

## ADVERTISING MEASURES

Your appearance in the official advertising media of ABC Salon

PLEASE SEND THIS BACK:

E-Mail: [mweber@avr-messe.de](mailto:mweber@avr-messe.de)



## Trade fair magazine

Release dates: October and January

The B2B print magazine will be sent to 1,800 bridal stores in Germany, Austria and Switzerland. The January Issue will also be distributed at ABC Salon.

### Issue October 2023 (Release date 27th of October 2023)

- 1/1 page (210x297 mm) 1,000 EUR
- 1/2 page horizontal (210x148 mm or vertical 105x297 mm) 500 EUR
- U2-4 cover pages (210x297 mm) 1,500 EUR
- Cover (210x297 mm) 3,520 EUR

### Issue January 2024 (Release date 26th of January 2024)

- 1/1 page (210x297 mm) 1,000 EUR
- 1/2 page horizontal (210x148 mm or vertical 105x297 mm) 500 EUR
- U2-4 cover pages (210x297 mm) 1,500 EUR
- Cover (210x297 mm) 3,520 EUR



## Newsletter

From October on, the newsletter will be regularly distributed to 1,800 bridal and evening fashion stores in Germany, Austria, Switzerland and the neighbouring countries via e-mail. Book one of three advertising spaces in the exhibitor newsletter or the advertising option of an exclusive newsletter, which will be all about your company.

- Advertorial in the exhibitor newsletter (max. 600 characters + 1 image) 380 EUR
- Exclusive newsletter (max. 1,200 characters + 2-3 images) 570 EUR

All prices are incl. VAT

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City, Date

Name

Signature, Stamp