



# convention

INTERNATIONAL

THE MAGAZINE FOR EVENT PLANNERS

## Media data

Valid from January 1st, 2017 | [www.convention-net.de](http://www.convention-net.de)

**36th Year**

2017



### The Magazine for Event Planners

**Convention International** is distributed in German-speaking countries and informs on the global MICE-Business. Portraits, interviews and central themes reflect the current situation in this field. The goal of the editors is to support effectively the daily work of event planners and decision makers in German-speaking markets.

The editors want to make sure, that the information provided turns out to be of real benefit. This is reflected e.g. by regular sections, as there are: **Personnel, Hotels, Unions, Trade Shows, Agencies, Venues and Destinations.**

**Convention International** has been published since 1982. There are four issues per year.



The readership of **Convention International** includes decision makers in the business field as well as members of institutions who need detailed information on the range of services of trade shows, congresses, meetings and events as well as on-site-profiles and incentive descriptions. In special, the event managements of agencies, companies and organisations belong to this group.

Also the technical and administrative managements of the suppliers at the event locations as well as decision makers of service providers in the MICE industry form part of the readership.

**Convention International** is also distributed for free at universities, educational establishments and training centers with relationship to the MICE industry.

## WHAT WE OFFER



In addition to the four standard issues, we published numerous special editions in the past years. Thus, comprehensive destination portraits were developed in cooperation with touristic umbrella marketing organizations providing precious information for event planners. Special editions may vary in the number of pages – already from eight pages onwards.

In addition, we offer the following products and services:

- Off-prints
- Supplements
- Glued-in inserts (in connection with 1/1 page advertisement)
- Bound-in inserts
- Belly bands
- Advertorials
- Cover fold-outs
- Online marketing
- Fam trips with editorial support
- Organisation of workshops
- Booklets

When booking an advertorial, images and plain texts are to be submitted from the advertiser in due time. On the basis of the material, the editorial team creates an article in accordance with the customer.

Advertorials are a special form of promotion. They look like editorials but – according to German Press law – have to be marked as advertisement.

### Readership Analysis:

Corporate planners in the consumer and durable goods industry, capital goods industry, automotive, IT, pharma, retail, banks and insurance companies .....	<b>55 %</b>
Trade associations / political organisations .....	<b>11 %</b>
Business leaders and project managers at event and incentive agencies, PCOs, travel managers, other event service providers .....	<b>24 %</b>
Umbrella marketing organisations in the tourism industry, hotel industry, convention centres and halls, and other event centres / locations .....	<b>10 %</b>

### Geographical Distribution:

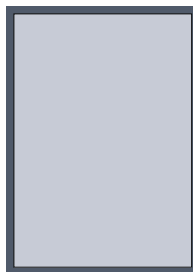
Germany .....	<b>75 %</b>
Austria .....	<b>8 %</b>
Switzerland & Liechtenstein .....	<b>6 %</b>
Belgium, Netherlands, Luxembourg .....	<b>4 %</b>
Northern Italy / South Tyrol .....	<b>2 %</b>
Other countries .....	<b>5 %</b>

## PRINT



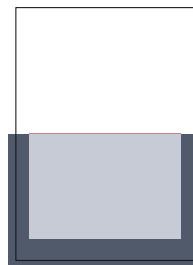
2/1 double page

Width 420  
Height 297



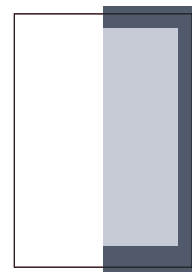
1/1 page

Width 210  
Height 297



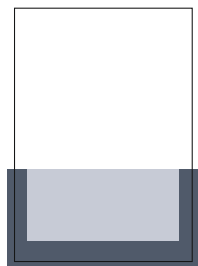
1/2 page horizontal

Width 176 (210 i.A.)  
Height 119 (145 i.A.)



