

photokina DAILY

2014
media kit



- the only official and authorized photokina journal on the first three trade show days 16'th to 18'th of September 2014
- **Publisher:** Infomax21 in cooperation with PHOTO PRESSE / Klie Verlag

INFOMAX21 GMBH

PHOTOpresse

www.photokina-daily.de

photokina **DAILY** 2014 media kit

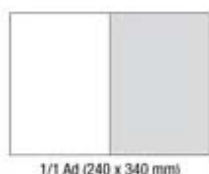
**photokina DAILY – the up-to-date and attention-grabbing platform
for your messages and advertising:**

- published on the first three trade show days of photokina 2014
(16'th, 17'th and 18'th of September 2014)
- bilingual German and English in one magazine
- print edition plus a tablet version
- print edition of 10,000 copies daily
- attractive 240 x 340 mm format
- extensive editorial highlights covering the entire imaging branch
- interviews and discussions with leaders shaping the market
- provides readers a lasting source of information past the trade show
- competent informational magazine for the visitors of photokina 2014
- tablet version offers a very broad circulation beyond the trade show itself
plus integration in Koelnmesse's entire communication



photokina DAILY 2014 media kit

Book your communication packet in photokina DAILY, the only photokina 2014 journal on the first three trade show days:

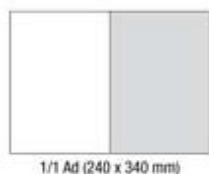


Platinum Packet: (16.-18.9.2014)

3 x 1/1 Ad 4c (240 x 340 mm)

Preferred Rotating Placement on Inside Front Cover,
Inside Back Cover, Outside Back Cover

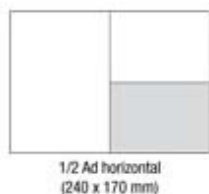
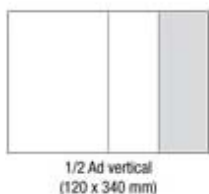
12.000 Euros



Gold Packet: (16.-18.9.2014)

3 x 1/1 Ad 4c in inner section (240 x 340 mm)

10.000 Euros

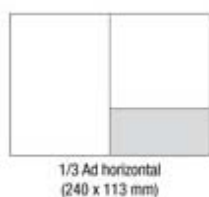
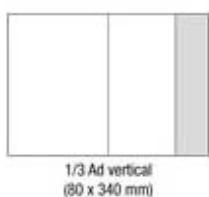


Silver Packet: (16.-18.9.2014)

3 x 1/2 Ad 4c

(vertical: 120 x 340 mm /
horizontal: 240 x 170 mm)

9.000 Euros

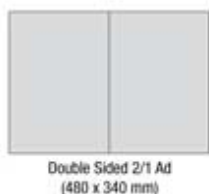


Bronze Packet: (16.-18.9.2014)

3 x 1/3 Ad 4c

(vertical: 80 x 340 mm /
horizontal: 240 x 113 mm)

6.000 Euros



Double Page Spread: (16.-18.9.2014)

2/1 Ad 4c (individually bookable)

5.000 Euros
(per double-side)

All prices are quoted ex VAT of 19%.

Ads must be provided in PDF format with 300 dpi, + 3 mm framed bleed and crop markings. Colour Profile: ISO Coated v2 (ECI).

**Reserve Now – and secure an attractive
Early Booking Discount of 10% – until April 30'th, 2014.**

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For bookings and inquiries regarding your packet

in photokina DAILY, please contact:

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editing or positioning, please contact:**

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**We're looking forward to a media-partnership with you and
a successful, inspiring photokina 2014.**

INFOMAX**21**_{GMBH}

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www.photokina-daily.com