



BY THE TRADE FOR THE TRADE

www.tfwa.com

2012

**ESSENTIAL
READING**

at Cannes & Singapore Exhibitions

**COPIES FOR
EVERYONE
EACH DAY**

**DISTRIBUTED
BEFORE
BREAKFAST**

at Official Hotels

**PRINTED IN
SINGAPORE
& CANNES**

Every Night

**EXTRA
POST-SHOW
MAGAZINE**

sent directly to Buyers and Visitors



ON BEHALF OF:

TFWA - 63, rue la Boétie 75008 Paris - France
T: +33 (0)1 40 74 09 86 - F: +33 90)1 40 74 09 85
www.tfwa.com contact@tfwa.com

PRODUCED BY:

P.P.S
PUBLICATIONS LTD

3A GATWICK METRO CENTRE
BALCOMBE ROAD, HORLEY,
SURREY, RH6 9GA, UK
Tel: +44 1293 783851
Fax: +44 1293 782951

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 larger, new format Daily.

Why advertise anywhere else?



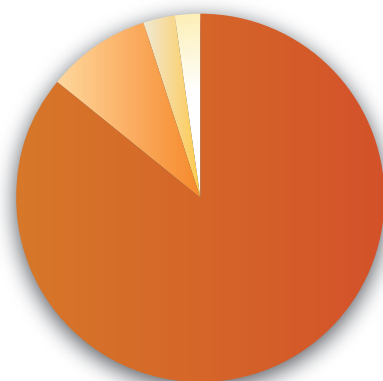
Placing an advertisement in the official TFWA Daily in 2012 will help you:

- 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.

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 report
- Raise your company's profile ahead of the Singapore and Cannes 2012 exhibitions
- Present your brands to a wide audience at TFWA Asia Pacific & GATE ONE2ONE and TFWA World Exhibition
- And, after the event, the Post-Show Daily is sent directly to buyers / agents one month after TFWA World Exhibition
- Communicate to customers in this highlights issue.

Breakdown of distribution of The TFWA Dailies by Readers' business type:



Buyers & Agents 86%

Suppliers & Members 9%

Key Press 3%

Others 2%

«DELIVER A MORE COMPREHENSIVE MESSAGE TO CUSTOMERS»

ADVERTISING RATES 2012

To book your positions for the 2012 **TFWA Asia Pacific & Gate ONE2ONE** and **TFWA World Exhibition Dailies** contact Ian Hill or Jenny Rayner on +44 1293 783851/Fax +44 1293 782959 e-mail: ian@ppls-publications.com; jenny@ppls-publications.com

TFWA ASIA PACIFIC & GATE ONE2ONE

SINGAPORE, 13 -17 MAY 2012
Five show dailies produced in Singapore, plus show Preview issue, focus on:

Thursday & Friday April 19/20 Show Preview Issue

New Products and Launches
Includes New Product supplement.
Direct mailing to buyers, retailers and exhibitors, end April

Saturday & Sunday May 12/13 Arrivals Issue

Confectionery, Electronics, Gifts.
Distributed at main delegate hotels and SUNTEC Exhibition Centre

Monday May 14

Fragrances, Skincare, Cosmetics

Tuesday May 15

Liquor and Tobacco

Wednesday May 16

Jewellery and Watches

Thursday May 17

Fashion Goods – Clothes, Leather, Eyewear

TFWA WORLD EXHIBITION

CANNES, 21- 26 OCTOBER 2012
Six show dailies produced in Cannes, plus show Preview issue, focus on:

Thursday & Friday September 27/28 Show Preview Issue

New Products and Launches
Includes New Product supplement.
Direct mailing to buyers, retailers and exhibitors, early September

Saturday & Sunday October 20/21 Arrivals Issue

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

Monday October 22

Fragrances, Skincare, Cosmetics

Tuesday October 23

Liquor and Tobacco

Wednesday October 24

Jewellery and Watches

Thursday October 25

Chocolates & Confectionery

Friday October 26

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 MEDFA preview with distribution at the MEDFA conference.



ADVERTISING RATES 2012

Advertising rates for TFWA Asia Pacific & Gate ONE2ONE & TFWA World Exhibition Dailies 2012

STANDARD POSITIONS

No. of inserts	1-3	4-6	7-9
Full Page	£2650	£2250	£1895
	€2995	€2670	€2250
	\$4293	\$3650	\$3070
Half Page	£1630	£1310	£1185
	€1935	€1550	€1400
	\$2640	\$2122	\$1920
Quarter page	£800	£580	£460
	€940	€680	€540
	\$1295	\$940	\$745
Eighth Page	£630	£500	£420
	€745	€590	€495
	\$1020	\$810	\$680
Classified Box	£480	£370	£250
	€560	€430	€290
	\$780	\$599	\$405

SPECIAL POSITIONS

No. of inserts	1-3	4-6	7-9
Inside Front Cover	£3650	£3100	£2850
	€4330	€3680	€3380
	\$5915	\$5022	\$4618
Inside Back Cover	£3500	£3000	£2750
	€3995	€3550	€3250
	\$5670	\$4860	\$4455
Outside Back Cover	£3950	£3450	£2995
	€4680	€3995	€3550
	\$6400	\$5590	\$4850
Double Page Spread	£4500	£4150	£3650
	€5340	€4910	€4250
	\$7290	\$6725	\$5913

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/€6,640/\$9,100

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 / € 6,640 / \$ 9,100

Call **Ian Hill** or **Jenny Rayner** for more details



Sponsored by:
 SPI Group

DAILY CONTACTS

EDITORIAL CONTACT

Ross Falconer

Editor

ross@pps-publications.com

ADVERTISING For All Countries

Ian Hill

Publisher

ian@pps-publications.com

Jenny Rayner

Sales Director

jenny@pps-publications.com

Tel: +44 1293 783851

Fax: +44 1293 782959

TECHNICAL SPECIFICATIONS

(width x height)

Full page

275mm x 398mm

Half page / Horizontal

275mm x 195mm

Half page / Vertical

133.5mm x 398mm

Quarter page / Vertical

133.5mm x 195mm

Quarter page / Horizontal

275mm x 93.5mm

Eighth page

133.5mm x 93.5mm

Classified Ad.

62.75mm x 93.5mm

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 300dpi with registration.

Adobe InDesign CS4:

all fonts and images included on CD-ROM or in email

Adobe Illustrator CS4:

all fonts converted outline and images embedded

JPG or TIFF:

minimum of 300dpi 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

SINGAPORE

Show Preview Issue

2nd April

Other Dailies

23rd April

CANNES

Show Preview Issue

7th September

Other Dailies

26th September

Post-show Daily

13th November