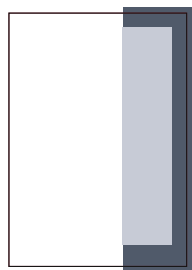
1/2 page vertical

Width 85 (102 i.A.)  
Height 246 (297 i.A.)



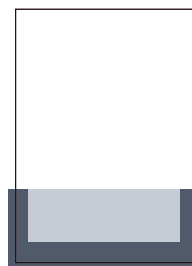
1/3 page horizontal

Width 176 (210 i.A.)  
Height 77 (100 i.A.)



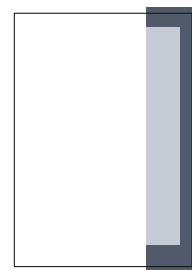
1/3 page vertical

Width 55 ( 74 i.A.)  
Height 246 (297 i.A.)



1/4 page horizontal

Width 176 (210 i.A.)  
Height 56 ( 79 i.A.)



1/4 page vertical

Width 43 ( 61 i.A.)  
Height 246 (297 i.A.)

Please add **3 mm trim per bleed edge.**

Size / Page	Width mm	Height mm	Full Colour Prices in €	Cover Pages Prices in €
<b>2/1</b>	<b>420</b>	<b>x 297</b>	<b>7,200</b>	<b>2nd cover: 4,700</b>
<b>1/1</b>	<b>210</b>	<b>x 297</b>	<b>4,500</b>	<b>3rd cover: 4,600</b>
<b>1/2</b>	<b>176</b>	<b>x 119</b>	<b>2,900</b>	<b>4th cover: 4,800</b>
<b>1/2</b>	<b>85</b>	<b>x 246</b>	<b>2,900</b>	<b>Service:</b>
<b>1/3</b>	<b>176</b>	<b>x 77</b>	<b>2,200</b>	All prices refer to ready-to-print-materials. On demand, we offer creation of your advertisement to your specifications at a fixed-rate of 590 €
<b>1/3</b>	<b>55</b>	<b>x 246</b>	<b>2,200</b>	
<b>1/4</b>	<b>176</b>	<b>x 56</b>	<b>1,850</b>	
<b>1/4</b>	<b>43</b>	<b>x 246</b>	<b>1,850</b>	

### Special Advertising:

#### ✗ Page 3

Below/next to the editorial  
(1/3, 4c)  
Price: € 2,400

#### ✗ Page 4 & 5

Next to the contents  
(each 1/3, 4c vertical)  
Price: € 2,400 each

#### ✗ Page 9

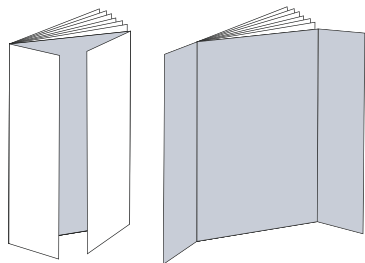
First advertisement after the  
contents (1/1, 4c)  
Price: € 4,600

**Discounts** (per insertion): 2x = 5 % | 4x = 10 %

## SPECIAL PRINT ADVERTISING

Kind of Promotion	Details	Prices
<b>Advertorials</b>	<b>1/1 page 4c</b> <b>1/2 page 4c</b> (landscape format) <b>2/1 page 4c</b>	<b>€ 4,900</b> <b>€ 3,200</b> <b>€ 8,900</b>
<b>Supplements</b>	<b>up to 25 g</b> <b>26-50 g</b> <b>over 50 g</b> <b>according to post code</b>	<b>€ 270 per 1,000 copies</b> <b>€ 350 per 1,000 copies</b> <b>on request</b> <b>on request</b>
<b>Glued-in</b>	<b>various formats</b> <b>according to post code</b>	<b>on request</b> <b>on request</b>
<b>Inserts*</b>	<b>4-page</b> <b>8-page</b> <small>*Only for whole circulation, specification on request</small>	<b>€ 250 per 1,000 copies</b> <b>€ 270 per 1,000 copies</b>
<b>Booklets</b>	<b>Glued-in on 1/1 size ad</b>	<b>on request</b>

