

Aktuelles:

ShowDailies (offizielle Messezeitungen)

(Alle Angaben zu den Messezeitungen finden Sie im Anschluss an diese Uebersicht)

SIAL 2012

9.-11.5.2012, Shanghai

Anzeigenschluss: 14. April

Aluminium / Copper / Magnesium / Composites China 2012

6.-8.6.2012, Shanghai

Anzeigenschluss: 11. Mai

CIMES 2012

12.-16.6.2012, Beijing

Anzeigenschluss: 16. Mai

China Brew/China Beverage 2012

19.-22.9.2012, Beijing

Anzeigenschluss: 28. August

Sponsor the Official Show Daily of SIAL China 2012

The SIAL China Show Daily will be published every day for the first two days of the show. Sponsoring the SIAL China 2012 show daily gives your company excellent value at one of the most important industry shows of the year.

Key Benefits:

- Get excellent cost per reader as low as approximately US\$0.006*
- Provided each day of the show
- Handed to all show visitors
- **35,000 print distribution / 42,020 e-news**

* = Cost of the sponsoring show daily / Number of visitors copies

SIAL China 2012 SHOW DAILY AD SIZES

A: Cover 1
1/4 Horizontal

A: Cover 1 1/4P Horizontal
Size (non-bleed): 256mm (W) x 90mm (H)
Benefit: Your chance to own the front cover of the SIAL China Show Daily. Nobody else will get their ad on the cover.

B1/B2: Cover 2 or Page 1, Full page 4C
Size: Non-bleed 256mm (W) x 390mm (H)
Bleed 284mm (W) x 416mm (H)
(Exclusive of 3mm bleed for each size)
Benefit: With a full page ad size on cover 2 (inside cover) or page 1, your brand stands out to your buyers. A high-impact message with relevant information in a well-presented format will give buyers a reason to visit your booth first!

B1:
Cover 2
Full Page 4C

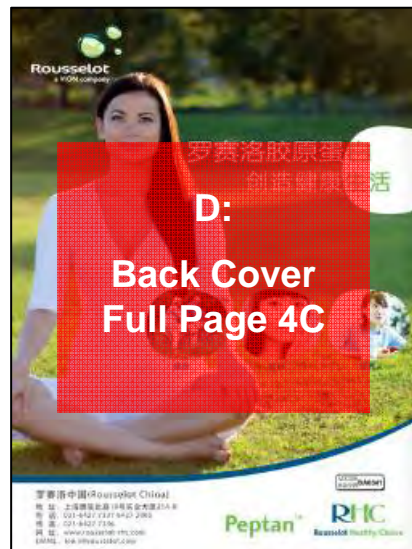
B2:
Page 1
Full Page 4C

SIAL China 2012 SHOW DAILY AD SIZES



C: Cover 3 Full Page 4C

Benefit: Own the inside back cover at the official Show Daily.



D: Back Cover Full Page 4C

Benefit: Your chance to own the back cover of the official Show Daily at SIAL – an important industry show.

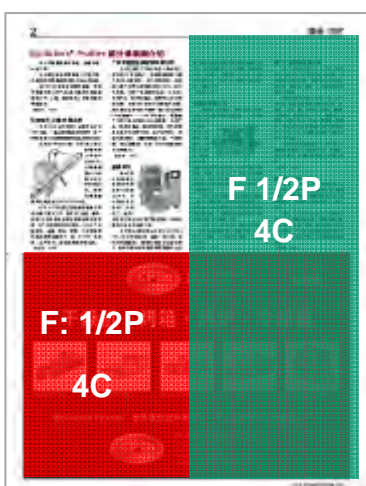


E: Inside Full Page 4C

Benefit: Be seen in the official Show Daily with a full page ad next to all the important news from the show each day.

