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

Every night

DISTRIBUTED BEFORE BREAKFAST

PRINTED IN SINGAPORE & CANNES

ON BEHALF OF: TFWA – 23-25 rue de Berri 75008, Paris – France Tel: +33 (01) 40 74 09 86 Fax: +33 (01) 40 74 09 85 www.tfw.com contact@tfwa.com

PRODUCED BY: PPS 3A Gatwick Metro Centre, Balcombe Road, Horley, Surrey, RH6 9GA, UK Tel: +44 1293 783851 Fax: +44 1293 782999
Why advertise anywhere else?

Placing an advertisement in the official TFWA Daily in 2020 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

• With new product and launch announcements in the New Products Supplement
• Raise your company’s profile ahead of the Singapore and Cannes 2020 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:

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Buyers &amp; Agents</td>
<td>86%</td>
</tr>
<tr>
<td>Suppliers &amp; Members</td>
<td>9%</td>
</tr>
<tr>
<td>Key Press</td>
<td>3%</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
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EDITORIAL SCHEDULES

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

- **Saturday & Sunday May 09/10**
  - Arrivals issue
  - Confectionery, Electronics, Gifts.
  - Distributed at main delegate hotels and Marina Bay Sands Expo & Convention Centre

- **Monday May 11**
  - Fragrances, Skincare, Cosmetics

- **Tuesday May 12**
  - Liquor and Tobacco

- **Wednesday May 13**
  - Jewellery and Watches

- **Thursday May 14**
  - Fashion Goods – Clothes, Leather, Eyewear

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 26/27**
  - Arrivals issue
  - Fashion Goods – Clothes, Leather, Eyewear. Contains essential show information with full exhibitor list, events schedule and floor plan

- **Monday September 28**
  - Fragrances, Skincare, Cosmetics

- **Tuesday September 29**
  - Liquor and Tobacco

- **Wednesday September 30**
  - Jewellery and Watches

- **Thursday October 01**
  - Chocolates & Confectionery

- **Friday October 02**
  - Electronics & Gifts
**ADVERTISING RATES**

FOR TFWA ASIA PACIFIC AND TFWA WORLD EXHIBITION DAILIES 2020

<table>
<thead>
<tr>
<th>STANDARD POSITIONS</th>
<th>SPECIAL POSITIONS</th>
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<tr>
<td>No. of inserts</td>
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<tr>
<td>Full page</td>
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<tr>
<td></td>
<td>€3020</td>
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<td>$3399</td>
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<tr>
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<td></td>
<td>$1765</td>
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<tr>
<td>Quarter page</td>
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<td>€910</td>
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<td>$1005</td>
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**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/€6,380/$7,050.

**ADVERTISEMENT TECHNICAL SPECIFICATIONS**

Width x height, no bleed required

- **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

**MATERIALS DEADLINES**

- Show Preview issue: 11 August
- Other Dailies: 08 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

**DAILY CONTACTS**

**EDITORIAL CONTACT**

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**Sponsored by:**

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