

PUBLICATION DATE:

26. JANUARY 2024

ADVERTISING

DEADLINE:

11. DECEMBER 2023

topfair

the official magazine

Ambiente /// Christmasworld /// Creativeworld **2024**

media data 2024

**NOW IN
LARGER
FORMAT!**

topfair

the official magazine

PUBLICATION DATE
26. JANUARY 2024

ADVERTISING DEADLINE:
11. DECEMBER 2023

PRINTING DEADLINE:
14. DECEMBER 2023

**One-Stop-Shop:
Drei Leitmesse
live erleben**

Veränderte Hallenstruktur
sorgt für kurze Wege

**One-Stop-Shop:
Three Leading
Events - Live!**

New Hall Layout for the
International Consumer Goods Fairs

**Jede Menge
News, Trends
& Events**

Viele Infos für einen
gelungenen Messebesuch

**Plenty
News, Trends
& Events**

Lots of information to make your
fair visit a success

Ambiente /// Christmasworld /// Creativeworld 2024



Hall: 9.1
Stand: F41

f t i o i n
/ titizplastik

www.titiz.com



the network

Experience the sensational Frankfurt trade fair triple - the world's leading consumer goods trade fairs set standards last year!

Over 154,000 buyers from more than 170 nations flocked to the fair to be to be inspired.

At a mega event of this magnitude, it is crucial that exhibitors are found by visitors.

This is where **topfair** comes in - the ultimate trade fair magazine - the buyers' guide. Thanks to the renowned production by the Vincentz Network, which also publishes industry-leading trade magazines such as „möbel kultur“ and „PuG“, you get a broader approach to your relevant buyer target groups. Take advantage of this unique opportunity and be part of an even greater success!

And in 2024, **topfair** will be even better! You can expect a larger format and higher circulation (30,000 copies). Take advantage of this unique opportunity and benefit from the many advantages on offer.

distribution

→ **print run: 30.000 copies** (including distribution at trade shows and in hotels in Frankfurt)

→ **digital:** to more than **100,000 recipients** via the websites and newsletters of partner magazines P&G, arcade and möbel kultur.

→ **added value online:**

topfair is available digitally at www.moebelkultur.de.

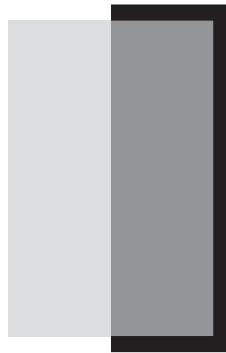
For your bookings, we can enrich the e-magazine with your videos, links and slide shows free of charge.

topfair can be accessed online beyond the trade show - you benefit from an average of more than **250,000 pis per month** (average 2022 - IWV möbel kultur).

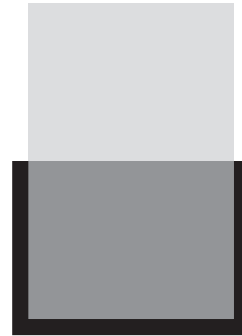
print placements [page dimensions 175 x 250 mm]



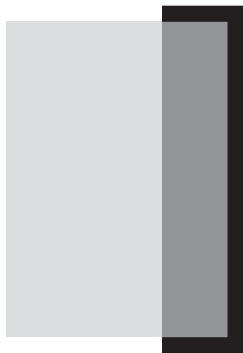
1/1 PAGE
175 x 250 mm
(WxH)
+ bleed
181 x 256 mm
(WxH)



1/2 PAGE
85 x 250 mm
(WxH)
+ bleed
91 x 256 mm
(WxH)



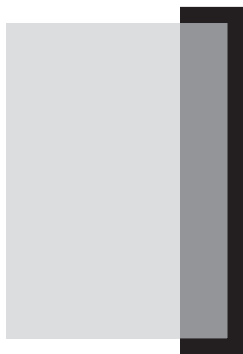
**1/2 PAGE
LAND-
SCAPE**
175 x 118
(WxH)
+ bleed
181 x 124 mm
(WxH)



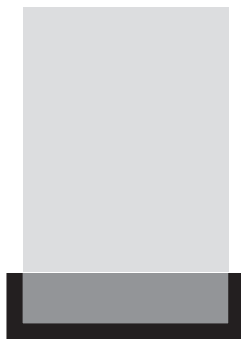
1/3 PAGE
58 x 250 mm
(WxH)
+ bleed
64 x 256 mm
(WxH)



