



2011 **EH** EXHIBITION HANDBOOK
MEDIA PACK



Recommended by **ExhibitionNews** and



OVER
VIEW

The annual buyers guide for exhibitors, marketers and exhibition organisers across the UK.

The *Exhibition Handbook* is the requisite planning tool for successful exhibitors and live event marketers and is distributed to 52,000 leading exhibition organisers, exhibitors and marketers.

It is the only directory to have the *Exhibition News* and *Exhibiting* magazines stamp of approval:

The Exhibition Handbook is an indispensable tool for anyone serious about their exhibiting or live event marketing. Providing easy access to full details of so many reputable suppliers and venues, the serious events manager need never get caught short with supply problems again
– James Barrett, editor, *Exhibiting* magazine.

The *Exhibition Handbook* boasts a comprehensive list of over 7,000 contractors, suppliers and venues, divided into exhibition-specific categories to enable the user to quickly locate exactly what they require. There is also a quick reference telephone list at the back of the handbook to help the user find companies by name.



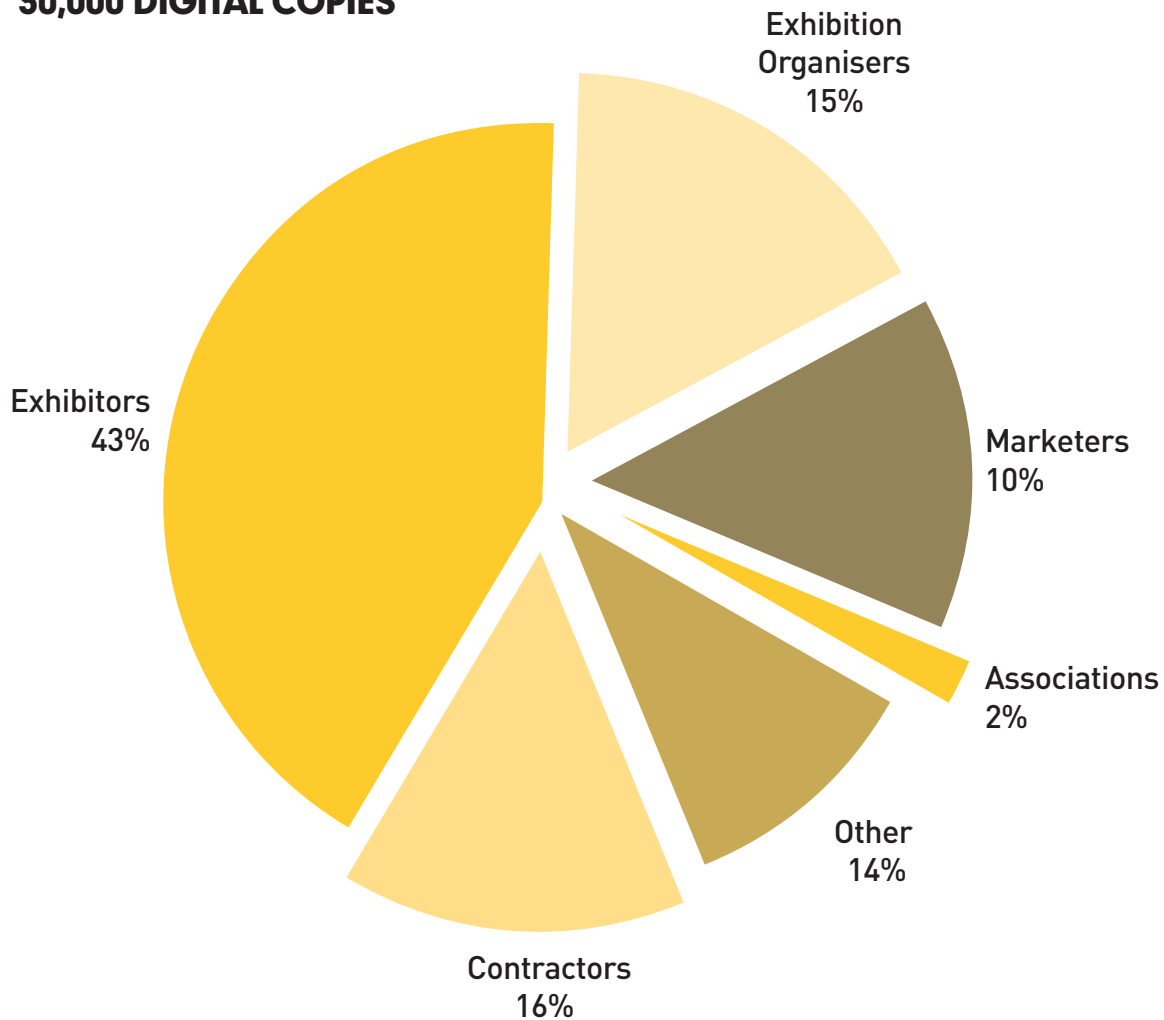
READ ON

For circulation figures and tailored advertising solutions to ensure you stand out in EH2011

CIRCULATION

The Exhibition Handbook has a loyal following of 52,000 senior buyers

**WE NOW DISTRIBUTE:
22,000 PRINT COPIES
30,000 DIGITAL COPIES**



Make sure your company is listed in EH011. **Call Jaime on 020 8971 8282**

ADDED VALUE

To keep pace with the demands of the modern office environment we will distribute the EH2011 in two formats:

PRINT – A hard copy to sit on the desks of serious events manager so they need never get caught short with supply problems again

DIGITAL – This format allows advertisers to use multimedia technology to truly engage the reader.

