

2019

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

NEW COVER AND
PAGE DESIGN



TFWA
daily
MEDIA PACK



ON BEHALF OF:

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



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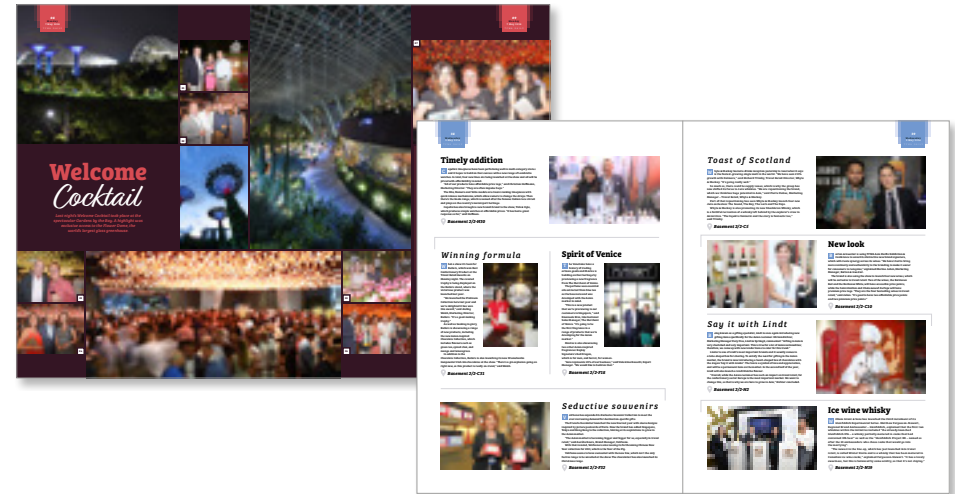
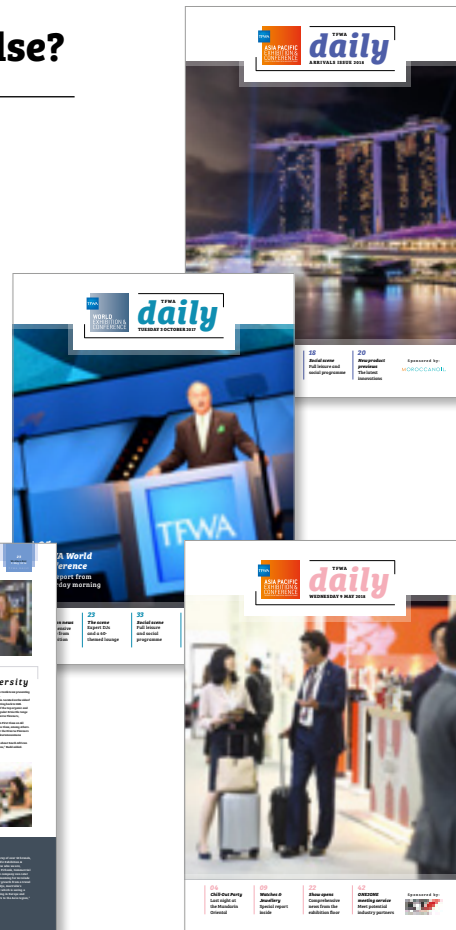
COMMANDS BUYERS' ATTENTION READ BY ALL VISITORS ENHANCES BRAND VISIBILITY DRIVES TRAFFIC TO YOUR STAND TARGETS YOUR CUSTOMERS

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

Why advertise anywhere else?

Placing an advertisement in the official TFWA Daily in 2019 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

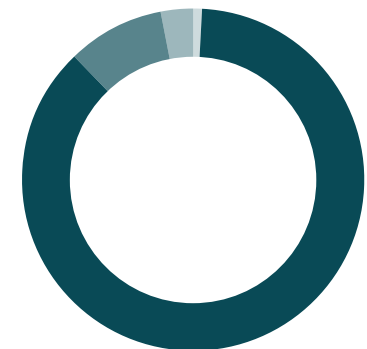


Focus on your key marketing goals before each TFWA exhibition

- In the Show Preview issue – sent directly to named buyers prior to the event
- With new product and launch announcements in the New Products Supplement
- Raise your company's profile ahead of the Singapore and Cannes 2019 exhibitions
- Present your brands to a wide audience at TFWA Asia Pacific Exhibition & Conference and TFWA World Exhibition & Conference

