

# 2020

## 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



TFWA  
**daily**  
MEDIA PACK



ON BEHALF OF:

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PRODUCED BY:



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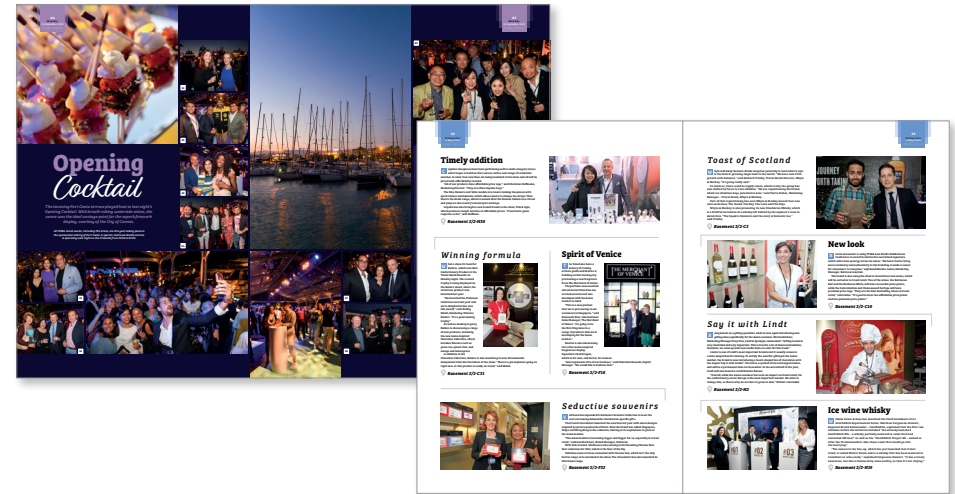
# COMMANDS BUYERS' ATTENTION READ BY ALL VISITORS ENHANCES BRAND VISIBILITY DRIVES TRAFFIC TO YOUR STAND TARGETS YOUR CUSTOMERS

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 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

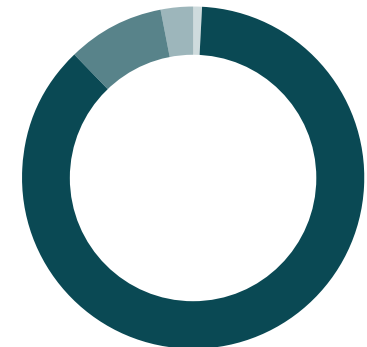


## Focus on your key marketing goals before each TFWA exhibition

- 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:

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





# EDITORIAL SCHEDULES

To book your positions for the 2020 **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](mailto:ian@pps-publications.com)



**ASIA PACIFIC  
EXHIBITION &  
CONFERENCE**

**THE DUTY FREE & TRAVEL RETAIL  
ASIA PACIFIC SUMMIT**

10 - 14 MAY 2020  
SINGAPORE

**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





**WORLD  
EXHIBITION &  
CONFERENCE**

**THE DUTY FREE & TRAVEL RETAIL  
GLOBAL SUMMIT**

27 SEP - 2 OCT 2020  
CANNES

**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

STANDARD POSITIONS				SPECIAL POSITIONS			
No. of inserts	1-3	4-6	7-9	No. of inserts	1-3	4-6	7-9
<b>Full page</b>	£2650 €3020 \$3339	£2250 €2565 \$2835	£1895 €2160 \$2385	<b>Inside front cover</b>	£3650 €4160 \$4410	£3100 €3535 \$3905	£2850 €3250 \$3590
<b>Half page</b>	£1400 €1595 \$1765	£1310 €1493 \$1650	£1185 €1350 \$1493	<b>Inside back cover</b>	£3500 €3990 \$4410	£2998 €3415 \$3778	£2750 €3135 \$3465
<b>Quarter page</b>	£800 €910 \$1005	£580 €660 \$730	£460 €525 \$580	<b>Outside back cover</b>	£3950 €4500 \$4977	£3450 €3930 \$4348	£2995 €3415 \$3770
				<b>Double-page spread</b>	£4500 €5130 \$5670	£4150 €4730 \$5230	£3650 €4160 \$4600

## 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.**



Sponsored by:  
**DIESEL**

### 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

### DAILY CONTACTS

#### EDITORIAL CONTACT

**Ross Falconer**  
Managing Editor  
ross@pps-publications.com

**ADVERTISING**  
For all countries

**Ian Hill**  
Publisher  
ian@pps-publications.com

**Tel: +44 1293 783851**  
**Fax: +44 1293 782959**

### MATERIALS DEADLINES



**22 April**

**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

# TFWA DAILIES SUPPLEMENT SPECIFICATIONS

for TFWA Asia Pacific Exhibition & Conference and TFWA World Exhibition & Conference Dailies 2020

## SUPPLEMENT ( CANNES MAGAZINE )

width x height

### ADVERTS

#### 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

### CANNES SUPPLEMENT COVER VISUAL

245mm x 270mm + 3mm  
bleed, please allow 40mm  
safe area margin free  
from logos  
and text



## SUPPLEMENT ( SINGAPORE MAGAZINE )

width x height

### ADVERTS

#### 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

### SINGAPORE SUPPLEMENT COVER VISUAL

253mm x 270mm + 3mm  
bleed, please allow 40mm  
safe area margin free  
from logos  
and text