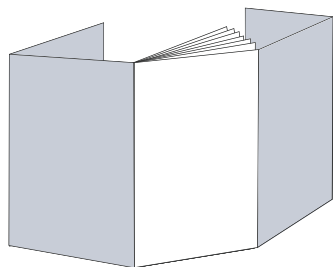




**French door gatefold**

U1

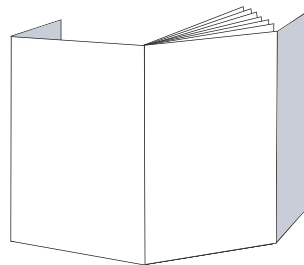
**€ 8,950**



**Gate-/Backfolder**

U2, U4

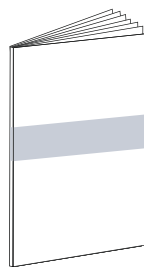
**8.950,-**



**Gatefold cover**

2nd, 5th and 6th cover, various formats

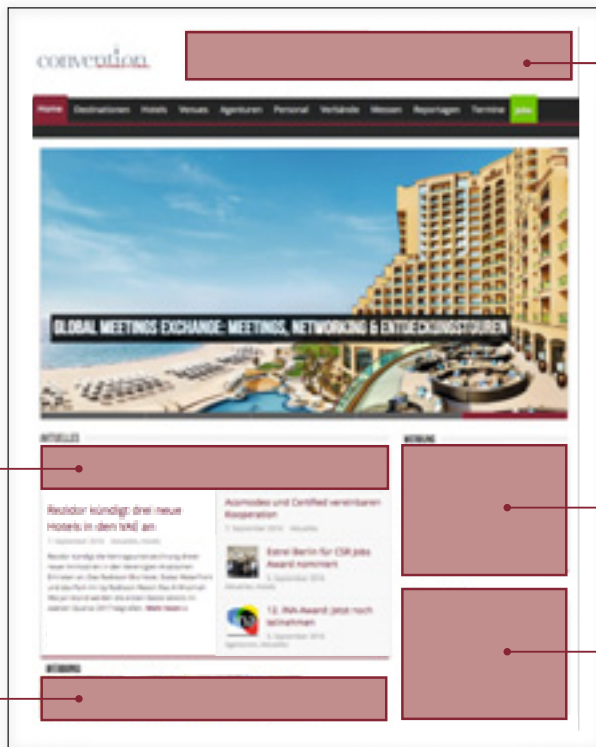
**on request**



**Belly bands**

up to 100 mm wide

**on request**



Leaderboard

Upper Fullsize

Lower Fullsize

Medium Rectangle 1

Medium Rectangle 2



Video

Bannergröße	Dimensions (width x height)	Runtime	Prices in €
Upper Fullsize	560 x 90 px	1 month	800
Lower Fullsize	560 x 90 px	1 month	750
Leaderboard	728 x 90 px	1 month	900
Video	300 x 300 px	1 month	1,000
Medium Rectangle 1	300 x 250 px	1 month	500
Medium Rectangle 2	300 x 250 px	1 month	500

**File format:** GIF or JPEG, max. 200 KB  
**Laufzeit:** max. ten seconds  
**Delivery:** one week in advance of the runtime

Just as in the print magazine, **advertorials** can also be booked for our website.

Prices on request.

It is also possible to temporarily implement special categories on our website, for example **Jobs** in order to publish job vacancies. Prices on request.

## Crossmedia Packages

Individual offers and packages can be created on request.

