



2017

**ESSENTIAL
READING**

At TFWA World Exhibition & Conference
and TFWA Asia Pacific
Exhibition & Conference

**COPIES FOR
EVERYONE
EACH DAY**

**DISTRIBUTED
BEFORE
BREAKFAST**

**PRINTED IN
SINGAPORE
& CANNES**

Every night

**EXTRA
POST-SHOW
MAGAZINE**

Sent directly to buyers and visitors



ON BEHALF OF:

TFWA - 23-25 rue de Berri 75008 Paris - France
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PRODUCED BY:



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COMMANDS BUYERS' ATTENTION READ BY ALL VISITORS ENHANCES BRAND VISIBILITY DRIVES TRAFFIC TO YOUR STAND TARGETS YOUR CUSTOMERS

Showcase your brands and deliver a more comprehensive message to customers in the dynamic Daily.

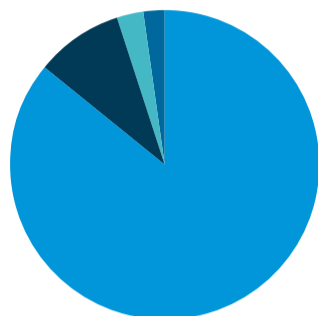
Why advertise anywhere else?



Focus on your key marketing goals before each TFWA exhibition

- In the Show Preview issue – sent directly to named buyers prior to the event
- With new product and launch announcements in the New Products Supplement
- Raise your company's profile ahead of the Singapore and Cannes 2017 exhibitions
- Present your brands to a wide audience at TFWA Asia Pacific Exhibition & Conference and TFWA World Exhibition & Conference
- The Post-Show Daily is sent directly to buyers / agents one month after TFWA World Exhibition & Conference
- Communicate to customers in this highlights issue.

Breakdown of distribution of The TFWA Daily by readers' business type:



Buyers & Agents 86%
Suppliers & Members 9%
Key Press 3%
Others 2%

«DELIVER A MORE COMPREHENSIVE MESSAGE TO CUSTOMERS»

Placing an advertisement in the official TFWA Daily in 2017 will help you:

- Win new customers
- Set yourself apart from your competitors
- Launch new products
- Attract more buyers to your exhibition stand
- Reinforce your public awareness and brand image.

WANT TO SPONSOR A TFWA DAILY?

YOU WILL GET:

1. Your company name and logo displayed in a prominent position on the cover
2. A double-page advertorial spread
3. A full-page advertisement to increase your brand recognition and image

£5,600/€6,720/\$7,280

Call Ian Hill for more details



DAILY CONTACTS

EDITORIAL CONTACT
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TECHNICAL SPECIFICATIONS

(width x height)

Full-page

228mm x 331mm

Half-page / Horizontal

228mm x 163mm

Half-page / Vertical

111mm x 331mm

Quarter-page

111mm x 163mm

Double-page spread

478mm x 328mm

Eighth-page

111mm x 37mm

Classified box

53mm x 78mm

Please note there are no bleed sizes for the new format Daily advertisements.

COPY REQUIREMENT

All artwork must be sent in the following formats either by email or on CD/DVD ROM

PDF:

All fonts embedded and at a minimum resolution of 300ppi with registration.

Adobe InDesign CC: All fonts and images included on CD-ROM or in email

Adobe Illustrator CC:

All fonts converted outline and images embedded

JPG or TIFF: Minimum of 300ppi and in CMYK

CD/DVD-ROMS to be sent to: Ian Hill, PPS Publications Ltd., 3a Gatwick Metro Centre, Balcombe Road, Horley, Surrey, RH6 9GA, UK

MATERIALS DEADLINE

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE

Show Preview issue

27 March

Other Dailies

17 April

TFWA WORLD EXHIBITION & CONFERENCE

Show Preview issue

14 August

Other Dailies

11 September

Post-Show Daily

10 November

ADVERTISING RATES 2017

To book your positions for the 2017 **TFWA Asia Pacific Exhibition & Conference** and **TFWA World Exhibition & Conference Dailies** contact Ian Hill on Tel +44 1293 783851/Fax +44 1293 782959 email: ian@pps-publications.com

