

magazin

ISSUE 2_2012

earlybird

Hamburg
lifestyle trade fair

Marketplace
für die
ambitionierten
Kritiker



Exhibitors advertise in the early bird magazine

Our **early bird** magazine gives you the opportunity to advertise your products and introduce them in an editorial. The magazine, which is sent out in a target group oriented way to 21,000 specialist retailers, is specifically tailored to the needs of our trade visitors:

The magazine does not only introduce new products, it also provides background information on the latest trends and new marketing strategies. We thus offer specialist retailers information and tips that go beyond mere product presentations. This is an excellent environment in which to present yourself, your company and your collections.



Media data

Circulation:	21,000 copies
Issues:	2 per annum, in January and July
Dispatch:	by post to 21,000 specialist retailers in Germany and neighbouring countries
Dimension:	210 mm x 297 mm
Type area:	185 mm x 272 mm
Print method:	sheet offset on coated paper, four-colour

Dates July 2012 edition

Publication date	5 July 2012 (Expected date. Subject to changes.)
Free editing (photos and text)	by 2 May 2012
Advert placement	by 7 May 2012
Print data adverts	by 14 May 2012

Advert prices

Dimensions	(length x width)	Price
1/1 page (section)	■ 210 x 297 mm	1,900.00 €
1/2 page (type area)	■ 180 x 135 mm	950.00 €
1/3 page (section)	■ 70 x 297 mm	850.00 €

Surcharge for cover pages: + 20 % of advert price
January 2012, subject to changes. Prices are plus VAT.

Print data adverts

The advert must be delivered ready for printing:

- File format printable PDF
- Resolution at least 300 dpi
- Fonts converted into curves/paths
- CMYK

Data on CD-Rom or per email to info@halledt.de
Indexed, LAB or RGB image files are converted into CMYK.

Editor

HWD AG
Volker König
Raboisen 16
20095 Hamburg
Tel. +49 (0)40 809050-450
Fax +49 (0)40 809050-499
info@earlybird-messe.de
www.earlybird-messe.de

Editorial department and advert booking

Sigrid Brauer
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Parkstraße 2b
22605 Hamburg
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Design

halledt Werbeagentur GmbH
Lessingstraße 25
22087 Hamburg
Tel. +49 (0)40 1888113-60
info@halledt.de
www.halledt.de

Please return
no later than 2 May 2012

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Advert order

per Fax to +49 (0)40 809050-499

HWD AG
Raboisen 16
20095 Hamburg
Germany

We hereby reserve the following advert space(s):

Dimensions	(length x width)	Price
<input type="checkbox"/> 1/1 page (section)	210 x 297 mm	1,900.00 €
<input type="checkbox"/> 1/2 page (type area)	180 x 135 mm	950.00 €
<input type="checkbox"/> 1/3 page (section)	70 x 297 mm	850.00 €

Surcharge for cover pages: + 20 % of advert price
January 2012, subject to changes. Prices are plus VAT.

Our details:

Company

Contact

Street, number

Country, post code, place

Telephone

Fax

email

The **advert data** (CMYK) will be sent to you no later than **14 May 2012**:

by email to info@halledt.de

per CD-ROM to halledt Werbeagentur GmbH, Lessingstraße 25, 22087 Hamburg

.....
Date, company stamp, legally binding signature

Please return
no later than 7 May 2012

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Free editing

per Fax to +49 (0)40 81976443

Public Relations early bird
Sigrid Brauer
Parkstrasse 2 B
22605 Hamburg
Germany

You have the option of including information (photos and text) about your products in the early bird magazine. If you are interested in publishing information about your products in the early bird magazine, **please contact Ms Sigrid Bauer and return the completed form by 7 May 2012:**
Fax: +49 (0)40 81976443, email: info@brauerpr.de

Printing the material is free of charge. The editorial department will select and process the images.
Telephone inquiries: Sigrid Brauer, Tel. +49 (0)40 81976410

If your product will be published in the early bird magazine, we will let you know about the size of the printable photo and the size of the text. We will also keep you informed about how to proceed organisationally.

Please enter your details here:

Company

Contact

Address

Telephone, email

Stand number

For more information about our early bird magazine, please visit www.earlybird-magazin.de. Here you will find our January 2012 edition.