### Package 1

**Print:**  
 1/3 page 2.200,-  
**Online:**  
 Lower Fullsize  
 Banner 1 month 750,-  
 Regular rate: = 2.950,-  
**Discount package 1:** -10%  
**= 2.665,-**

### Package 2

**Print:**  
 1/2 page 2.900,-  
 1/2 advertorial 3.200,-  
**Online:**  
 Leaderboard 1 month 900,-  
 Regular rate: = 7.000,-  
**Discount package 2:** -15%  
**= 5.950,-**

### Package 3

**Print:**  
 1/1 page 4.500,-  
 1/2 advertorial 4.900,-  
**Online:**  
 Leaderboard 2 months 1.800,-  
 Regular rate: = 11.200,-  
**Discount package 3:** -15%  
**= 9.500,-**

In addition to these packages your news can be published on our website.

**Discount** (per insertion): 3 months: 5% | 6 months: 10 %

Please note that all advertising appears **in rotation**.

Issue	Reservation Deadline	Submission Deadline	Publication Date
<b>1/2017</b>	<b>January 30th</b>	<b>February 9th</b>	<b>February 27th</b>
<b>2/2017</b>	<b>April 3rd</b>	<b>April 12th</b>	<b>May 2nd</b>
<b>3/2017</b>	<b>July 27th</b>	<b>August 7th</b>	<b>August 21st</b>
<b>4/2017</b>	<b>October 13th</b>	<b>October 23rd</b>	<b>November 13th</b>

**1/2017**

ITB Berlin, KonferenzArena Zurich, FAMAB-Sustainability Summit

**2/2017**

Green Meetings und Events Konferenz Waiblingen, IMEX Frankfurt, MICE PEAK Malta

**3/2017**

Convention 4u Saalfelden, SuisseEMEX Zurich, MICE Boat

**4/2017**

IBTM World Barcelona, Best of Events International Dortmund, mbt MEETINGPLACE Munich

## HOW TO CONTACT US

**Email:** anfrage@convention-net.de

**Tel.:** +49 2631 96 46-35

**Internet:** www.convention-net.de



Visit us also on **Facebook**  
[www.facebook.com/Convention.International](http://www.facebook.com/Convention.International)

### Circulation:

12,500 audited edition



### Publisher:

**Société Franco-Allemande  
de Publications** /// SOFAP S.à.r.l.

36, route de Luxembourg  
L-8077 Bertrange

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L-8077 Bertrange

### Bank Details:

BCCE – Banque et Caisse  
d'Epargne de l'Etat de Luxembourg  
IBAN LU 4800191755 8174 9000  
Code BIC/Swift: BCEELULL

## RECENT EDITIONS



# GENERAL TERMS AND CONDITIONS

1. Within the following General Terms and Conditions, an advertising purchase order means the agreement between the publisher and the client to publish one or more advertisements or other forms of promotional material (hereinafter collectively referred to as advertisements) in a print medium for the purposes of distribution.

2. Advertisements for publication must be published within one year after conclusion of the agreement. If an agreement grants the right to publish a series of individual advertisements, the order must be executed within one year after the appearance of the first advertisement, provided that the first advertisement is called off and published within the period stated in Sentence 1 above. Agreement means a contract for the publication of several advertisements in accordance with the discounts granted to the advertiser as stated in the price list, where the respective insertions are where the timing of the respective insertions is specified by the client.

3. The advertisement prices are based on the list of advertising rates valid at the conclusion of the contract. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the publisher wholly or in part to their clients. Discounts are not available to companies whose business purpose includes the placement of advertising orders for a group of advertisers in order to claim volume discounts. Advertising agencies and other advertising intermediaries must abide by the publisher's price list in their offers and contracts and in settling accounts with advertisers specified by the client.

4. If an agreement cannot be fulfilled either in full or in part due to circumstances for which the publisher is not responsible, then notwithstanding any further legal obligations, the advertiser shall reimburse the publisher the difference between the discount granted and the discount actually accepted. Unless otherwise agreed, the advertiser shall be entitled to retrospectively claim his discount corresponding to the advertisements actually placed within a period of one year. No claim shall arise on the part of the advertiser if the magazine cannot be published in whole or in part, or by the due date as a result of force majeure (e.g. war, general mobilisation, labour disputes or other unforeseeable circumstances).