Full Page size: Non-bleed 256mm (W) x 390mm (H); Bleed 284mm (W) x 416mm (H)
(Exclusive of 3mm bleed for each size)

FRACTIONAL PAGE INSIDE

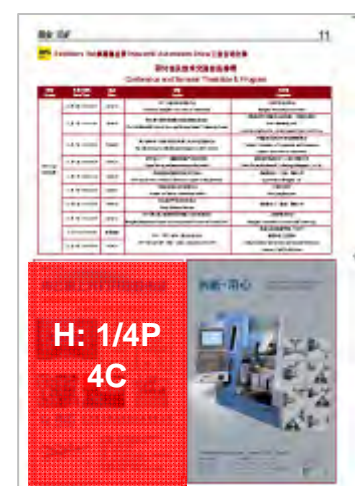


F 1/2P 4C

F: 1/2P 4C



G: 1/3P 4C

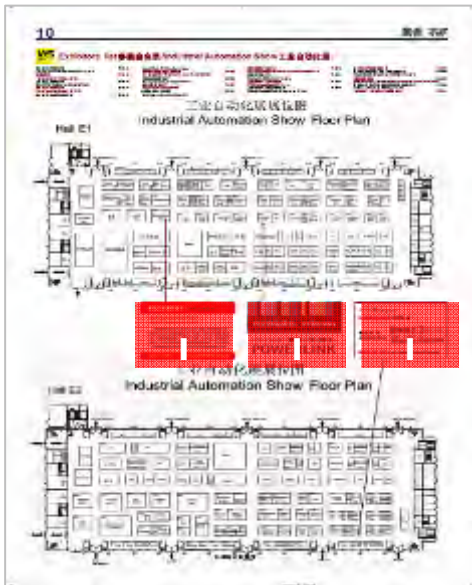


H: 1/4P 4C

| Ad position | F: 1/2P 4C | G: 1/3P 4C | H: 1/4P 4C |
|-------------|-----------------------|-----------------------|----------------------|
| Vertical | 126mm (W) x 390mm (H) | | |
| Horizontal | 256mm (W) x 192mm (H) | 256mm (W) x 126mm (H) | 125mm (W) x 192mm(H) |

Book your best ad space today!

SIAL China 2012 SHOW DAILY AD SIZES



I: Business Card

Size: 55mm (W) x 40mm (H)

Benefit: Mark your brand + company name and booth information on the exhibitors show floor plan. Shows the exact location of your booth!

Business Card: Positioned on floor plan with arrow pointing to your booth



J: Exhibitor Highlight

Size: 125mm (W) x 70mm (H)

Benefit: An exhibitor highlight provides clear information about your company and products, as well as guides them to your booth

Exhibitor Highlight: 1 photo, 50 words text, booth number and contact details

* Above ad sizes are all non-bleed size

SIAL China 2012 Show Daily Ad Rates

| No. | A | B1/B2 | C | D | E | F | G | H | I | J |
|------|------------------------|--------------------|---------|------------|---------------------|---------|---------|---------|---------------|---------------------|
| Size | Cover 1/ 4P Horizontal | Cover 2/ Page 1 4C | Cover 3 | Back Cover | Inside Full Page 4C | 1/2P 4C | 1/3P 4C | 1/4P 4C | Business Card | Exhibitor Highlight |
| US\$ | 1,550 | 2,610 | 2,260 | 2,970 | 1,780 | 1,480 | 1,190 | 950 | 360 | 240 |

Ad Booking Deadline: **April 14, 2012**

Book your best ad space today!

For further information please contact in Europe for Germany – Austria –Switzerland:

Isler Annoncen AG

Grubenstrasse 4

8902 Urdorf Switzerland

Tel. +41 44 734 04 72 - Fax +41 44 734 06 80

Email: info@islerannoncen.ch - www.islerannoncen.ch

Sponsor the Official Show Daily of ALUMINIUM CHINA 2012, COPPER CHINA 2012, MAGNESIUM CHINA 2012 and COMPOSITES CHINA 2012

The Show Daily will be published every day for the first two days of the show. Sponsoring the Show Daily gives your company excellent value at one of the most important industry shows of the year.

