

# The Fair Offer for MOTEK

presented by



## Make the most of your opportunities at the Motek!

Attract the attention of trade fair visitors with your advertisement in the only official Trade fair newspaper to Motek and extend your reach online over a four week presence on all our digital channels.



is a brand of



VOGEL COMMUNICATIONS GROUP

# An Overview of Trade fair daily Motek

MM MaschinenMarkt is the only authorized editorial office that accompanies the trade fair every day on site and informs visitors about all news and highlights of the fair. Thus fair exhibitors receive an exclusive presentation platform and a direct access to the international audience with the bilingual trade newspaper of the trade fair.

## Close Dates

Ad Close ..... September 16, 2020  
Publishing Date ..... October 5-7, 2020

## Distribution and circulation

circulation 34,000 copies  
(total edition distributed among 3 issues)

- Exclusively at the entrances of the Motek
- Distribution to all exhibitors
- Distribution on all days of the fair
- Language: German/English

## Newspaper format

Paper size: ..... 255 mm wide × 350 mm high  
Block Format: 226 mm wide × 313 mm high; 5 columns

## Preferred placements

*(only possible with booking of all expenses)*

Title header display (42 × 42 mm, title page) ..... 4,620.00  
Footmark display (226 × 42 mm, title page) ..... 4,950.00  
2<sup>nd</sup> cover page (226 × 313 mm) ..... 7,590.00  
4<sup>th</sup> cover page (226 × 313 mm) ..... 7,920.00  
2/1 over collar (2 × 226 × 313 mm, only 1x bookable) 9,900.00  
Title Display (42 × 42 mm) ..... 600,00

## Ad Formats and Prices

FORMAT	3 ISSUE FAIR NEWSPAPER	COMBIPACKAGE TRADE FAIR NEWSPAPER + MM17	W × H IN MM
1/1 page	6,600.00	13,750.00	226 × 313 mm
Junior Page	3,300.00	7,790.00	134 × 189 mm
1/2 page	3,650.00	7,380.00	226 × 140 mm
2/5 page	2,650.00	-	88 × 287 mm
1/3 page	2,200.00	5,290.00	134 × 140 mm, 226 × 91 mm
1/4 page	1,660.00	4,080.00	88 × 189 mm, 180 × 91 mm
1/5 page	1,320.00	-	42 × 287 mm, 88 × 140 mm, 134 × 91 mm

All prices in EUR plus VAT

# An Overview of the Online Offer

Take advantage of our Motek online offer and get extended reach on [www.maschinenmarkt.de](http://www.maschinenmarkt.de) and the special Motek newsletter.

## Partner package online

CONSTITUENTS	RUN TIME	PRICE
2x banner circuit in the special newsletter. Selectable between Billboard Ad, Text Ad or XL banner. Subject to availability.	September 14 - October 9, 2020	1,800.00
Logo in a rotation ad on <a href="http://maschinenmarkt.de">maschinenmarkt.de</a>		
Publication of your Dates/ Events on the landing page to the Trade fair (max. 3 pieces)		

### Your benefit

- Six-week online presence at the trade fair
- Networked, the prospective customers land directly on your site
- Increase the reach through the implementation of your multi-channel strategy

## Special newsletter

Place your advertising message in the Motek topic environment and post it directly to your customer's mailbox.

### Newsletter recipients

MM MaschinenMarkt: \_\_\_\_\_ 15,700 subscribers

### Banner Prices

#### per Mailing

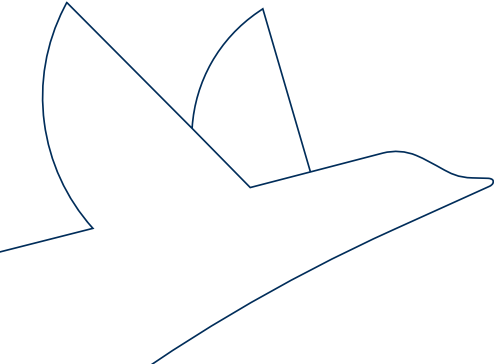
Billboard Ad \_\_\_\_\_ 1,295.00

Text Ad \_\_\_\_\_ 1,495.00

XL Banner \_\_\_\_\_ 1,095.00

All prices in EUR plus VAT

*Get in contact*  
We look forward to  
hearing from you!



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