

# EXHIBITION NEWS

MEDIA PACK



**THE HEARTBEAT OF THE EXHIBITION INDUSTRY**

- Print circulation 6,000
- Digital circulation 18,000
- 10,000 page impressions per month

# THE HEARTBEAT OF THE UK EXHIBITION INDUSTRY

*Exhibition News* is the only publication in the UK dedicated to the exhibition industry. We pride ourselves on being an informative, relevant and timely source of information and ideas that ensure exhibition organisers run events more successfully and therefore grow their business.

The *Exhibition News* brand extends across our monthly print title, online portal, email newsletters, industry events and our annual Awards celebration. The readership of our print and online products is extraordinary and showcases the crucial role *Exhibition News* plays as a media provider and as a conduit to the exhibition community. No CEO, event director, sales, ops or marketing representative in the exhibition industry can afford to be without it.

Every edition of *Exhibition News* is packed with breaking news, leadership profiles, thought provoking features, research, key industry insights and reflections on our community at its best. Our comprehensive website sits as a complementary information portal, updated as the news happens. As a result, industry individuals looking to keep up to date are frequent visitors to our site.

We are proud to reflect and be part of a dynamic, entrepreneurial industry. As a publication, we believe we are an incredible asset for exhibition organisers and help grow the industry we serve.

My sincerest wish is that you will support us as we support you.

**Nadia Cameron**

Managing editor  
ncameron@mashmedia.net



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## Committed to recognising success

As part of our commitment to the industry *Exhibition News* hosts the *Exhibition News Awards* each year. Our awards are one of the major highlights of the exhibition industry calendar. In 2011 we added new individual categories to shine a spotlight on individual as well as company performance.

**Whether it is face to face, in print or online *Exhibition News* can put you in touch with your target audience. Read on to find out more.**



# WHAT OUR READERS SAY

“In this time-pressured industry, it is easy to focus on deadlines and default to repeating last year’s marketing. This tactic has a limited shelf life as visitors get bored. Successful exhibitions combine creative thinking with delivery of timely marketing communication and I encourage my team to invest time in keeping up-to-date with what our audiences want by attending industry events and reading industry magazines. *Exhibition News* provides me with the latest trends in the exhibitions market and gives me ideas that will keep my live events fresh and leaders in the market.”

NOLAN O’CONNOR, MARKETING DIRECTOR, CENTAUR EXHIBITIONS

“The *EN* awards was an incredible evening with a record turnout of 750 people at a lavishly presented venue. We were delighted to be third up on stage to present the award to Melville. The event really showcases the best talent and creativity in the British exhibition industry and I look forward to attending again next year.”

PETER GILLETT, MANAGING DIRECTOR, MARKETPOINT GLOBAL

“A new and vibrant editorial approach: I am emailing colleagues links to articles.”

CHRISTINA WOOD, EXHIBITION DEVELOPMENT DIRECTOR, WILLIAM REED

“*Exhibition News* is the most important and influential magazine and website for the exhibition industry. I visit the website on a daily basis to find out all the latest news and information on the exhibition market. The website is always the first for breaking industry news. Nadia and the Mash Media team do a great job of delivering exactly what the industry needs and goes from strength to strength.”

EMMA BARRETT, DIRECTOR, BROADWAY EVENTS LIMITED

“At the heart of the market, *Exhibition News* has from the start been an important part of my month-to-month reading. With the addition of a news-focused website, and regular tweets it’s become part of my daily routine. It continues to provide me with insightful editorial, up to date news and of course humorous photos.”

LOURDA DERRY, OPERATIONS MANAGER, EASYFAIRS

“I have had amazing feedback: everybody reads *Exhibition News*.”

AUSTEN HAWKINS, CHIEF EXECUTIVE, AEO

“*Exhibition News* is essential reading for the exhibition business. I read it every month and always find it relevant and provocative. In recent months, on more than one occasion, *EN* content has played a role in our board room conversations which is the mark of a trade magazine that truly impacts on its community.”

DAVID PEGLER, MANAGING DIRECTOR, EXCEL LONDON

# PUTTING YOU IN TOUCH WITH YOUR TARGET AUDIENCE

## THE MAGAZINE FOR THE UK EXHIBITION INDUSTRY

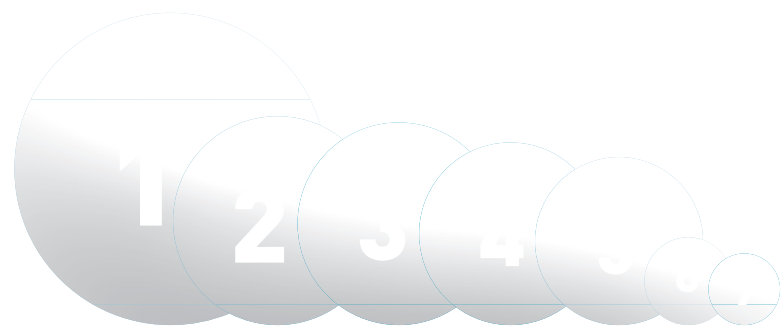
This uncompromisingly news-led magazine is delivered to 6,000 UK exhibition industry professionals every month.

