



Daily News

YOUR logo

SMM Daily News Advertisement



The 25th Shipbuilding, Machinery & Marine Technology International (SMM) trade fair will be staged at Hamburg Exhibition Centre from September 4th-7th 2012. Leading shipbuilding companies and maritime equipment suppliers will present many innovations at this SMM. As usual, DVV Media will produce the daily trade fair newspaper **SMM Daily News** from Tuesday to Friday!



Concept & facts you should know:

The **SMM Daily News** will appear every show day and will be distributed daily to visitors and exhibitors at the SMM. At breakfast time, the SMM-Daily will provide the latest news from the maritime industry to the international trade fair visitors in English language straight from the printers.

Facts

- Advertisers and sponsors will benefit from 10,000 distributed copies per day
- Distribution before and during the trade fair
- In the morning the newspaper will be distributed at 20 hotels accredited to the Hamburg trade fair
- This is your way to reach 53,000 visitors and more than 2,000 exhibitors

Here are the rates for your advertisement:

Bookable days are:

- Tuesday, September 4th 2012
- Wednesday, September 5th 2012
- Thursday, September 6th 2012
- Friday, September 7th 2012

183 x 251 mm 1/1-page € 4,850	183 x 125 mm 1/2-page € 2,620	183 x 83 mm 1/3-page € 1,790	183 x 63 mm 1/4-page € 1,390	183 x 30 mm 1/8-page € 850
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Full colour rates+VAT

If you are interested in placing your advertisement in one or more issues of **SMM Daily News**, please contact your local representative or our office directly:

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The **SMM Daily News** will be published every show day – from Tuesday to Friday. There are three excellent opportunities to integrate the SMM Daily-News in a comprehensive marketing mix. You can choose between a **Premium Partnership** (1), a **Hall Plan Presentation Package** (2) or a **Presentation of the Daily Calendar of Events** (3).

Please have a look to the following packages per day:

1



SMM Daily News Premium Partnership:

- Partnership logo placement at the head of the front page
- Full page back cover for editorial style corporate information or advertisement
- Image-impact of a 1/4-page-strip-advertisement
- To gain high-profile presence during the whole SMM, the package will be upgraded with three additional 1/4-page-ads-one per remaining show-day!
- The Premium Sponsor gets 350 copies of the respective issue to his SMM stand

Premium Partnership rates per exhibition day

- Day-1 on 4th of September 2012 € 7,950
- Day-2 on 5th of September 2012 € 7,550
- Day-3 on 6th of September 2012 € 6,950
- Day-4 on 7th of September 2012 € 6,450

2



Hall Plan Presentation Page:

- Company Logo placement at the head of the page.
- Image-impact of a 1/4-page-strip-advertisement
- To gain high-profile presence during the whole SMM, we will upgrade the package with three additional 1/4-page-ads, one per remaining show-day!
- Company Logo and booth reference

Rates for Hall Plan or Events Calendar Presentation Packages

3



Events Calendar Presentation Page:

- Company Logo placement at the head of the page.
- Image-impact of a 1/4-page-strip-advertisement
- To gain high-profile presence during the whole SMM, we will upgrade the package with three additional 1/4-page-ads, one per remaining show-day!

- Day-1 on 4th of September 2012 € 5,850
- Day-2 on 5th of September 2012 € 5,450
- Day-3 on 6th of September 2012 € 4,950
- Day-4 on 7th of September 2012 € 4,550