Key Benefits:

- Get excellent cost per reader as low as approximately US\$0.02*.
- Provided each day of the show
- Handed to all show visitors
- 10,000 print distribution / 82,050 e-news

* = Cost of the sponsoring show daily / Number of visitors copies

Show Daily For:

- ALUMINIUM CHINA 2012
- COPPER CHINA 2012
- MAGNESIUM CHINA 2012
- COMPOSITES CHINA 2012

Show Daily Ad Sizes



**A:
Cover 1
1/4P Horizontal**

A: Cover 1 1/4P Horizontal
 Size (non-bleed): 194mm (W) x 68mm (H)
Benefit: Your chance to own the front cover of the Show Daily. Nobody else will get their ad on the cover.



**B1:
Cover 2
Full Page 4C**

B1/B2: Cover 2 or Page 1, Full page 4C
 Size: Non-bleed 190mm(W) x 260mm(H)
 Bleed 216mm(W) x 284mm(H)
 (Exclusive of 3mm bleed for each size)
Benefit: With a full page ad size on cover 2 (inside cover) or page 1, your brand stands out to your buyers. A high-impact message with relevant information in a well-presented format will give buyers a reason to visit your booth first!



**B2:
Page 1
Full Page 4C**

Show Daily Ad Sizes

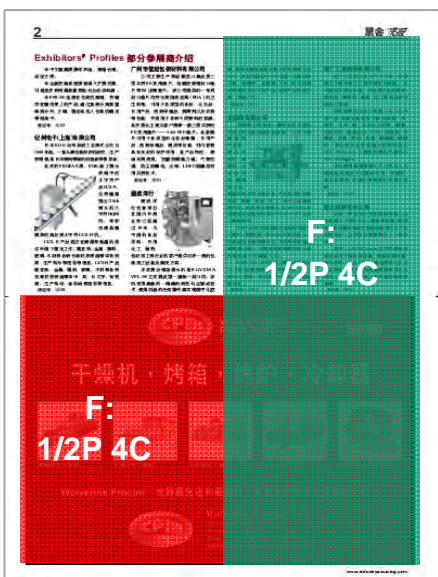


C: Cover 3 Full Page 4C
Benefit: Own the inside back cover at the official Show Daily.

D: Back Cover Full Page 4C
Benefit: Your chance to own the back cover of the official Show Daily at this important industry trade show.

E: Inside Full Page 4C
Benefit: Be seen in the official Show Daily with a full page ad next to all the important news from the show each day.

Full Page size: Non-bleed 190mm (W) x 260mm (H); Bleed 216mm (W) x 284mm (H)
(Exclusive of 3mm bleed for each size)

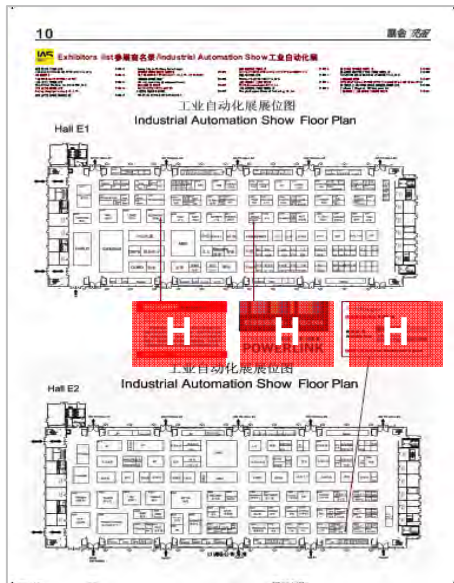


Ad position **F: 1/2P 4C**
Vertical 95mm(W) x 255mm(H)
Horizontal 194mm(W) x 125mm(H)

G: 1/4P 4C
Vertical 95mm(W) x 125mm(H)

Book the best ad space today!

