

# CATALOGUE ADVERTISING



17 - 19 November, 2020 | Amsterdam



**METSTRADE 2020 Catalogue Digital version sent out 3 weeks before the show to 35 000 registered marine professionals. Print version will be available to all visitors and exhibitors at METSTRADE and Super Yacht Pavilion.**

## ADVERTISING OPTION 1

### DIGITAL AND PRINT ADVERTISING

Format	Print + digital ad	Print ad + digital ad with embedded animation	Print ad + digital ad with embedded audio/video	Dimensions Height x Width
DPS	€7520	€8090	€8840	238x346mm
FULL PAGE	€4835	€5510	€5960	238x176mm
1/2 PAGE HORIZONTAL	€2515	€3185	€3635	102x150mm
1/2 PAGE VERTICAL	€2515	€3185	€3635	210x72mm

## ADVERTISING OPTION 2

### SPECIAL GUARANTEED AD POSITIONS

Book a guaranteed, facing editorial, right hand page position, on p,3, 5, 7, 9 or 11 for only 10% extra on top of full page price.  
**Rates: €5320**

## ADVERTISING OPTION 3

### BOUND-IN INSERT

Maximum of two special two-sided bound inserts on thicker paper. The Catalogue will naturally open on the advertisement.

**Price on Application**

## ADVERTISING OPTION 4

### BECOME AN EXCLUSIVE METSTRADE CATALOGUE SPONSOR (maximum of four)

- Company logo at the foot of the page in the A to Z section – linked on the digital version
- Catalogue Sponsor logo on all METSTRADE Catalogue Dispensers
- Highlighted company details in Catalogue
- Full page in Catalogue
- Possibility of free embedded video on advertisement in the digital edition
- Logo will appear opposite the METSTRADE Catalogue front cover on the Digital Version
- Logo in pull out floor plan. Distributed with the October edition of IBI BEFORE the show and then in the METSTRADE Catalogue DURING the show
- Logo and arrow pointing to Sponsor Stand on giant floor plan posters located at main entrances to Show Halls

**Rates: €10,000**

## ADVERTISING OPTION 5

### THE 'METSTRADE DAILY' NEWSLETTER

- Two ad spots available per day
- Ads appear on front and back of sheet for maximum exposure
- Distributed daily to all exhibitors + thousands of copies for visitors too
- Includes advertisement in METSTRADE Catalogue as well
- Full and half page advertisement positions also available

**Price on Application**

**COPY DEADLINE – 12<sup>TH</sup> OCTOBER 2020**  
**DIGITAL CATALOGUE PUBLICATION DATE 19<sup>TH</sup> OCTOBER 2020**