events – the management magazine for live communication
– the online platform for event organisers

www.events-magazin.de
The trade magazine events remains to be the core of our brand. Around its nucleus is wrapped a contemporary 360-degree communication concept aiming at a clearly defined target group. Content marketing, story-telling and Native Advertising are all part of a new strategy.

A well-designed digital communication architecture assures daily access to meetings organisers in agencies, corporations and associations.

Our Daily Newsletter sends fresh input every morning at 8 o’clock sharp to interested smart phone users, whereas our Weekly Newsletter contains condensed info gleaned over the previous seven days. By September, 2019, more than 3,000 subscribers had been reached, thus enabling advertising clients to pinpoint their chosen target group.

All of these activities are united by a newly designed events website, which registers up to 16,500 visits and around 27,800 page views per month.

At the Shop, articles and eDossiers are stored for download and targeted lead generation.

Print allows you access to the heart of your traditional target group, plus the digital, keyword-optimised measures package opens up the entire market place of meetings organisers in German-speaking countries. Exclusive live events such as our own format INSPIRE YOUR BUSINESS, add a valuable face-to-face component and enhance the impact of any marketing solution. Just choose - or combine - your options!

Survey about the efficiency of trade magazines
Audience analysis conducted among decision-makers in businesses and administration:

NEVER UNDERESTIMATE THE POWER OF A NICHE!
Trade magazines were attested a great importance for their professional lives by 73 per cent of the interviewees. This means that trade media are valued twice as high as compared to consumer magazines.
THE MULTICHANNEL AND SHOP STRATEGY
BY THE TRADE MAGAZINE EVENTS

Extract digital reach:
Facebook fans: 1,502
Twitter follower: 763
Xing follower: 27,668
Views: 27,722
Page Impressions: 38,456
Newsletter subscribers: ca. 3,000
Organic Traffic: 14,554
ABOUT US:

**events** is a recognised trade magazine for more than 30 years and has been an informal pivot for supply and demand by the meetings industry.

Professional know-how compiled over decades plus continuity within the team ascertain competent handling of all topics related to the trade. In 2019, events was incorporated into the EBNER MEDIA GROUP (www.ebnermedia.de), a robust publishing house – and a true pioneer of digital media transformation.

The print run of 10,000 copies concentrates on the core of events and meetings planners in corporations, agencies and associations. Yet, our forceful online presence, now spreading over all chief channels, covers a far larger target audience. Both options combined offer advertising clients an attractive and potent mix.

SEO optimised thinking, intelligent keyword strategies and a novel approach to professional communication in general render the brand events a wholesome communication platform for your campaigns.

**Our target audience**

Having conducted interviews amongst our readership, we defined and developed ‘personas’ in order to channel your sales message right into the proper audience group by using SEO optimised keywords. In 2020, as in the many years before, events readers may reckon on the services of a capable, mature trade magazine that applies all present-day elements of audience communication.

**Publication frequency:** 4 x p.a.

**Price per copy:** 12.40 euros

**Download per copy:** 8.50 euros

**Annual subscription print:** 44.60 euros

**Subscription digital:** 29.70 euros

**Subscription Plus**

(print and digital): 53.– euros

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*by our own account*
The “personas” introduced here are strictly fictional – but they do represent typical specimens of our readers and users. It is their profile and their individual needs and requirements our editors have in mind when going about their research, their writing and planning.

We see to it that all contents and offerings are processed so as to match the respective persona plus the channels suitable for them. Being an advertising partner, this is most relevant for you. After all: our readers represent your potential clients!

Let us introduce to you two of the three persona types the interviews we conducted brought forward; their gender is purely random and also works vice versa.

