IAA today

The official daily Newspaper at
IAA TRANSPORTATION in Hannover
17. - 22.09.2024
with 3 Print-Editions + 6 Newsletters

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ETMverlag

VDA | Verband der Automobilindustrie

Media Information 2024

Digital and printed - the perfect companion for trade fair visitors

The innovative strength of the commercial vehicle industry is unbroken, as it is currently in an extremely exciting time of upheaval.

"IAA aktuell" accompanies the IAA TRANSPORTATION on a daily basis and presents the most important vehicles, products and services to be seen at the trade fair.

Each issue shows how intelligently and how intelligently and efficiently the industry masters the challenges of the the world of transportation. At the same time, there are also exciting of the future.

For the first time, "IAA aktuell" will be published during the trade fair in a hybrid mix of a daily e-mail newsletter in the morning as well as on every second day of the trade fair in the usual printed form on at least 16 pages (four of which are in English).

This means that trade visitors and exhibitors are well informed about the highlights well informed about the highlights that await them in Hannover – practically with times and information in the site plan.

The new concept of "IAA aktuell" in three printed and six digital newsletter editions provides exhibitors with an ideal opportunity, to present themselves to visitors in a targeted manner. In the newsletter you can as a daily presenter and/or draw attention to yourself with a Fullsizebanner to draw attention to yourself. Find out more on the following pages.

Editor-in-Chief
Markus Bauer

Project director
IAA today

Formates	Publication Date/Prin Run	Closing Date	Copy Date
• Print: 315 x 468 mm	Tuesday/Wendsday - Thirsday/Friday - Saturday/Sunday (20,000 Copies per issue)	20.08.2024	27.08.2024
• Newsletter	17. - 22.09.2024	20.08.2024	27.08.2024

Formats and Prices – Newspaper formats

Formats		width x height (in mm)	in Euro	4c/bw
1/1 page	–	288 x 420		12,980.00
1/2 page	vertical	137 x 420		6,720.00
	horizontal	288 x 210		
1/3 page	vertical	90 x 420		4,760.00
	horizontal	288 x 135		

Formats and Prices – Magazine format/Junior Page

Formats		Width x Height (in mm)	in Euro	4c/bw
1/1 page	–	185 x 248		7,180.00
1/2 page	vertical	90 x 248		4,960.00
	horizontal	185 x 122		
1/3 page	vertical	90 x 185		3,620.00
	horizontal	185 x 80		
1/4 page	vertical	43 x 248		3,150.00
	2 columns	90 x 122		
	horizontal	185 x 60		
island ad		54 x 47		600.00

Discounts Print + Newsletter	
2 ads	5 %
4 ads	10 %
6 ads	15 %

Special formats and special positioning upon request.

For confirmed positioning an additional 20% will be charged.

Advertising form

➡ **Daily presenter**

Lead image as daily presenter
Sponsor of the day plus text.

Price: Euro 4,900.00

➡ **Fullsizebanner**

See position 1 and position 2
Assignment according to receipt.

Price: Euro 2,500.00

Specifications

➡ **Daily presenter**

Image format: 3,000 x 2,000 px

Motif distance to
Image Border: 200 px all around

Header: 27 characters

Headline: 40 characters
each incl. spaces

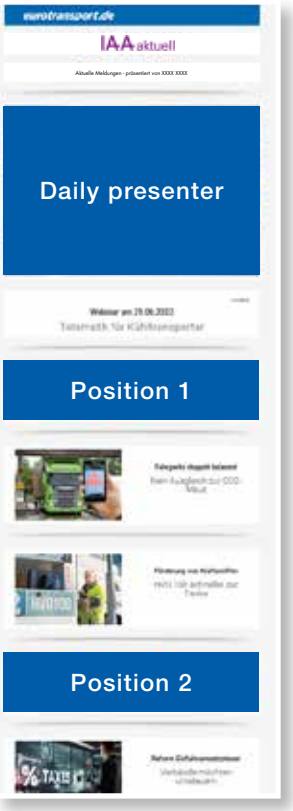
Link to the customer page

➡ **Fullsizebanner**

Format: 580 x 95 px,
static, not animated as jpg

Link to the customer page

Data delivery: 20.08.2024



Distribution: 20,000* e-mail newsletters every trade fair day, additional integration in IAA TRANSPORTATION trade fair app with more than 15,000* downloads
(* Publisher's statement and download trade fair app 2022)

Prices + VAT.

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