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE

SINGAPORE, 07 -11 MAY 2017

Five show dailies produced in Singapore, plus Show Preview issue, focus on:

Monday & Tuesday April 16/17

Show Preview issue

New products and launches
Includes New Product Supplement.
Direct mailing to buyers, retailers and exhibitors, mid-April

Saturday & Sunday May 06/07

Arrivals issue

Confectionery, Electronics, Gifts.
Distributed at main delegate hotels and Marina Bay Sands Expo and Convention Centre

Monday May 08

Fragrances, Skincare, Cosmetics

Tuesday May 09

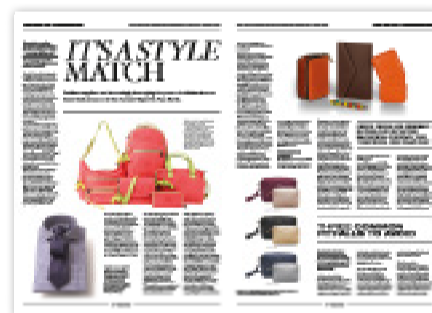
Liquor and Tobacco

Wednesday May 10

Jewellery and Watches

Thursday May 11

Fashion Goods – Clothes, Leather, Eyewear



TFWA WORLD EXHIBITION & CONFERENCE

CANNES, 01 – 06 OCTOBER 2017

Six show dailies in Cannes, plus the Preview and Post-Show issue, focus on:

Thursday & Friday September 12/13

Show Preview issue

New products and launches
Includes New Product Supplement.
Direct mailing to buyers, retailers and exhibitors in mid-September

Saturday & Sunday September 30/October 01

Arrivals issue

Fashion Goods – Clothes, Leather, Eyewear.
Contains essential show information with full exhibitor list, events schedule and floor plan

Monday October 02

Fragrances, Skincare, Cosmetics

Tuesday October 03

Liquor and Tobacco

Wednesday October 04

Jewellery and Watches

Thursday October 05

Chocolates & Confectionery

Friday October 06

Electronics & Gifts

Post-Show Daily

Sent to buyers, exhibitors, members and all visitors one month after the show.
Contains the best of the week in one magazine. Includes a MEADFA preview with distribution at the MEADFA Conference.

ADVERTISING RATES FOR TFWA ASIA PACIFIC EXHIBITION & CONFERENCE & TFWA WORLD EXHIBITION & CONFERENCE DAILIES 2017

STANDARD POSITIONS

No. of inserts	1-3	4-6	7-9
Full Page	£2650 €3445 \$3710	£2250 €2930 \$3150	£1895 €2465 \$2650
Half Page	£1400 €1820 \$1960	£1310 €1700 \$1835	£1185 €1545 \$1655
Quarter page	£800 €1040 \$1120	£580 €754 \$815	£460 €598 \$645
Eighth Page	£630 €820 \$882	£500 €650 \$700	£420 €550 \$588
Classified Box	£480 €630 \$672	£370 €482 \$520	£250 €325 \$350

SPECIAL POSITIONS

No. of inserts	1-3	4-6	7-9
Inside Front Cover	£3650 €4745 \$5110	£3100 €4030 \$4350	£2850 €3705 \$3990
Inside Back Cover	£3500 €4500 \$4900	£2998 €3895 \$4200	£2750 €3575 \$3850
Outside Back Cover	£3950 €5150 \$5530	£3450 €4485 \$4830	£2995 €3895 \$4195
Double Page Spread	£4500 €5850 \$6300	£4150 €5395 \$5810	£3650 €4745 \$5110

SPONSORSHIP OF A DAILY INCLUDES:

Your logo and message placed prominently on the front cover along with a double-page spread advertorial and a full-page advertisement that can appear on another day.
Cost: £5,600/€6,720/\$7,280