**Carl Communicator** is our contact in senior management. He is director of a communication agency, Head of Events in a major enterprise, a PCO or a marketing director in charge of marketing events, incentive travel and an organiser of corporate conventions. Being an established professional player of the trade, he needs a constant overview over the market, has to be versed in the strategies of live communication and be able to identify and evaluate a trend well ahead of time. Carl is the typical ‘influencer’ for whom competence and relevance are substantial criteria when filtering viable information. Although he displays a strong affinity towards online media, he clearly represents your classical counterpart for print.

**Peggy Planner** engaged on the operative level within the meetings business, is responsible for doing the preliminary work for final decision-makers. She is a project manager in an agency or at the events department of a company or is in charge of further education in HR. Acting as an assistant to a member of the board or a secretary to a general manager, she may also be looking for reliable partners for the meetings, conventions or any other corporate event she handles. Peggy needs practical tips, the latest news on the suppliers front and professional support when having to evaluate measures or the eligibility of potential business partners. Peggy Planner is best reached via digital channels, but also resorts to print magazines when it comes to dealing with in-depth content.
Next to classical advertising, grasping a client’s attention today asks for a resourceful mix of editorial content and a sales or brand message: that’s what Native Advertising / Content Marketing is all about.

Native Advertising / Content Marketing equals storytelling. Your brand message is wrapped into an editorial storyline and published on one of our platforms. Or your topic can be embedded within a general editorial context without advertising ‘directly’.

Native Advertising / Content Marketing supports and helps expand the interpretational sovereignty of your enterprise within the audience relevant for you – in the look & feel of the surrounding editorial neighbourhood, be it print or digital. The credibility and reach of our brand events assures considerable exposure.

Native Advertising / Content Marketing is your royal road to reach your target group via all the relevant communication channels (print, online and social media) - and to tackle ad blockers. It improves your brand’s visibility on search engines and social media channels through SEO optimised, multimedia-based storytelling (text, image, graphics, videos).

‘Content is king’ – and we are experienced specialists to address your target audience. We build the concept for your campaign, the content, your multichannel marketing, campaign management and do the reporting for you. An all-round service by content experts for the meetings industry!

Examples for our custom-made offerings Native Advertising, 2 pages print and online 7,950.– euros

Embedded story – embedded in trade article – online and print, 1 page 4,900.– euros
This graph shows a neutral analysis by Searchmetrics. It attests events a high visibility as compared to its competitors. From January to April 2020.
**ONLINE OFFERINGS**

**AT A GLANCE**

**NEWSLETTER**

**Sponsored Post**
max. 1,000 characters incl. spaces, 2 images, 1 link. Text forwarded is SEO optimised by our editors and will be sent in the newsletter after the publication on the homepage.

495.– euros

**Sponsored Article**
max. 3,500 characters incl. spaces, 4 images, 3 links integration of e.g. video, picture gallery, registration form etc.

1,750.– euros

**Banner**
Format: 580 wide x 250 high pixel, 72 dpi, JPG or GIF, max. 80 KB
Duration: 14 days

695.– euros

**HOME PAGE:**

**Customer Content Page (CCP)**
Micro website hosted on www.events-magazin.de
Max. 6 images, 4 links. Text forwarded (max. 5,000 characters) is SEO optimised by our editors, the CCP animated 6-fold via Newsletter and social media.

5,900.– euros

**Exclusively designed sidebar**
with different content containers such as logo, banner, video, picture gallery, map, etc. for targeted customer approach. Keyword based digital playout instead of the events sidebar.

Price on request

**Superbanner**
Format: 728 x 90 pixel
Placement: header bar
Duration: 14 days

500.– euros

**Skyscraper**
Format: 120 x 600 pixel
Placement: right side bar
Duration: 14 days

550.– euros

**Hockeystick**
Format: 728 x 90 + 160 x 600 pixel
Placement: Superbanner + Skyscraper
Duration: 14 days

750.– euros

**Wallpaper**
Format: 728 x 90 + 160 x 600 pixel
Placement: Superbanner + Skyscraper plus colouring of website
Duration: 14 days