Show Daily Ad Sizes



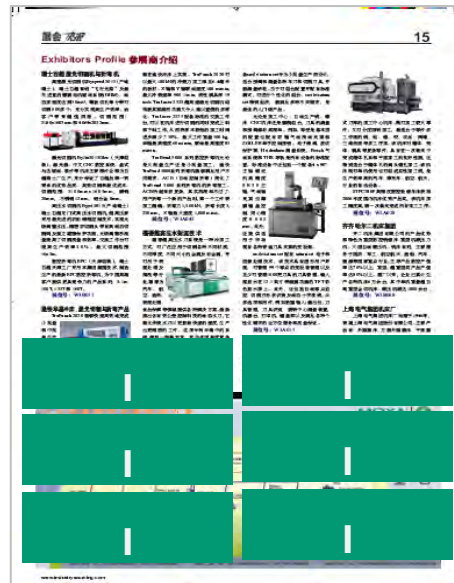
H: Business Card

Size: 55mm (W) x 40mm (H)

Benefit: Mark your brand + company name and booth information on the exhibitors show floor plan. Shows the exact location of your booth!

Business Card: Positioned on floor plan with arrow pointing to your booth

* Above ad sizes are all non-bleed size



I: Exhibitor Highlight

Size: 94mm (W) x 47mm (H)

Benefit: An exhibitor highlight provides clear information about your company and products, as well as guides them to your booth

Exhibitor Highlight: 1 photo, 50 words text, booth number and contact details

Show Daily Ad Rates

| No. | A | B1\B2 | C | D | E | F | G | H | I |
|------|------------------------|--------------------|---------|------------|---------------------|---------|---------|---------------|---------------------|
| Size | Cover1 1/4P Horizontal | Cover 2/ Page 1 4C | Cover 3 | Back Cover | Inside Full Page 4C | 1/2P 4C | 1/4P 4C | Business Card | Exhibitor Highlight |
| US\$ | 1,580 | 2,660 | 2,300 | 3,030 | 1,820 | 1,510 | 1,150 | 390 | 250 |

Ad Booking Deadline: **May 11, 2012**

Book the best ad space today!

For more information, please contact in Europe for Germany – Austria – Switzerland:

Isler Annoncen AG
 Grubenstrasse 4
 8902 Urdorf - Switzerland
 Tel. +41 44 734 04 72 - Fax +41 44 734 06 80
 Email: info@islerannoncen.ch - www.islerannoncen.ch

Reach 45,000+ Machine Tool Buyers at the No. 1 Industry Event of the Year

Book Your Best Space in the 2012 CIMES Show Daily



About 2012 CIMES

- ✓ The largest and most popular professional international machine tools exhibition in China
- ✓ The world's third largest machine tool exhibition after EMO in Europe and IMTS in Chicago
- ✓ Bringing together buyers from all corners the world with a key focus on 10 major industry group in China, including aviation, shipbuilding, defense industry, railway, electrical power, telecommunication, metallurgy, chemistry, textile and printing

What the 2012 CIMES Official Show Daily can do for your company?

- ✓ **The ONLY Show Daily allowed by the organizer.** It helps buyers plan a productive day of sourcing at the show
- ✓ Your cost-effective marketing channels to reach 45,000+ target and potential buyers
- ✓ Various ad positions to choose from to maximize your presence at the show and widen your exposure
- ✓ Fully interactive E-Show Daily is delivered by an email blast to 150,000 readers of Int'l Metalworking News for China, Int'l Mold & Die Making News for China, Automotive Manufacturing & Design for China, Industrial Laser Solution, China Industrial Report and Sensors China in the first 4 days of the show



Key Content

- Show News
- Exhibitor's Interview
- Exhibitor's Lists
- Floor Plan
- Show Information and Seminar Schedule

Distribution Onsite

- Registration Entry
- Services Counters
- Entries of Seminars
- Exhibition Halls
- Ringier Booth

Call Today to Reserve Your Space!
Ad Booking Deadline: May 16, 2012

For detailed information on booking ad space, please see next page



Book your best ad space today!