Take advantage of the creative media options available for the digital format to catch the eye of your potential buyer:

- Use flash, video and sound to make your advert exciting and attractive
- Use web and email links for fully measurable advertising

BOOK NOW

Advert positioning is allocated on a first-come-first-served basis. Secure the best position for your advert for 2011. **Call Jaime on 020 8971 8282**

ADVERTISING RATES

EXHIBITION HANDBOOK DISPLAY RATE CARD

PRINT AND DIGITAL INSERTION

CONTENTS PAGE

| | |
|--------------------|--------|
| FULL PAGE | £2,995 |
| 1/2 PAGE | £1,700 |
| BACK COVER | £4,000 |
| INSIDE FRONT | £3,000 |
| INSIDE BACK | £3,000 |
| BOOKMARK | £5,000 |
| DOUBLE PAGE SPREAD | £3,500 |
| FULL PAGE | £2,000 |
| 1/2 PAGE | £1,300 |
| 1/4 PAGE | £800 |

CREATIVE MEDIA OPTIONS

| | |
|---------------------|------|
| WEB AND EMAIL LINKS | £75 |
| CREATIVE FLASH | £250 |
| VIDEO | £250 |

* Please note that the creative charges are based upon artwork being supplied.

A separate charge will be applicable if we are required to create the artwork.

PLACE YOUR ADVERT NOW, CONTACT:

Jaime Linin
Senior Advertising Sales Executive

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F: +44 (0)20 8971 8284
E: jlinin@mashmedia.net

Sales Team

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F: +44 (0)20 8971 8284

EXHIBITION HANDBOOK LISTING RATE CARD

BOLD LINE ENTRY - £75


STANDARD ENTRY + LOGO - £225
(Includes full contact details and colour logo)

ENHANCED ENTRY - £325
(Includes full contact details, colour logo and 50 words text)

SEMI DISPLAY ENTRY - £500
(Includes full contact details, colour logo, 70 words and large colour picture)


STANDARD ENTRY + LOGO
90mm(width) x 32mm(high)

THE O2
Peninsula Square, London
SE10 0DX
t: 020 3547 4548574
f: 020 3547 4548574
e: o2.info@o2.com
w: www.o2.com



ENHANCED ENTRY
90mm(width) x 60mm(high)

THE O2
Peninsula Square, London
SE10 0DX
t: 02020 35474548574
f: 02020 35474548574
e: 02020 35474548574




W In May 2005, AEG announced that it would transform the former Millennium Dome and the surrounding area into the UK's most exciting and technically advanced music, sport and entertainment destination. It has been renamed The O2 and opened in June 2007, at it would transform the former sport and entertainment destination Millennium Dome.

www.o2.com


SEMI DISPLAY ENTRY
90mm(width) x 105mm(high)

THE O2
Peninsula Square, London
SE10 0DX
t: 02020 35474548574
f: 02020 35474548574
e: 02020 35474548574



W In May 2005, AEG announced that it would transform the former Millennium Dome and the surrounding area into the UK's most exciting and technically advanced music, sport and entertainment destination. It has been renamed The O2 and opened in June 2007, at it would transform the former sport and entertainment destination Millennium Dome.

www.o2.com



ADVERTISING SPECS

| FULL PAGE | <i>trim</i> | 297mm x 210mm | Classified sizes | |
|--------------------|--------------|---------------|------------------|-------|
| | <i>bleed</i> | 303mm x 216mm | Column | Width |
| | <i>type</i> | 265mm x 185mm | 1col | 43mm |
| HALF PAGE | | 128mm x 185mm | 2col | 90mm |
| HALF PAGE VERTICAL | 265mm x 90mm | 3col | 129mm | |
| QUARTER PAGE | 128mm x 90mm | 4col | 190mm | |
| DOUBLE PAGE SPREAD | <i>trim</i> | 297mm x 420mm | | |
| | <i>bleed</i> | | 303mm x 426mm | |
| | <i>type</i> | | 265mm x 400mm | |

* As this publication is perfect bound please allow at least 10mm clearance between copy and trim edge

Specifications for front cover, gatefolds, dividers, tip-ons, bookmarks and digital artwork are available on request.

SUPPLIED ARTWORK

All advertisements must be supplied as
HIGH-RESOLUTION PDFS:

- Please email files under 10mb to production@mashmedia.net
- If your file is larger than 10mb, please request details of our FTP site by email
- Or, send the file on a CD by special delivery to:

PRODUCTION - MASH MEDIA
FARADAY HOUSE
39 THORNTON ROAD
WIMBLEDON
LONDON SW19 4NQ

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