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

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



EDITORIAL SCHEDULES

To book your positions for the 2019 **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, 12 – 16 MAY 2019

Four live show dailies produced in Singapore, plus Show Preview and Arrivals issues, focus on:

Show Preview issue

New products and launches
Direct mailing to buyers, retailers and exhibitors, mid-April

Saturday & Sunday May 11/12

Arrivals issue

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

Monday May 13

Fragrances, Skincare, Cosmetics

Tuesday May 14

Liquor and Tobacco

Wednesday May 15

Jewellery and Watches

Thursday May 16

Fashion Goods – Clothes, Leather, Eyewear



TFWA WORLD EXHIBITION & CONFERENCE

CANNES, 29 SEPTEMBER – 05 OCTOBER 2019

Five live show dailies produced in Cannes, plus Show Preview and Arrivals issues, focus on:

Show Preview issue

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

Saturday & Sunday September 28/29

Arrivals issue

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

Monday September 30

Fragrances, Skincare, Cosmetics

Tuesday October 01

Liquor and Tobacco

Wednesday October 02

Jewellery and Watches

Thursday October 03

Chocolates & Confectionery

Friday October 04

Electronics & Gifts



ADVERTISING RATES

FOR TFWA ASIA PACIFIC AND TFWA WORLD EXHIBITION DAILIES 2019

STANDARD POSITIONS				SPECIAL POSITIONS			
No. of inserts	1-3	4-6	7-9	No. of inserts	1-3	4-6	7-9
Full page	£2650 €3130 \$3657	£2250 €2655 \$3100	£1895 €2225 \$2615	Inside front cover	£3650 €4310 \$5035	£3100 €3658 \$4378	£2850 €3365 \$3933
Half page	£1400 €1652 \$1932	£1310 €1545 \$1808	£1185 €1398 \$1635	Inside back cover	£3500 €4130 \$4830	£2998 €3538 \$4135	£2750 €3245 \$3795
Quarter page	£800 €945 \$1105	£580 €685 \$800	£460 €545 \$635	Outside back cover	£3950 €4660 \$5450	£3450 €4070 \$4760	£2995 €3535 \$4133
				Double-page spread	£4500 €5300 \$6210	£4150 €4895 \$5725	£3650 €4305 \$5035

WANT TO SPONSOR A TFWA DAILY?

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/€6,600/\$7,500.



Sponsored by:
DIESEL

TECHNICAL SPECIFICATIONS

width x height, no bleed required

MAIN MAGAZINE

Full-page
228mm x 328mm
Half-page / Horizontal
228mm x 161mm
Half-page / Vertical
111mm x 328mm
Quarter-page
111mm x 161mm
Double-page spread
478mm x 328mm

SUPPLEMENT (CANNES MAGAZINE)

Full-page
223mm x 328mm
Half-page / Horizontal
223mm x 161mm
Half-page / Vertical
109mm x 328mm
Quarter-page
109mm x 161mm
Double-page spread
468mm x 328mm

Supplement sponsor cover
253mm x 270mm + 3mm bleed,
please allow 30mm safe area
margin free from logos and text

DAILY CONTACTS

EDITORIAL CONTACT

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MATERIALS DEADLINES



TFWA ASIA PACIFIC
EXHIBITION &
CONFERENCE
SINGAPORE

Show Preview issue
03 April

Other Dailies
24 April



TFWA WORLD
EXHIBITION &
CONFERENCE
CANNES

Show Preview issue
13 August

Other Dailies
10 September

ARTWORK REQUIREMENT

All artwork must be sent in the following formats by email:

PDF:

All fonts embedded with a minimum resolution of 300ppi
and in CMYK

Adobe Illustrator CC:

All fonts converted outline and images embedded

JPG or TIFF:

Minimum resolution of 300ppi and in CMYK

When referring to the TFWA events on advertisements, please use the full event names:

TFWA World Exhibition & Conference
TFWA Asia Pacific Exhibition & Conference

When adding your company's stand number to advertisements, please see these example guidelines:

For Cannes: Blue Village A1
For Singapore: Basement 2/2-A1; Level 1/1-A1