- **6,000 from July 2011**
- **5,005 (ABC audited 2010)**



### MAIN ACTIVITY

1	Exhibition organiser	58%
2	Event agency	12%
3	Contractor	10%
4	Association or body	8%
5	Corporate organisation	5%
6	Marketing/Advertising agency	4%
7	Venue	3%



### JOB FUNCTION

1	Show / Event director	38%
2	Operations	18%
3	Marketing	15%
4	Sales	13%
5	Managing director	11%
6	Finance	3%
7	Design	2%

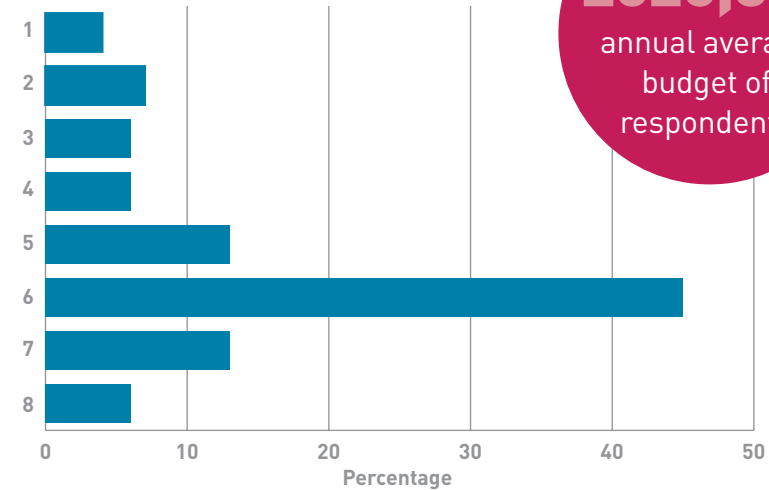
**97% of exhibition professionals surveyed have read *Exhibition News* in the last 12 months\***

## AUDIENCE PROFILE: OUR READERS MAKE KEY PURCHASING DECISIONS

This high-finish and well respected title is read by decision-makers at large organisations with sizable budgets.

- **91% of readers surveyed have purchasing or specifying authority\***

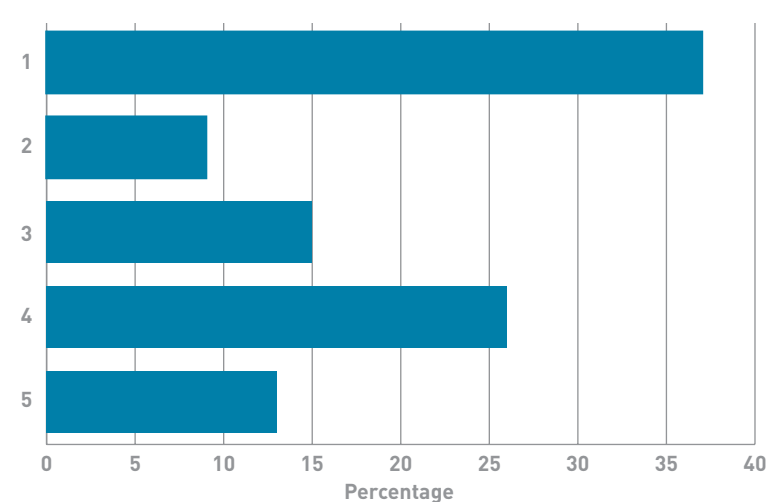
### ANNUAL BUDGET OF RESPONDENTS



**£525,833**  
annual average budget of respondents

1	£0 - £20,000	4%
2	£20,001 - £50,000	7%
3	£50,001 - £100,000	6%
4	£100,001 - £200,000	6%
5	£200,001 - £500,000	13%
6	£500,001 - £1,000,000	45%
7	£1,000,001 - £5,000,000	13%
8	Over £5,000,000	6%

### NUMBER OF EXHIBITIONS RESPONDENTS ORGANISE PER YEAR



1	1-5	37%
2	5-10	9%
3	11-20	15%
4	21-50	26%
5	51+	13%

## MORE REASONS WHY YOU SHOULD ADVERTISE IN EXHIBITION NEWS

According to market research conducted by Vivid Interface in 2010, *Exhibition News* is a key influencer of a reader's buying behaviour and is an essential and regular source of information for exhibition organisers.