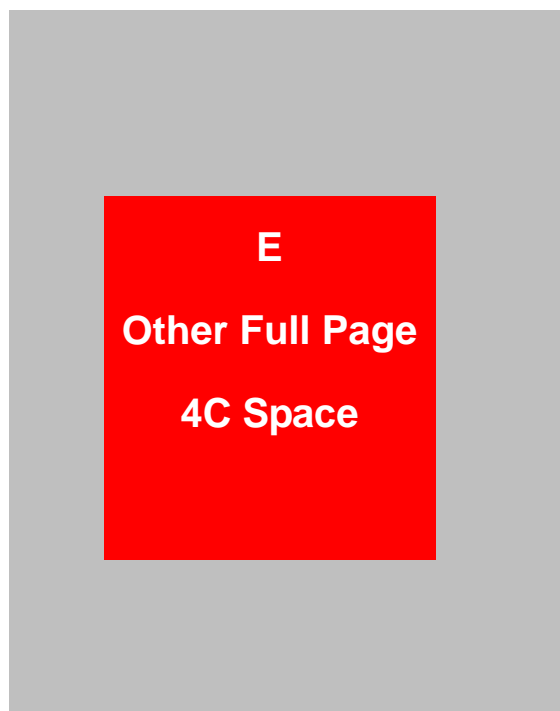
A: Cover 1 1/4 page horizontal
Size (non-bleed): 256mm (W) x 90mm (H)

Advantages: Premium cover position first to be seen, reach more target buyers effectively, remind them to visit your booth

B1\ B2: Cover 2 or first page, Full page 4C
Size: Non-bleed 256mm (W) x 390mm (H)
Bleed 284mm (W) x 416mm (H)
(Exclusive of 3mm bleed for each size)

Advantages: With a full page size in the cover, Page 2 or first page, make your brand stand out for your target buyers to see. Your high-impact and relevant information in a well-presented format to get more buyers to visit your booth first!

Book your best ad space today!



C: Cover 3 Full Page 4C
 Advantages: Give high-level exposure to your brand through this cost-effective channel to attract your target buyers to your booth.

D: Back Cover Full Page 4C
 Advantages: The best position at Show Daily in large sized design to drive traffic to your booth. Make your brand stand out in this highly competitive marketplace.

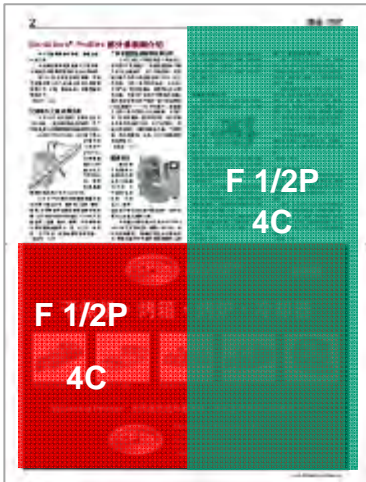
E: Other Full Page 4C
 Advantages: The full page 4C ad inside Show Daily, costs approximately US\$0.04 per customer but an excellent way to communicate your competitive edge to your buyers!

Full Page size: Non-bleed 256mm (W) x 390mm (H)
 Bleed 284mm (W) x 416mm (H)
 (Exclusive of 3mm bleed for each size)

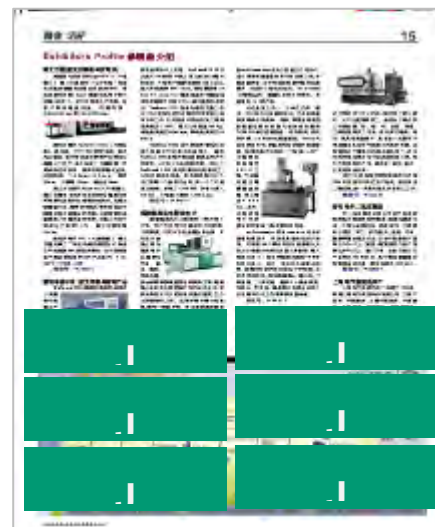
Book your space today!

Book your best ad space today!

* Below ad sizes are all non-bleed size



| Ad position | F: 1/2P 4C | G: 1/3P 4C | H: 1/4P 4C |
|-------------|-----------------------|-----------------------|----------------------|
| Vertical | 126mm (W) x 390mm (H) | | |
| Horizontal | 256mm (W) x 192mm (H) | 256mm (W) x 126mm (H) | 125mm (W) x 192mm(H) |



I: Name Card
 Size: 55mm (W) x 40mm (H)
 Advantage: Mark your brand and booth information at the show floor plan, attract more buyers to visit your booth first!