790.– euros

**Medium Rectangle (in sidebar)**
Format: 300 x 250 pixel
Placement: side bar
Duration: 14 days

500.– euros

**Billboard**
Format: 980 x 250 pixel, max. 80 KB.
Duration: 14 days

800.– euros
Publication Dates 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Booking Deadline</th>
<th>Artwork Deadline</th>
</tr>
</thead>
</table>

Columns:
- Management
- Destinations
- Hotels
- CongressCenters/Locations
- Agencies
- People
- Directory

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Publication Rate: 4 issues per year  
Price per issue: 12,40 euros  
Download Single Magazine: 8,50 euros  
Annual Subscription: 44,60 euros  
Subscription digital: 29,70 euros  
Abo Plus (Print and Digital): 53,00 euros

Circulation Breakdown
Print Run: 10.000

Distribution per country
- 88,71 % Germany *
- 4,64 % Austria*
- 3,69 % Switzerland*
- 2,96 % other countries*

Readership analysis *
- 76,8 % Corporate Decision Makers
- 4,5 % Association Directors
- 15 % Agencies
- 2,7 % Head of travel agencies with corporate services
- 1,0 % Corporate travel agency chief

*Internal analysis
Rates and Formats

**Format:**
204 mm wide x 287 mm high

**Type area:**
179 mm wide x 263 mm high

**Printing/binding process:**
Web offset, adhesive binding/hotmelt

**Printing materials:**
Digital printing materials, 60 x 60 raster / 300 dpi

Detailed information for data transfer is provided with your order confirmation.

**Inserts:**
Delivery address:
F&W Mediencenter GmbH
Holzhauser Feld 2
D-83361 Kienberg

All prices are net prices — for German customers VAT has to be added.

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**2/1 double spread page**
Bleed W 408 x H 287
7.950,– euros

**1/1 Page**
Type area W 179 x H 263
Bleed W 204 x H 287
4.900,– euros

**Junior Page**
Type area W 133 x H 200
Bleed W 179 x H 263
3.950,– euros

**1/2 page horizontal**
Type area W 179 x H 130
Bleed W 204 x H 145
2.900,– euros

**1/2 page vertical**
Type area W 88 x H 263
Bleed W 98 x H 287
2.900,– euros

**1/3 page horizontal**
Type area W 179 x H 100
Bleed W 204 x H 110
2.250,– euros

**1/3 page vertical**
Type area W 57 x H 263
Bleed W 67 x H 287
2.250,– euros

**1/4 page horizontal**
Type area W 179 x H 65
Bleed W 204 x H 75
1.650,– euros

**Bleed:** Trim on each side ......................... 3 mm

**Premium Placement**
2nd cover ........................................... 5.750,– euros
3rd cover ........................................... 5.250,– euros
4th cover ........................................... 5.750,– euros
Fixed Placement .................................. + 10 %

**Series discount**
2 issues per year ........................................ 3 %
3 issues per year ........................................ 5 %
4 issues per year ........................................ 10 %

**Volume discount**
2 pages .................................................. 5 %
3 pages .................................................. 8 %
4 pages .................................................. 10 %
Inserts

Loose inserts
max. W 190 x H 287 mm

Up to 25 grams of weight  3,500,— euros
25 to 80 grams of weight up to  5,500,— euros
80 to 145 grams of weight up to  7,500,— euros
Split run on request (minimum order 5,000 copies)

For a precise calculation of the costs, we need the weight and the exact size of the inserts. All prices include postal charges; discount cannot be granted. Inserts are to be delivered stacked loose on euros pallets incl. secured transport package.

Bound inserts
204 mm wide x 287 mm high, 5 mm trim along outer edges 3,5 mm gutter, 4 mm trim at top
Up to 4 pages 150 g, full run

Price for full run  3,500,— euros
Price for split run
split run upon request
(minimum order 5,000 copies)

Minimum order 5,000 copies
Bound inserts must be supplied stacked and in batches ready for processing.
Extra costs for bound inserts not properly prepared: 25% per batch.