5. Orders for advertisements and third-party inserts which are to be published in certain issues or editions must be received by the publisher in sufficient time prior to the advertising deadline to allow the client to be notified should it not be possible to execute the order as requested. Classified advertisements will be printed in their respective sections, without any need for additional explicit agreements.

6. The publisher will clearly identify advertisements/advertisements with the word 'Anzeige' [Advertisement].

7. The publisher reserves the right to refuse advertisement orders – including individual call-offs within an order and orders for inserts – according to its own uniform, objectively justified principles due to their origin or technical form; the same shall apply if the content contravenes laws or official regulations or if publication would be unconscionable for the publisher. This also applies to orders placed by branch offices, receiving offices or representatives. Orders for inserts shall only become binding after submission and approval of a sample. Inserts will not be accepted which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party advertisements.

8. Responsibility for the timely delivery and technical quality of suitable artwork or other forms of advertising lies solely with the client. When supplying digital artwork the client must ensure it is delivered in the proper format and in compliance with the publisher's technical specifications for advertisements and in good time prior to placement. The client shall bear all costs arising from changes to artwork and copy that the client has requested or for which he is responsible. The agreed quality of the advertisements or other advertising material shall be that customary for the relevant title and as stated in the order confirmation within the limitations afforded by the copy materials. This shall only apply when the client has complied with the publisher's requirements for the preparation and transmission of the copy. The publisher guarantees the print quality customary for the relevant title within the limitations imposed by the printing process.

9. If the published advertisement does not correspond to the agreed quality or level of service, the client shall be entitled to a reduction in payment or a satisfactory substitute advertisement or substitute publication of other advertising material, but only to the extent that the purpose of the advertisement or other advertising material was impaired. The publisher has the right to refuse publication of a substitute advertisement or substitute publication, if having regard to the content of contractual obligations and the principle of good faith, they entail expenditure that is grossly disproportionate to the performance interests of the client, or if they are only possible at disproportionate cost to the publisher. In the event that the publisher fails to comply within a reasonable set period, or if the replacement advertisement/publication is again not free from defects, then the client shall have a right to a reduction in payment. Rescission of the contract is excluded in the case of minor defects in the advertisement or publication of the other advertising material. Claims in respect of faults which are not immediately apparent must be made within one year after publication.

10. The publisher shall be liable for all losses, whether arising from a breach of contractual obligations or from unlawful acts according to the following provisions: In the case of gross negligence, liability for commercial dealings shall be limited to compensation for typical foreseeable losses; this limitation shall not apply where the loss was caused by a legal representative or executive employee of the publisher. In cases of ordinary negligence the publisher shall only be liable where an essential contractual obligation was breached. In such cases liability shall be limited to typical foreseeable loss or damage. In cases of claims under the [German] Product Liability Act or where is a loss of life, injury or an adverse impact on health, the publisher shall be liable according to the statutory provisions. Except in the case of non-evident defects, claims must be made within four weeks after receipt of the invoice and voucher copy. As a principle, the publisher shall be liable only up to the price of the advertisement. All claims against the publisher for breach of contractual obligations shall become barred by limitation

after a period of one year; provided they are not based on wilful intent.

11. Proofs shall only be provided when expressly requested. The client shall be responsible for the correctness of the returned proofs. The publisher shall correct all notified errors received within the time limit specified when the proofs were sent out.

12. Unless there are particular instructions regarding size, the price shall be based on the actual print size that is normal for that type of advertisement.

13. If the client does not make payment in advance, the invoice shall be posted within 14 days following publication of the advertisement. The invoice is payable by the deadline set down in the advertising rate card, unless in individual cases other pre-payment or payment terms have been agreed. Any discounts for early payment will be granted in accordance with the rate card.

