



# wire & Tube NEWS 2022

## Direct your visitors straight to your stand!

Your direct link to all things trade fair: With our "wire & Tube NEWS 2022" you will always be up-to-date about everything happening at these two world-leading trade fairs – cross-medially and in two languages! Trends and particulars, new products and innovative solutions: The "wire & Tube NEWS" magazine serves to inform you about all the relevant news in the trade fair grounds; online these can be found on our digital news platform on our [www.wire-tube-news.com](http://www.wire-tube-news.com) website. And in our current videos, exhibitors report on their experiences at these trade fairs.



This makes "wire & Tube NEWS 2022" the ideal means of communication between you and your customers. Attract visitor attention with an advert or advertorial in our trade fair magazine or on our online portal. Your direct route to success!

Interested? We would be pleased to advise you further on specific advertising options:

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or

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### Exciting news?

By the way, you can always send your current press releases straight to our editorial team. Mail your news to our chief editor, Michael Vehreschild. He can be reached by mail to: [michael.vehreschild@mediamixx.eu](mailto:michael.vehreschild@mediamixx.eu) or by telephone on +49 2821 – 7115623.

## wire & Tube NEWS 2022 at a glance

### • Print version

Our print version is published on the first four days of the trade fair. It is delivered to all exhibitors in the morning and is also handed out at the visitor entrances.

**Publishing dates:** Monday, 20 June 2022  
Tuesday, 21 June 2022  
Wednesday, 22 June 2022  
Thursday, 23 June 2022

• **Format:** 240 x 340 mm

• **Languages:** German and English

• **Four-colour printing**

• **Circulation:** 6.000 copies per issue

• **Distribution** at the "wire & Tube" to all exhibitors and at all visitor entrances

• **Target groups:** Trade fair exhibitors and visitors

### • News portal

In parallel with our trade fair magazine, you will find all relevant news all around the wire & Tube on our online news portal [www.wire-tube-news.com](http://www.wire-tube-news.com). It will be activated in line with the fair commencement date and will remain online for four weeks after the wire & Tube ends. Our portal contains news, video interviews, background reports, event tips etc. So that you are always up to date!

### • Video recordings

You would like to address fair visitors personally? Book a video interview! Moving images are in line with current trends and offer an attractive option to reach potential new customers! We will be pleased to put the video materials produced at your disposal for use on your company communication channels. Video interviews are possible during the first four days of the fair. Dates to be agreed individually.

## Dates and facts on the wire & Tube 2022

### • Duration:

Monday, 20 June 2022 to Friday, 24 June 2022

### • Tube 2022: Halls 1 to 7a

[www.tube.de](http://www.tube.de)

### • wire 2022: Halls 9 to 15

[www.wire.de](http://www.wire.de)

## Strong content – presented in an advertorial

You are exhibiting product innovations? Your company is expanding? Then why not introduce your innovations or company in detail and in an informative manner with texts and images in an advertorial. With its editorial structure, this advertising option offers an attractive alternative to standard adverts. **Our price for a two-page advertorial (one page in German, one in English) is 2,500.00 Euros; our price for a one-page advertorial (half a page in German, half in English) is 1,500.00 Euros.**

**Online advertorial:** Place your advertorial on the wire & Tube NEWS 2022 digital news platform! An advertorial can contain up to 500 words, three photos, one video link and a link to your company website. Our news platform remains online for four weeks after the end of these trade fairs. **Online advertorial price: 950.00 Euros**

**Video:** We are recording videos at the trade fair grounds – and will be pleased to do so of you and your stand, too. Interviews up to two and a half minutes long, interspersed with images of the fair operation. You can of course use this video for your own purposes once it has been published on our news portal! **Price including subsequent use: 1,250.00 Euros**

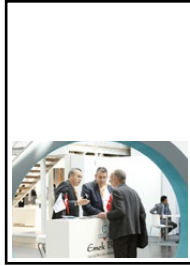
**Bundles:** You would like to combine print, online and/or video advertising? We will be pleased to advise you!

## Advertising formats and prices

### Prices for standard formats (Price per advert)



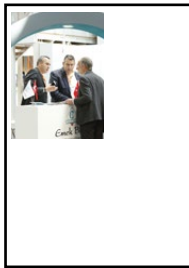
1/1 page  
W: 228 mm / H: 325 mm  
= 2,249 € \*



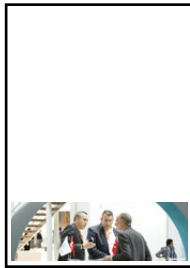
1/2 page landscape  
W: 228 mm / H: 158 mm  
= 1,239 € \*



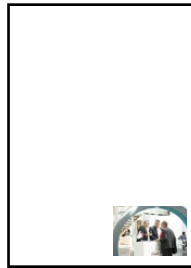
1/2 page portrait  
W: 109 mm / H: 325 mm  
= 1,239 € \*



1/4 page portrait  
W: 109 mm / H: 158 mm  
= 539 € \*



1/4 page landscape  
W: 228 mm / H: 74 mm  
= 539 € \*



1/8 page (two-column)  
W: 109 mm / H: 74 mm  
= 269 € \*

You would like to achieve maximum visibility during the wire & Tube 2022 and save at the same time? Then place an ad of the same size in all issues. We have developed an attractive offer bundle for this.

### Yes, I would like to book the following bundle: (please tick)

- 4 x 1/1 page for 6,900.00 €\* (228 mm x 325 mm)
- 4 x 1/2 page for 3,750.00 €\*  (228 mm x 158 mm)  
 (109 mm x 325 mm)
- 4 x 1/4 page for 1,500.00 €\*  (109 mm x 158 mm)  
 (228 mm x 74 mm)
- 4 x 1/8 page for 750.00 €\* (109 mm x 74 mm)
- 4 matchbox adverts for 500.00 €\* (52 mm x 26 mm)
- 4 x job adverts, size \_\_\_\_\_ für \_\_\_\_\_ €\*

\* all prices exclusive of VAT

**Closing date is June 13, 2022.**

**Advertising materials can be supplied until 16 June 2022.**

**It is also possible to place advertising short-term during the fairs.**

Need help designing your advert?  
Please contact us for further information.

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Date:** \_\_\_\_\_

\_\_\_\_\_  
**Signature**

Please send your form or enquiry to Alf Buddenberg via e-mail to  
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