet listing (supplementary to basic entry, retention period 1 year): 50.00 euros

SUBSCRIPTION PRICEIndividual sale: 9.90 euros (*price incl. VAT and shipping*)**OPTION**

Advertisement in digital issue with link to selected target/content: 150.00 euros

Rate

StageReport

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. **StageReport** is published 11 times a year as a digital issue and every two months as an additional print issue. In the digital issue, advertisements and service listings can be linked to any chosen target and content (homepages, webshops, etc.) for an additional charge.

.....
AktivMedia GmbH
T +49 (0) 5173 9827-0 . F +49 (0) 5173 9827-39
info@aktivmedia.biz

.....
www.stagereport.de

..... PRICE LIST NO. 7

(Applicable from 01.01.2019)

TITLE**StageReport** Business information about marketing and show events**CIRCULATION**3,000 copies (*print and digital*)**FREQUENCY OF PUBLICATION**

11x / year digital, 5x / year also as print (December + January as double issue)

ADVERTISEMENT AND COPY DEADLINE

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	€
Inside cover page 4	210 x 297					2,600.00
Inside 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 plus VAT at the legally applicable rate)***POSITION SUPPLEMENT**

10 % of advertisement price

LOOSE / BOUND INSERTS

Loose inserts up to 25 g: 650.00 euros plus postage

Bound inserts 4-page: 1,190.00 euros (plus 3-5 mm trim on all outer edges) for print issues

*(Other formats and weights upon enquiry / Sample required)***CIRCULATION****FOR BOUND AND LOOSE INSERTS***(Bound and loose inserts for digital issues or a combination of print and digital upon enquiry)*

2,000 copies print issues

.....
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): 50.00 euros

.....
SUBSCRIPTION PRICE

.....
Annual subscription: 59.50 euros / Outside of Germany – digital only (prices incl. VAT and postage)

.....
OPTION

.....
Advertisement in digital issue with link to selected target/content: 150.00 euros

StageReport Marketing and Show Events – Principal Themes and Deadlines 2020

Print and digital issues: 12/19-1/20; 3/20; 5/20; 7/20; 9/20; 11/20; 12/20-1/21 // Digital issues: 2/20; 4/20; 6/20; 8/20; 10/20

ISSUE	PD*	ASD*	CD*	ED*	THEMES*
12/19-1/20	20 Dec	11 Dec	12 Dec	13 Dec	Annual Review 2019 / Preview BOE 2020
2/2020	13 Feb	03 Feb	04 Feb	06 Feb	BrandEx Award and Rankings
3/2020	12 Mar	02 Mar	03 Mar	05 Mar	Prolight + Sound 2020
4/2020	09 Apr	30 Mar	31 Mar	02 Apr	Dry Hire Business
5/2020	07 May	27 Apr	28 Apr	30 Apr	Stage Kinetics
6/2020	04 Jun	25 May	26 May	28 May	Interpreter technology
7/2020	02 Jul	22 Jun	23 Jun	25 Jun	Trends + Tendencies/Half-Yearly Results
8/2020	13 Aug	03 Aug	04 Aug	06 Aug	Light and Show Design
9/2020	10 Sep	31 Aug	01 Sep	03 Sep	Media Servers
10/2020	08 Oct	28 Sep	29 Sep	01 Oct	Trends in Event Acoustics
11/2020	05 Nov	26 Oct	27 Oct	29 Oct	Production Companies
12/20-1/21	17 Dec	07 Dec	08 Dec	10 Dec	Annual Review 2020

*Themes may change! / *PD = Publication Date / *ASD = Advertising Sales Deadline / *CD = Copy Deadline / *ED = Editorial Deadline

Rate

Card

BlachReport

StageReport

AUTOMOBIL EVENTS

konferenz+tagung

MUSEUM

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.

.....
AktivMedia GmbH
T +49 (0) 5173 9827-0 . F +49 (0) 5173 9827-39
info@aktivmedia.biz
.....

..... PRICE LIST NO. 6

(Applicable from 01.01.2019)

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 website or an advertiser's text, max. 160 characters*)
Suppliers directory Reports website (*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 <i>(width x height)</i>	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
Rectangle	upon request	size-dependent	size-dependent
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 plus VAT at the legally applicable rate)

SUPPLIER DIRECTORY PRICES

SD basic entry (4 lines, retention period 1 year, incl. 4 week teaser in BR Daily): 750.00 euros
SD logo (supplementary to basic entry, retention period 1 year): 50.00 euros

TECHNICAL SPECIFICATIONS

Banner, file formats: JPEG, GIF, SWF (*per E-Mail to mrapach@aktivmedia.biz*)

E-MAIL NEWSLETTER

SUBSCRIBERS (CURRENT)

(Updated: 01 Oct. 2018)

BlachReport – 1,625 (*weekdays*), www.blachreport.de

BlachReport automobil.events – 1,500 (*weekly*), www.automobil-events.de

StageReport – 730 (*weekdays*), www.stagereport.de

museum – 800 (*weekly*), www.museumsreport.de