

The FairOffer for

# EMO HANNOVER

presented by



## Optimum Advertising for Your Presence at the EMO Hannover

Present yourself to the readers of MM MaschinenMarkt in the journal EMO – Hannover in the run-up to the trade fair. With your publicity in the only official fair newspaper of the world's leading trade fair for metalworking you catch the attention of fair visitors. With the special newsletter to EMO Hannover you receive direct access to decision-makers in the manufacturing industry.

# An Overview of the Journal

The Journal – EMO Hannover convinces with its international distribution and its record range. It is published in three languages (German/English/Chinese). The Journal – EMO Hannover reports on current news in the metalworking industry and opens new sales opportunities on international markets.

## Close Dates

Editorial Close	June 17, 2019
Printing PDF Close	June 21, 2019
Publishing Date	July 8, 2019

## Distribution

**Germany, Austria and Switzerland, Poland, Czech Republic, Hungary, Turkey, Korea and China** -  
Additional distribution at the EMO Hannover

	Editorial Close
MM MaschinenMarkt 15	July 08, 2019
MM MaschinenMarkt 16	July 22, 2019
MM Müszaki Magazin 7/8 (Hungary)	July 22, 2019
MM Korea 8 (Korea)	August 01, 2019
MM Makina Magazin 8 (Turkey)	August 01, 2019
MM Xiandai Zhizao 22 (China)	August 12, 2019
SMM Schweizer MaschinenMarkt 17	August 14, 2019
MM MaschinenMarkt 8 (Austria)	August 21, 2019
MM Magazyn Przemyslowy 9 (Poland)	Sept. 02, 2019
MM Průmyslové 9 (Czech Republic)	Sept. 11, 2019

## Circulation

200,000 copies print edition  
27,600 copies e-paper (German and English)

## Target Group

Owners, managing directors, specialists of the first and second management level of the manufacturing industry

## Ad Formats and Prices

FORMAT	W × H IN MM	BASIS PRICE
1/1 page	190 × 270	14,100.00
Junior Page	136 × 190	9,250.00
1/2 page	190 × 134 94 × 270	7,050.00
1/3 page	190 × 88 62 × 270	4,700.00
1/4 page	94 × 134 46 × 270	3,525.00
1/8 page	94 × 66 46 × 134	1,765.00

PREFERRED POSITIONS	W × H IN MM	BASIC PRICE
2nd cover page 3rd cover page 4th cover page	190 × 270	15,510.00
1/3 next to editorial	62 × 270	5,170.00
1/2 next to editorial	94 × 270	7,755.00
Double page across binding	226 × 42	29,900.00*
2 successive pages	each 190 × 270	22,850.00*

\*Prices incl. 4c

## Additional Charges (not discountable)

	1/1	JP, 1/2, 1/3	1/4, 1/8
2C	660.00	430.00	245.00
4C	1,700.00	1,070.00	660.00

All prices in EUR plus VAT

# An Overview of the Official Fair Newspaper

MM MaschinenMarkt is the only authorized editorial office that is doing live research at the fair every day and informs the visitors about recent news plus the most interesting products of the fair. Thus fair exhibitors receive an exclusive platform for their advertisement and a direct access to the international audience with the bilingual (German/English) trade newspaper.

## Close Dates

Editorial Close August 28, 2019  
 Printing PDF Close September 3, 2019  
 Publishing Date September 16-21, 2019

## Distribution

Exclusive distribution – Only Messe Daily is allowed to be distributed directly at the fair ground. In addition, the trade fair issue is displayed at the airport, the main- and fair station and in business hotels.

## Circulation

130,000 copies (Total circulation distributed to 6 issues)

## Newspaper Format

Format: 255 mm wide × 350 mm high  
 Print Space: 226 mm wide × 313 mm high; 5 columns

## Ad Formats and Prices

FORMAT	W × H IN MM	1 ISSUE	3 ISSUES	6 ISSUES
1/1 page	226 × 313	4,950.00	13,365.00	22,275.00
Junior Page	134 × 189	2,575.00	6,952.00	11,587.00
1/2 page	226 × 140	2,650.00	7,155.00	11,925.00
2/5 page	88 × 287	2,200.00	5,940.00	9,900.00
1/3 page	134 × 140, 226 × 91	1,720.00	4,644.00	7,740.00
1/4 page	88 × 189, 180 × 91	1,500.00	4,050.00	6,750.00
1/5 page	42 × 287, 88 × 140, 134 × 91	1,200.00	3,240.00	5,400.00

PREFERRED POSITIONS	W × H IN MM	6 ISSUES
Column head (cover page, only right)	65 × 76	20,050.00
Bottom strip (cover page)	226 × 42	17,820.00
2nd cover page	226 × 313	25,600.00
4th cover page	226 × 313	26,730.00
2/1 page	2 × 226 × 313	46,700.00
Border ad	42 × 42	610.00

All prices in EUR plus VAT

# An Overview of the Online Offer

You reach decision-makers in the manufacturing industry with the special to the fair on maschinenmarkt.de and our special newsletter for EMO Hannover.

## EMO-Special

**Partner logo in a Rotation Ad**  
on maschinenmarkt.de in the EMO Special

### Online Advertorial Kamapgne

- Two text ads guaranteed in MM Daily Newsletter
- Native Ad 5,000 Ad Impressions guaranteed
- 15,000 Facebook contacts guaranteed
- three days on the start page www.maschinenmarkt.de
- Duration 3 months (June 14 - September 22, 2019)
- Runtime presence in the trade fair special online

### Premium Partner Ad

Bundle (Choose from our large-area premiumformats:  
Wallpaper, Billboard, Halfpage Ad)  
15,000 Ad Impressions guaranteed

**Price** 6,990.00

## Special Newsletter

**Place your advertising message in the EMO Hannover-topic environment and post it directly to your customer`s mailbox.**

**Publishing Date:** August 26, 2019  
September 9, 2019

### Newsletter recipients

Subscribers 15,700

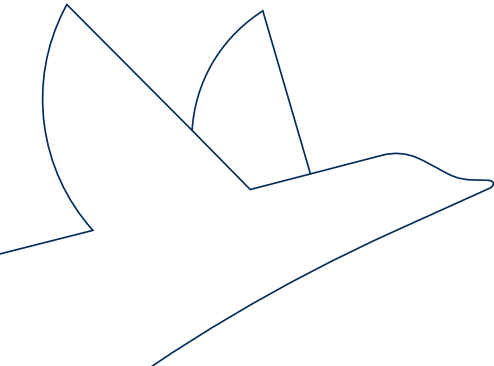
### Prices per Newsletter

Billboard	Text Ad	XL Banner
1,295.00	1,495.00	1,095.00

All prices in EUR plus VAT

*Get in contact*

We look forward to  
hearing from you!



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