J: Exhibitor Information
 Size: 125mm (W) x 70mm (H)
 Advantage: Simple but clear exhibitor information communicates your brand and key information to buyers, as well as guides them to your booth

For more information, please contact in Europe for Germany – Austria – Switzerland:

Islar Annoncen AG

Grubenstrasse 4

8902 Urdorf Switzerland

Tel. +41 44 734 04 72 - Fax +41 44 734 06 80

Email: info@islerannoncen.ch - www.islerannoncen.ch

Sponsor the Official Show Daily of CBB 2012

The China Brew & China Beverage 2012 (CBB 2012) Show Daily will be published every day for the first three days of the show. Sponsoring the CBB 2012 show daily gives your company excellent value at one of the most important industry shows of the year.

Key Benefits:

- **Get excellent cost per reader as low as approximately US\$0.01***
- **Provided each day of the show**
- **Handed to all show visitors**
- **20,000 print distribution / 44,700 e-news**

* = Cost of sponsoring show daily / Number of visitors copies

2012 TRADE SHOW - SHOW DAILY AD SIZE



**A Cover 1
1/4 P**

A: Cover 1 1/4 horizontal
Size (non-bleed): 256mm (W) x 90mm (H)

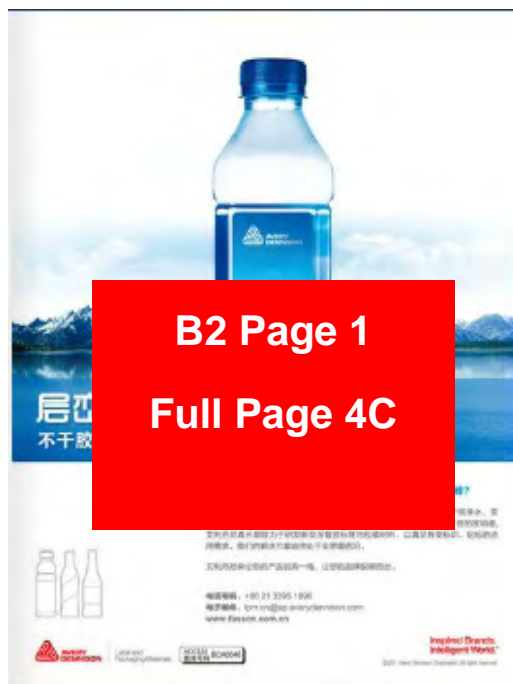
Advantages: Premium cover position first to be seen, reach more target buyers effectively, remind them to visit your booth

B1\ B2: Cover 2 or first page, Full page 4C
Size: Non-bleed 256mm (W) x 390mm (H)
Bleed 284mm (W) x 416mm (H)
(Exclusive of 3mm bleed for each size)

Advantages: With a full page size in the cover. Page 2 or first page, make your brand stand out for your target buyers to see. Your high-impact and relevant information in a well-presented format to get more buyers to visit your booth first!

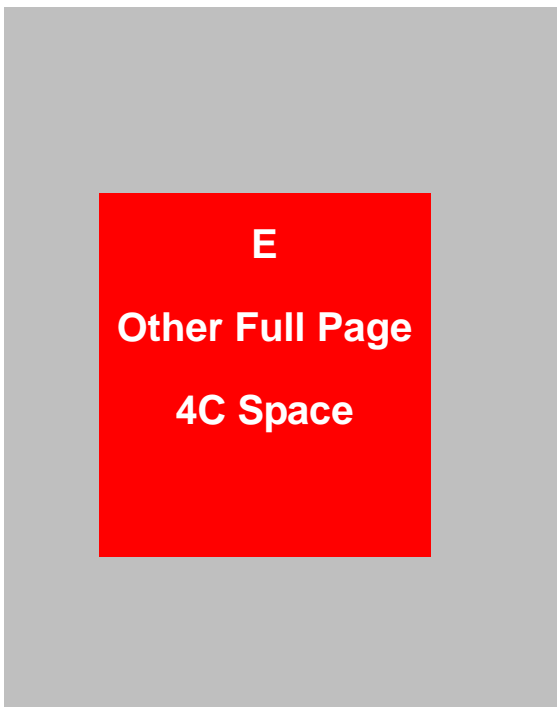


**B1 Cover 2
Full Page 4C**



**B2 Page 1
Full Page 4C**

2012 TRADE SHOW - SHOW DAILY AD SIZE



C: Cover 3 Full Page 4C
Advantages: Give high-level exposure to your brand through this cost-effective channel to attract your target buyers to your booth.

