

Publisher

Landesmesse Stuttgart GmbH | Messeplatz 1 | 70629 Stuttgart (Germany)

Coordination/Production

Landesmesse Stuttgart GmbH
Cornelia Bonow | Communication Managerin
Tel.: +49 711 18560-2136
cornelia.bonow@messe-stuttgart.de

Werbeagentur Beck GmbH & Co. KG | Alte Steige 17 | 73732 Esslingen (Germany)
Ute Böttcher
Tel.: +49 711 937893-60 | Fax: +49 711 937893-9
boettcher@werbeagentur-beck.de

Advertisement Management

Werbeagentur Beck GmbH & Co. KG | Alte Steige 17 | 73732 Esslingen (Germany)
Karin Weber
Tel.: +49 711 335916 | Tel.: +49 711 937893-0 | Fax: +49 711 937893-9
weber@beckmedien.de

Petra Glockner
Tel.: +49 711 937893-17 | Fax: +49 711 937893-9
glockner@werbeagentur-beck.de

Alina Agostino
Tel.: +49 711 937893-51 | Fax: +49 711 937893-9
agostino@werbeagentur-beck.de

Key to Markets

Messe Stuttgart



Official organ of Messe Stuttgart for AMB 2018
Media data for trade fair magazine

AMB SPECIAL

**International exhibition
for metal working**

18.-22.09.2018
Messe Stuttgart

More space for your
presentation!

New, bigger ad formats –
adapted to the
newspaper format.



AMB 2018

With the new Paul Horn Hall (Hall 10) the Stuttgart trade fair grounds expands its exhibition area to more than 120,000 m². This makes possible the expansion as well as thematic distribution of the existing exhibition areas, and offers more space for products and innovations. We have also used the opportunity to relaunch the official trade fair magazine "AMB SPECIAL". The new layout is now more spacious and transparent and offers greater reader-friendliness. We have also adapted the ad formats to the new layout. See for yourself!

Characteristic: "AMB SPECIAL" trade fair magazine – official organ of Messe Stuttgart for AMB 2018.

Shortly before AMB 2018 the "AMB SPECIAL" provides information in German and English on the latest topics from the world of machine tool building – up-to-date and informative. It is characterised by professional content and layout and is a constant companion for exhibitors and visitors of AMB 2018.

Print run: 100,000 copies

Circulation: In advance to exhibitors and visitors of AMB (from the address file of Messe Stuttgart) for the preparation of their trade fair appearance at or visit to AMB 2018, to potential visitors by target group mailing, as a supplement in technical literature, display at disseminators, Chambers of Commerce and relevant large companies, as well as exclusively to AMB visitors on all trade fair days.

The trade fair magazine appears as an interactive ePaper on the AMB homepage, thus offering more contact opportunities.

Publication date:	August/September 2018	Editorial deadline:	04.05.2018
Deadline:	04.05.2018	Print deadline:	16.05.2018
Newspaper format:	283 mm wide x 405 mm high	Type area:	260 mm wide x 361 mm high

Print documents for adverts: Please send files in high-resolution PDF format, version 1.3.
All other data formats will be converted at a charge to cover our costs.
Data on CD or by e-mail to: info@beckmedien.de

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Formats/Prices

Adverts (All prices plus VAT)							
	1/1	1/2 portrait	1/2 landscape	Junior page	1/3 landscape	1/4 corner	1/4 landscape
Formats based on newspaper format							
Width x Height in mm	260 x 361	123 x 361	260 x 175	149 x 192	260 x 120	123 x 175	260 x 85
Price in €	6.695,–	3.380,–	3.380,–	2.345,–	2.280,–	1.695,–	1.695,–

No bleeding possible | Other formats on request | All prices for bw up to 4c | Special placement requests 10% surcharge