Glued inserts
Only possible in connection with 1/1 page advertisement
Post or reply cards, Price for full run
Tip-on CDs manually

Price for full run  700,— euros
Price for split run  3,000,— euros

All prices are exclusive of postage or shipping costs.

Conditions of delivery/samples
Loose, bound and glued inserts are to be delivered in such a way that no additional manual preparation is required. Otherwise, these extra costs will be charged to the client.
A binding sample of any insert, and if necessary a layout with size and weight specifications, must be submitted to the publisher prior to acceptance of the order. Please refer to the relevant order confirmation for quantities and delivery address.
(Delivery to the printer to be labelled: “For events, issue .../...”).
All prices are net prices – for German customers VAT has to be added.
Special Types of Advertising

Special advertising formats require long-term planning and individual coordination of all technical factors. It is essential to make a binding reservation at an early stage. Prices and further special advertising formats on request.

Advertorials and Special issues

Advertorials
Price upon request
High resolution images and text material provided by the client are edited and designed according to his wishes. All Advertorials are marked ‘Advertisement’, as German Press Law stipulates.

Destination Reports
and special offprints for your own marketing purposes: Price upon request

Special issues
in magazine or individual style: Price upon request

Booklet (DIN A6, glued)
Your individual marketing tool for roadshows, workshops, exhibitions, special events etc. Price upon request.

„All major changes are the result of liberation from the routine of thinking and doing!“
Technical Data Sheet

All advertisements have to be delivered as High Resolution PDF File.

If you deliver native File Formats we cannot guarantee accurate print production.

Exceptions
In exceptional cases it is possible to provide data in native file formats (Windows and MacOS). Costs could emerge from possible revisions, and there is no guarantee for an accurate print production. All current DTP applications on MacOS 9, Mac OS X and Windows can be used: Adobe Indesign CS, Adobe Photoshop CS, Adobe Illustrator CS.

Bleed
Bleed ads require 3 mm trim on each side.

Colours
All colours must be defined in CMYK Colour mode. When using RGB or Spot colours that have to be converted into CMYK, exact colour matching cannot be guaranteed.

Frame
All ads are published with a frame, therefore please apply a frame to all of your ads. If your ad contains a full frame background colour, no frame is required.

• All Fonts have to be supplied in any cases. Please take note of copyrights of the font provider.

• All pictures must have an output resolution of 300 dpi.
• Logos should be saved in a vector format for best results.

Costs
In case of incomplete or defective data, you will be informed about the costs of repairing and correcting the data for an accurate production.

There will be a charge of 65.00 EUR for the first 30 minutes, 80,00 EUR for each additional hour (+VAT).

High Resolution PDF Files to:
• Email
  janatschek@events-magazine.de

• Data Media
  Magazin events
  Philipp Janatschek
  Emil-Hoffmann-Str. 13
  50996 Köln (Rodenkirchen)

Printing company:
F&W Mediencenter GmbH
Emil Hundeseder, client advisor
Holzhauser Feld 2, D-83361 Kienberg
Tel.: +49 (0) (8628) 9884-37
Fax: +49 (0) (8628) 9884-61
E-Mail: eh@fw-medien.de
GENERAL TERMS AND CONDITIONS FOR PRINT

1. An «advertisement purchase order» in the sense intended in the following General Terms of Business is a contract for the publication – in a printed work, and for purposes of circulation – of one or more advertisements issued by an advertiser or other space buyer.

2. In case of doubt, it is to be requested that advertisements be published within a year of the contract’s being concluded. If a concluded contract grants the right to request the publication of individual advertisements, the purchase order is to be carried out within a year of the publication of the first advertisement provided that the request for the publication of the first advertisement, and its actual publication, both take place within the period stated in the preceding sentence.