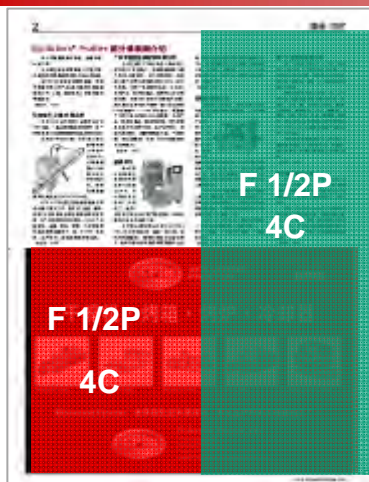
D: Back Cover Full Page 4C
Advantages: The best position at Show Daily in large sized design to drive traffic to your booth. Make your brand stand out in this highly competitive marketplace.

E: Other Full Page 4C
Advantages: The full page 4C ad inside Show Daily, costs only US\$0.1 per customer an excellent way to communicate your competitive edge to your buyers!

Full Page size: Non-bleed 256mm (W) x 390mm (H)
Bleed 284mm (W) x 416mm (H)
(Exclusive of 3mm bleed for each size)

Book your best ad space today!

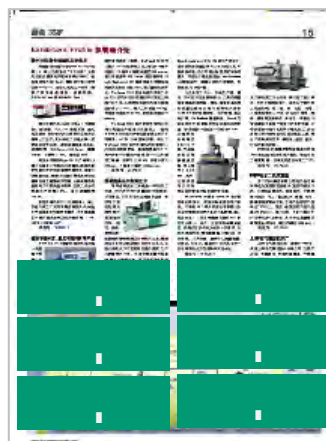
2012 TRADE SHOW - SHOW DAILY AD SIZE



| | | | |
|-------------|-----------------------|-----------------------|----------------------|
| Ad position | F: 1/2P 4C | G: 1/3P 4C | H: 1/4P 4C |
| Vertical | 126mm (W) x 390mm (H) | | |
| Horizontal | 256mm (W) x 192mm (H) | 256mm (W) x 126mm (H) | 125mm (W) x 192mm(H) |



I: Business Card
 Size: 55mm (W) x 40mm (H)
 Advantage: Mark your brand and booth information at the show floor plan, attract more buyers to visit your booth first!



J: Exhibitor Highlight
 Size: 125mm (W) x 70mm (H)
 Advantage: Simple but clear exhibitor information communicates your brand and key information to buyers, as well as guides them to your booth

* Above ad sizes are all non-bleed size

CBB 2012 Show Daily Ad Rates

| No. | A | B1/B2 | C | D | E | F | G | H | I | J |
|------|------------------------|--------------------|---------|------------|---------------------|---------|---------|---------|---------------|---------------------|
| Size | Cover1 1/4P Horizontal | Cover 2/ Page 1 4C | Cover 3 | Back Cover | Inside Full Page 4C | 1/2P 4C | 1/3P 4C | 1/4P 4C | Business Card | Exhibitor Highlight |
| US\$ | 1,820 | 3,100 | 2,690 | 3,500 | 2,120 | 1,780 | 1,420 | 1,130 | 370 | 260 |

Ad Booking Deadline: August 28, 2012

Book your best ad space today!

Contact in Europe for Germany – Austria – Switzerland:

Isler Annoncen AG

Grubenstrasse 4

8902 Urdorf Switzerland

Tel. +41 44 734 04 72 - Fax +41 44 734 06 80

Email: info@islerannoncen.ch

www.islerannoncen.ch