

# FRANKFURT DAILY 2024

## The official trade fair newspaper for Automechanika

Attract trade fair visitors from Germany and abroad to your booth!

All innovations, product news and trade fair events: The "Frankfurt daily" is bilingual in German and English and ensures that trade fair news, product announcements, innovations, event details and dates are constantly disseminated to all trade fair visitors.

### Your benefits:

- ▶ Circulation 25,000 copies
- ▶ format 285 mm x 403 mm
- ▶ bilingual: german and english for your customers worldwide
- ▶ Active distribution to all visitors in the morning of each trade fair day
- ▶ Plus distribution in all trade fair hotels in Frankfurt



**BOOK YOUR AD NOW!**  
 p.d.: 10th - 14th september 2024  
 c.d.: 16th august 2024



## INTERNATIONALITY

You reach an international specialist audience

## FULL ATTENTION

With your advertisement, you can guide trade fair visitors directly to your stand - more attention for your trade fair presence and your products!

## MAXIMUM COVERAGE

This will ensure more traffic to your stand on all five days of the trade fair

## PRICE - PERFORMANCE

Inexpensive advertising opportunity - one price for active presence on ALL days of the trade fair

Ads Frankfurt daily	Format (width x height x 3 mm bleed)	Price
Title box (Type area)	47,5 mm x 66,5 mm	€ 6,750
Title stripe (Type area)	255 mm x 40 mm	€ 8,900
1/1 Page	285 mm x 403 mm	€ 10,829
Junior-Page	210 mm x 297 mm	€ 8,900
1/2 Page landscape	285 mm x 200 mm	€ 6,748
1/2 Page high	140 mm x 403 mm	€ 6,748
1/3 Page	285 mm x 130 mm	€ 5,296
1/4 Page landscape	285 mm x 97 mm	€ 4,669
1/4 Page in block	140 mm x 200 mm	€ 4,669

Frankfurt daily MARKETPLACE	Format (Type area)	Price
1/4 Page in block	125 mm x 180 mm	€ 2,800
1/8 Page	125 mm x 87 mm	€ 1,500

AUTOMOBILWOCHE

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