**1/3 PAGE
LAND-
SCAPE**
175 x 75 mm
(WxH)
+ bleed
181 x 81 mm
(WxH)



1/4 PAGE
44 x 250 mm
(WxH)
+ bleed
50 x 256 mm
(WxH)



**1/4 PAGE
LAND-
SCAPE**
175 x 55 mm
(WxH)
+ bleed
181 x 61 mm
(WxH)



print placements

1. Preferential placements

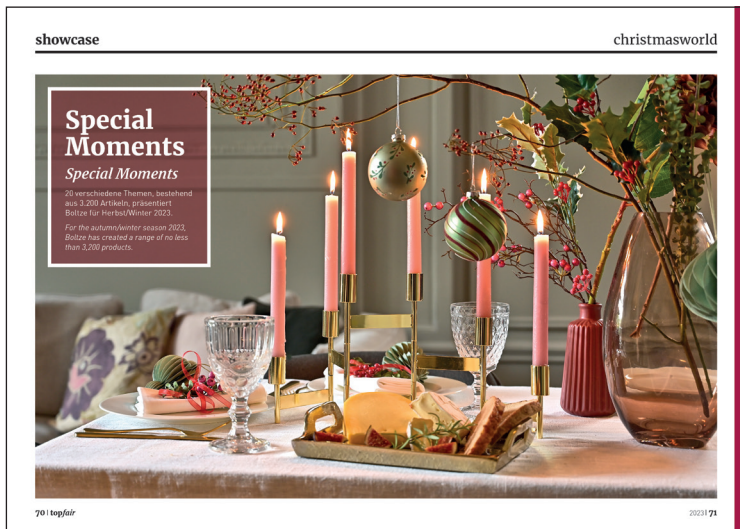
Cover 2 & page 3	350 x 250	9.100,- €
Cover 3	175 x 250	4.500,- €
Cover 4	175 x 250	6.769,- €

2. Classic advertising formats on the inside pages

2/1 page	350 x 250	7.383,- €
1/1 page	175 x 250	3.691,- €
1/2 page vertical	87 x 250	1.938,- €
1/2 page landscape	175 x 125	1.938,- €
1/3 page vertical	58 x 250	1.477,- €
1/3 page landscape	175 x 83	1.477,- €
1/4 page vertical	44 x 250	1.195,- €
1/4 page landscape	175 x 62	1.195,- €

All prices are subject to value added tax at the statutory state.

advertorials



2/1 page premium: showcase

A large motif spread over two pages featuring your newest and most beautiful product – the ultimate trade fair highlight, with an editorial intro text to go with it!

Only two placements of this type are available per section.

EXTRA: Extra: These special pages feature in a slide show on the möbel kultur and P&G websites.

Rate charged: 6.769,- €



Company: Great variety

Arum vales est rest ute simi, officius eostrunt Arum vales est rest ute simi, officius eostrunt faceribus dersped. Pid quam veliciam aut. Arum vales est rest ute simi, officius eostrm aut. **///** Arum vales est rest ute simi, officius eostrunt faceribus dersped. Pid quam veliciam aut. Arum vales est rest ute simi, officius eostrunt faceribus dersped. Pid quam veliciam aut.

→ Messetand | fair stand 000/000



Company: Great variety

Arum vales est rest ute simi, officius eostrunt faceribus dersped. Pid quam veliciam aut. **///** Arum vales est rest ute simi, officius eostrunt faceribus dersped. Pid quam veliciam aut.

→ Messetand | fair stand 000/000

product special

In the Highlights section, we publish your product news on a half-page: one photo + accompanying text **PLUS** a QR code (if desired)

Rate charged: 998,- €

topfair

the official magazine

magazine format:

175 x 250 mm (WxH)
(Bleed difference: 3 mm all sides)

digital data:

Technical details for delivery:
www.moebelkultur.de/service/technische-daten/

Contact: Claudia Höfner & Maike Lesperance

Phone: +49 (0)40 632018-41 / -42

E-mail: dispo-hh@vincentz.net

powered by
VINCENTZ

Vincentz Network GmbH & Co. KG
Weidestraße 120a, 22083 Hamburg **///**
Telefon: +49 (0)40 632018-0 **///**
www.vincentz.net

Your media sales contact

Director Marketing & Sales

Werner Fischer

Phone: +49 (0) 40280868-39

E-mail: werner.fischer.extern@vincentz.net

Sales Manager Julia Fischer

Phone: +49 (0) 40 280868-86

E-mail: julia.fischer.extern@vincentz.net