- **40% of readers have found products or suppliers through *Exhibition News* that they would not have considered previously\***
- **Over half of all respondents said *Exhibition News* was the most important magazine in the events industry\***

- **79% of those surveyed always read *Exhibition News*\***

- **56% of respondents make time especially to read *Exhibition News*\***

- **80% of readers hold management responsibilities in their organisation\***

**Call Jamie Linin at *Exhibition News* on (020) 8971 8282 for more information on how we can deliver results for you**

## COMMUNICATION IN A DIGITAL WORLD

**exhibitionnews.co.uk** exhibitionnews.co.uk boasts up-to-the-minute news and an abundance of tools to help exhibition organisers. Whether you are trying to raise awareness of your brand or encouraging a direct response, exhibitionnews.co.uk offers a wide range of rich media options to meet your needs.

### *Exhibition News* straight to inboxes

Our twice-weekly newsletters and a digital copy of the magazine are circulated to over 18,000 exhibition professionals.

**8,000+**  
unique visits per month



### MAIN ACTIVITY

1	Exhibition organiser	48%
2	Contractor	18%
3	Venue	11%
4	Event agency	9%
5	Corporate organisation	5%
6	Association or body	5%
7	Marketing/Advertising agency	4%



### JOB FUNCTION

1	Show / Event director	36%
2	Operations	17%
3	Marketing	16%
4	Sales	13%
5	Managing director	9%
6	Designer	5%
7	Finance	3%
8	Other	1%

\*Market research survey November 2010, conducted by Vivid Interface

# PRINT RATE CARD

FOR MAGAZINE AND SUPPLEMENT

<b>Inside front cover</b>	£3,995
<b>Inside back cover</b>	£3,995
<b>Outside back cover</b>	£4,495
<b>Cover Wrap</b>	£6,500
<b>Belly Band</b>	£5,500
<b>Inserts</b>	
Loose	£250 per 1,000
Bound	POA
<b>Direct mail</b>	£250 per 1,000
<b>Call 020 8971 8282 to find out about our bespoke advertising solutions</b>	
<b>Double page spread</b>	
1 issue	£6,325
3 issues	£6,006
6 issues	£5,693
9 issues	£5,374
12 issues	£5,060
<b>Page</b>	
1 issue	£3,295
3 issues	£3,130
6 issues	£2,965
9 issues	£2,800
12 issues	£2,635
<b>Half page</b>	
1 issue	£1,870
3 issues	£1,777
6 issues	£1,683
9 issues	£1,590
12 issues	£1,496
<b>Quarter page</b>	
1 issue	£1,045
3 issues	£990
6 issues	£941
9 issues	£886
12 issues	£836

# DIGITAL RATE CARD

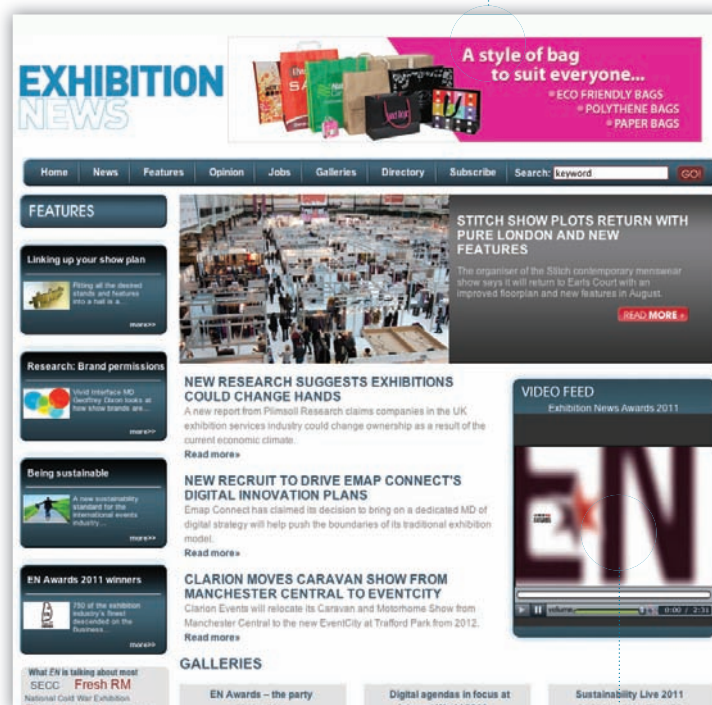
<b>Video on home page</b>	£750 per month
<b>Banner advertising</b>	£1,000 per month
	£2,200 per 3 month period
<b>Newsletter sponsor</b>	£300 per week
<b>Digital magazine sponsor</b>	£1,500 per month
<b>Email database</b>	£385 per 1,000 records
	Follow up campaign to opened emails £200 within 7 days of initial email



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## Exhibition News Website

exhibitionnews.co.uk is the leading source of up-to-the-minute industry news. Use the most prominent position on our website to promote your brand or encourage enquiries.



Use promotional video to showcase what you have to offer.

## Exhibition News Newsletter

Newsletters are packed full of the latest stories. Make sure your products feature amongst the headlines or prominently on the right-hand side of this widely read newsletter.