3. The advertising rates result from that publisher’s list of advertising rates which is applicable when the contract is concluded. If the advertising rate changes after the contract has been concluded, the publisher is entitled to calculate the rate in accordance with that list of rates which is applicable at the time of publication; this does not apply to business relations with non-merchants, provided that no more than 4 months have passed between the contract’s conclusion and the time of publication. Advertising agencies and advertising mediators are prohibited from passing on to their clients, in whole or in part, the commission amounts granted by the publisher.

4. If, for reasons not imputable to the publisher, a purchase order is not carried out, the client, notwith-standing any other legal obligations, is to refund to the publisher the difference between the discount granted and the discount which accords with the actual advertising space buyer, the actual cost of the work already done by the publisher (e.g. print run, final proofreading, advertisements are not printed in the relevant section of the classified advertisements without this having to be expressly agreed.

5. Facing matter is any advertisements at least two pages of which adjoin the editorial text and do not adjoin other advertisements. The publisher is entitled, by using the word „advertisement” (in German: „Anzeige”), to make clearly recognizable any advertisements which, due to their editorial design, are not recognizable as advertisements.

6. Purchase orders for advertisements and inserts which it is stated are to be published exclusively in particular issues, particular editions or particular places in the publication must – if the purchase order cannot be carried out in this way – be received by the client, notwith-standing any other legal obligations, is to refund to the publisher the difference between the discount granted and the discount which accords with the actual advertising space buyer, the actual cost of the work already done by the publisher (e.g. print run, final proofreading, advertisements are not printed in the relevant section of the classified advertisements without this having to be expressly agreed.

7. Claims matter is any advertisements at least two pages of which adjoin the editorial text and do not adjoin other advertisements. The publisher is entitled, by using the word „advertisement” (in German: „Anzeige”), to make clearly recognizable any advertisements which, due to their editorial design, are not recognizable as advertisements.

8. The publisher reserves the right – in accordance with uniform, objectively justified principles – to reject, because of the technical form or the origin of the orders, firstly orders for advertisements, including requests for individual advertisements within a concluded contract, and secondly orders for inserts; the same applies if the content violates laws or governmental regulations or if it is unreasonable to expect the publisher to publish the material. This also applies to orders which are placed at business offices, at postal offices or with sales representatives. Orders for inserts are only binding upon the publisher after a sample of the insert has been received and the insert approved. Inserts whose format or presentation arouses in the reader the impression of being an integral part of the newspaper or magazine or which contain third-party advertisements are not accepted. The client will be informed immediately if an order is rejected.

9. The purchaser is responsible for delivering in good time either the text of the advertisement and proper documentation, or the inserts. Within the possibilities granted by the copy, the publisher will ensure the print quality customary for the title booked.

10. If the advertisement is printed wholly or partially illegibly or incorrectly, or is printed incompletely, the client has a claim either for a reduction in the rate to the extent that the purpose of the advertisement was impaired, or for a proper replacement advertisement, if the publisher allows to expire a period which was stipulated for him for the publication of the advertisement, or if the replacement advertisement is itself not in proper order, the client has a right to a rate reduction or to a cancellation of the order. No damages claims are possible which arise from positive infringement of demands, from negligence at the time of the contract’s conclusion, or from tort – especially when the order is placed by telephone. Damages claims which arise because the work cannot be performed or because there is delay are limited to compensating the foreseeable damage and, where their amount is concerned, to the payment to be made for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, the publisher’s legal representative or the publisher’s agents. Any liability of the publisher’s for damage resulting from the absence of characteristics regarding which an assurance was given remains unaffected. In commercial dealings, the publisher is, in addition, not liable for gross negligence on the part of agents; in other cases, liability is towards business people for the usual loss and damage, which is, where its extent is concerned, limited to the predictable damage and is no higher than the relevant payment for the advertisement. Any claims must – except in the case of deficiencies which are not evident – be asserted within four weeks after the invoice and voucher are received.

