

# MEDIA DATA

## FSB FAIR NEWSPAPER 2017





## Official FSB fair newspaper

The official fair newspaper of the FSB 2017 in Cologne reports reader-friendly and competently about trade fair ongoings and activities, highlights of the FSB and interesting background information on the trade fair.

The fair newspaper broadly and topically reports to all exhibitors and trade fair visitors in German and in English language. The newspaper will be distributed at all entrances and exits of the fairground. Additionally, the newspaper is also available on the internet as e-paper or PDF.

- ✓ Free distribution to all trade fair visitors
- ✓ Free e-paper in the run-up to the trade fair
- ✓ In German and English language

## Advertising Rates




**EARLY BIRD**  
20% discount until  
Friday, August 25th, 2017

	1/1 page 4c	2.000,- EUR	1.600,- EUR
	1/2 page   horizontal/portrait 4c	1.400,- EUR	1.120,- EUR
	1/3 page   horizontal/portrait 4c	1.000,- EUR	800,- EUR
	Inside front or back cover 4c	2.500,- EUR	2.000,- EUR
	Outside back cover 4c	3.000,- EUR	2.400,- EUR
	News (750 - 950 characters) incl. photo	500,- EUR	400,- EUR

All prices exclude German VAT

## Facts and Figures

**Title:** FSB Fair newspaper  
**Publication date:** Tuesday, November 7th, 2017 (Print) | October 2017 (Online)  
**Number of copies:** 8,000 copies  
**Copy deadline:** Thursday, October 5th, 2017

 <p>1/1 page</p>	<p> <b>Data delivery:</b> PDF, TIF, JPEG  <b>Size:</b> 210 x 297 mm  <b>Color mode:</b> CMYK  <b>Resolution:</b> 300dpi         </p>
 <p>1/2 page</p>	<p> <b>Data delivery:</b> PDF, TIF, JPEG  <b>Horizontal:</b> 102,5 x 297 mm  <b>Portrait:</b> 210 x 142 mm  <b>Color mode:</b> CMYK  <b>Resolution:</b> 300dpi         </p>
 <p>1/3 page</p>	<p> <b>Data delivery:</b> PDF, TIF, JPEG  <b>Horizontal:</b> 67 x 297 mm  <b>Portrait:</b> 210 x 100 mm  <b>Color mode:</b> CMYK  <b>Resolution:</b> 300dpi         </p>
<p style="text-align: center;"><b>Bleed margin: 3 mm bleed margin on all side</b></p>	

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**For any questions or additional information,  
please contact us.**

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