14. In the case of payment default the publisher shall, without prejudice to further legal rights, be entitled to charge interest at the rate of 11.5% plus debt collection fees. In the case of payment default the publisher may defer execution of the current order until payment has been made and demand prepayment for the remaining advertisements. If there is reasonable doubt regarding the client's ability to pay, the publisher is entitled, even during the term of an existing agreement, to make the appearance of further advertisements dependent on the prepayment of the amount and the settlement of outstanding invoices, regardless of the original payment deadline.

15. The publisher will supply a specimen copy of the advertisement on request. Cuttings, full pages, or complete copies of the issue will be supplied, depending on the type and size of the order. If a specimen can no longer be procured, the publisher shall instead provide a binding certification of the publishing and distribution of the advertisement.

16. The client shall bear the costs for the supply of ordered artwork and designs and for substantial changes to the originally agreed designs requested by the client, or for which he is responsible.

17. In the event of a decrease in circulation, an order for several advertisements may lead to a claim for a price reduction, if as an overall average of the advertisement year which commences with the first placement, the circulation falls short of the previous year's average circulation, as stated in the rate card or in another form, by more than 30%. However, claims for a price reduction shall be excluded if the publisher has informed the client about the reduction in the print run in good time while offering the client the possibility of withdrawing from the contract.

18. Advertising copy materials will only be returned to the client when specifically requested. The obligation of safekeeping ends three months after expiry of contract (order).

19. Confirmations of placements apply only with reservation and can be modified for technical reasons. The publisher cannot be held liable in such cases.

20. The place of fulfilment is the publisher's registered office. The place of jurisdiction in case of proceedings arising from business with other companies, legal persons, public corporations, or any trusts under public law shall be Luxembourg.

To the extent that the publisher's claims cannot be asserted through court proceedings in order to pay debts, the place of jurisdiction for non-traders shall be their place of residence. If the domicile or normal place of residence of the client, even if they are a non-trader, is unknown or in cases in which the client has moved his domicile or normal place of residence out of the area of jurisdiction since the conclusion of the contract, the agreed place of jurisdiction shall be that of the registered office of the publisher.

21. Price changes for orders already placed shall only be enforceable if they are announced at least one month prior to publication of the advertisement or other advertising material. In the event of a price rise the client has a right to withdraw from the contract. The right to withdraw from the contract must be exercised in written form within 14 days after receipt of the notification of the price rise.

22. The client guarantees that it possesses all rights required to place the advertisement. The client shall bear the sole responsibility for the content and legal permissibility of the text, artwork and all advertising material provided for the insertion. The client shall indemnify the publisher against all third-party claims which might arise from a breach of legal provisions. Furthermore, the publisher is indemnified against the costs of legal defence against such claims. The client is obliged to support the publisher in good faith with information and documentation in the defence of such third-party claims. The client assigns to the publisher all rights related to the use of the advertising in print and digital media of all kinds, including the internet, all necessary rights concerning copyright and intellectual property rights, in particular the right to reproduction, distribution, transmission, to make publicly accessible, for extraction from a database and retrieval, to the extent necessary in terms of time and content for the performance of the order. The rights cited above shall be granted unrestricted in all cases as to location.

23. In the event of operational breakdown or delays due to force majeure, illegal labour disputes, unlawful seizure, traffic disruption, general raw material or energy shortages and the like, – both in the publisher's establishment and in third-party operations used by the publisher in the fulfilment of its obligations, – the publisher shall be entitled to full payment for the published advertisements if the publication has been distributed at a level of 70% of the average copies sold during the last four quarters.

24. Agreements diverging from these General Terms and Conditions must be in written form and attached as an annex to the contract. Verbal ancillary agreements and other verbal agreements have no legally binding validity. To become legally binding such ancillary agreements and divergent agreements must always be confirmed in writing by the publisher. Employees of the publisher have no executive power to enter into verbal ancillary agreements or to give verbal assurances that go beyond the content of the written agreement.