11. Proof sheets will only be supplied if expressly requested. The client will bear the responsibility for the correctness of the proof sheets which have been sent back. The publisher will take into account all those corrections of errors of which he – within the time period stipulated in connection with the sending of the proof sheet – is informed.

12. If there are no particular regulations regarding size, the calculation of the rate will be based on what is the actual depth and is the customary depth for the type of advertisement.

13. If the client does not make an advance payment, the invoice will be sent immediately, but if possible 14 days after the advertisement is published. The invoice is to be paid within the time period which is evident from the list of advertising rates and begins from the time when the invoice is received, provided that another time period for payment or another advance payment has not been agreed upon in the individual case. Any discounts for early payment are granted in accordance with the list of rates.

14. If there is delay in payment, the publisher will, while reserving further rights, charge interest on arrears in the amount of 1% above the prevailing EZB base interest rate. If there is delay in payment, the publisher can postpone any further carrying-out of the current purchase order until payment is made and can require an advance payment for the remaining advertisements. If well-founded doubts exist as to the client’s solvency, the publisher is entitled, even while a contract concluded for an advertisement is still running, and without taking into account any originally agreed due date, to make the publication of further advertisements dependent on the advance payment of the amount and on the payment of outstanding invoice amounts.

15. The publisher will, upon request, supply a voucher copy along with the invoice. Excerpts from advertisements, voucher pages, or complete voucher issues, will – depending on the type and scope of the purchase order for the advertisement – be supplied. If a voucher can no longer be obtained, it will be replaced by a legally binding certificate issued by the publisher and concerning the publication and circulation of the advertisement.

16. The client is to bear the cost of the production of copy and drawings which have been ordered, and also of any consi-

17. If the print run is reduced and a contract for more than one advertisement has been concluded, a claim for a reduction in the rate can be derived if, on the overall average of the year of insertion commencing with the first advertisement, that average print run stated either in the list of rates or in another way, or else – if no print run is stated – the average number of copies sold (in the case of trade magazines, it may be necessary to take instead the average number of copies actually circulated), in the previous calendar year is more than that in the year of insertion. A reduction in the print run is only a defect justifying a rate reduction if it amounts to: 20% for a print run of up to 50,000 copies. However, claims for a reduction in the rate are not possible if the publisher has informed the client in good time of the lowering of the print run, while offering the client the possibility of withdrawing from the contract.

18. In box-numbered advertisements, the publisher will apply, to the presentation and prompt foraw-dollar of the offers received, the care used by a proper businessman. Registered letters and express-delivery letters arriving in response to box-numbered advertisements will be forwarded only by normal post. Items received in response to box-numbered advertisements will be kept for four weeks. Correspondence arriving which has not been picked up during this period will be destroyed. The publisher will send back valuable documents, but without being obliged to do so. In the client’s interests and for the client’s protection, the publisher, in order to rule out any abuse, reserves the right to open for examination purposes the offers received. The publisher is not obliged to forward any business recommendation or any offers to mediate.

19. Copy will only be sent back to the client if this is specially requested. The obligation to preserve the copy ceases three months after the purchase order has taken its course.

20. Credit items relating to discounts are deducted in connection with the first advertisement in the series. Additional charges regarding discounts are in principle not imposed until the end of the year of insertion.

21. Confirmations of placings apply only with reservation and can be modified for technical reasons. The publisher cannot be made liable in such cases.

22. The place of performance is the head office of the publisher. In commercial dealings with business people and with artificial persons in public law, and in the case of separate estates in public law, the head office of the publisher is the place of jurisdiction in the event of any plaintiffs. If claims filed by the publisher are not asserted by means of action on a debt, the place of jurisdiction is, in the case of non-merchants, determined by the latter’s place of residence. If the residence or usual location of the client, and this applies also to non-merchants, is unknown at the time when the plaint is filed, or if the client after the contract was concluded, has moved his place of residence, or his usual location, out of the law’s jurisdiction, it has been agreed that the head office of the publisher is the place of jurisdiction.