



**Advertising
opportunities
MAPIC NEWS
MAPIC REVIEW**

**16-17-18
NOVEMBER
2011**

let's talk shop
mapic 

Palais des Festivals
Cannes
France
www.mapic.com

MAPIC PUBLICATIONS



MAPIC News

ONSITE DISTRIBUTION

- The magazine every MAPIC participant reads in Cannes
- 48 to 56 pages
- 5,000 copies
- Distributed within the Palais at the exhibition's opening on Wednesday, November 16th



MAPIC Review

POST-MAPIC DISTRIBUTION

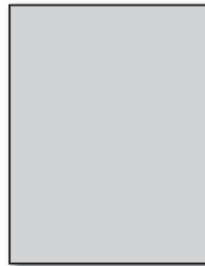
- A comprehensive round up of the major events and deals from MAPIC.
- 16 pages
- 3,000 copies
- Sent to participants after the show (in December)

MAPIC News formats & prices



FULL PAGE

A full page advertisement, faced placing editorial content, provides exclusivity per spread and guaranteed visibility to readers. Guaranteed placements are available for a premium.



Dimensions (W x H):

240 x 330 mm*
9.45" x 13"*

Price:

€ 2,500

FRONT COVER

The first placement in The News, this unique space ensures that your company, artist or product is literally on the cover, and offers enviable visibility.



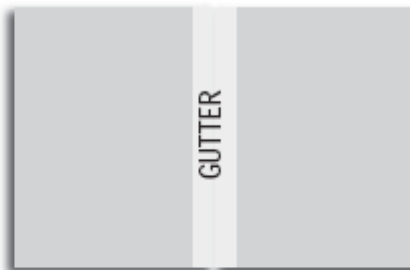
Dimensions (W x H):

165 x 245 mm*
6.5" x 9.65"*

€ 5,150

DOUBLE-PAGE SPREAD (DPS)

The largest standard space available in the magazine offers the maximum impact for your advertising message. Guaranteed placements are available for a premium.



Dimensions (W x H):

480 x 330 mm*
18.9" x 13"*

Price:

€ 4,000

BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



Dimensions (W x H):

240 x 330 mm*
9.45" x 13"*

€ 4,750

MAPIC News formats & prices



CONTENT PAGE STRIP

It ensures exclusivity and maximum returns for your investment.



Dimensions (W x H):

216 x 60 mm*
8.5" x 2.36"*

€ 2,200

INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, with the possibility of a gatefold, and is the heavier paper stock used for the cover.



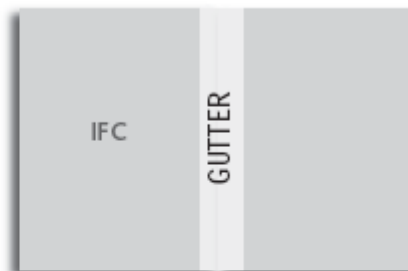
Dimensions (W x H):

240 x 330 mm*
9.45" x 13"*

€ 2,800

INSIDE FRONT COVER (IFC) DOUBLE PAGE SPREAD

The inside front cover DPS (pages 2 and 3 of the magazine) offers a range of premium placements, with a choice of gatefolds and spreads to enable clients to choose the option that best suits their budget.



Dimensions (W x H):

480 x 330 mm*
18.9" x 13"*

€ 4,500

INSIDE FRONT COVER SINGLE PAGE

€ 3,000

MAPIC Review formats & prices



FULL PAGE

A full page advertisement, faced placing editorial content, provides exclusivity per spread and guaranteed visibility to readers. Guaranteed placements are available for a premium.



Dimensions (W x H):

230 x 300 mm*
9.05" x 11.81"*

Price:

€ 2,500

BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



Dimensions (W x H):

230 x 300 mm*
9.05" x 11.81"*

Price:

€ 4,750

FRONT COVER

One of the highest visibility spaces available in our publications, the front cover is printed on heavier paper stock for improved reproduction quality.

MAPIC Preview



Dimensions (W x H):

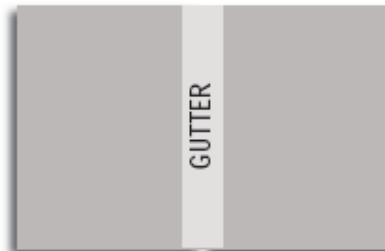
230 x 200 mm*
9.05" x 7.87"*

Price:

€ 5,150

DOUBLE-PAGE SPREAD (DPS)

The largest standard space available in the magazine offers the maximum impact for your advertising message. Guaranteed placements are available for a premium.



Dimensions (W x H):

460 x 300 mm*
18.11" x 11.81"*

Price:

€ 4,000

CONTENT PAGE STRIP

It ensures exclusivity and maximum returns for your investment.



Dimensions (W x H):

206 x 55 mm*
8.11" x 2.16"*

Price:

€ 2,200

MAPIC Review formats & prices



INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, with the possibility of a gatefold, and is the heavier paper stock used for the cover.

IBC FULL PAGE

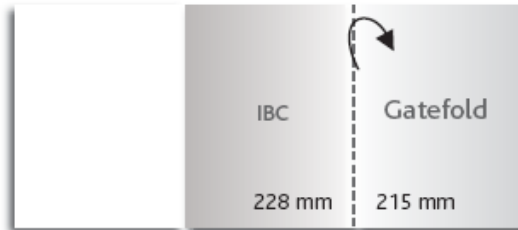


Dimensions (W x H): **Price:**

230 x 300 mm*
9.05" x 11.81"*

€ 2,800

IBC FULL PAGE & GATEFOLD (equivalent to 3 pages)



Dimensions (W x H): **Price:**

443 x 300 mm*
17.44" x 11.81"*

€ 4,200

INSIDE FRONT COVER (IFC)

IFC FULL PAGE

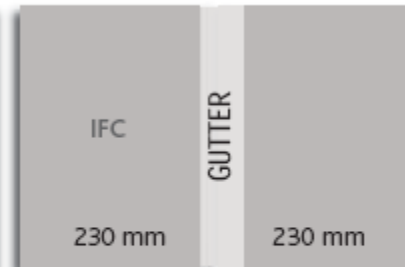


Dimensions (W x H): **Price:**

230 x 300 mm*
9.05" x 11.81"*

€ 3,000

IFC DOUBLE PAGE SPREAD



Dimensions (W x H): **Price:**

460 x 300 mm*
18.11" x 11.81"*

€ 4,500

PRICES

MAPIC NEWS	
Content page strip	2 200 €
1 page	2 500 €
Double page	4 000 €
Front cover	5 150 €
Inside Front cover	3 000 €
IFC Double-page	4 500 €
Inside Back cover	2 800 €
IBC Double-page	4 200 €
Back cover	4 750 €

MAPIC REVIEW	
Content page strip	2 200 €
1 page	2 500 €
Double page	4 000 €
Front cover	5 150 €
Inside Front cover	3 000 €
IFC Double-page	4 500 €
Inside Back cover	2 800 €
IBC Double-page	4 200 €
Back cover	4 750 €

BUNDLE OFFERS

Content page strip	3 500 €
1 page	4 250 €
Front cover	9 500 €
IFC Double-page	8 000 €
Inside Back cover	4 500 €
Back cover	8 500 €



YOUR DEDICATED CONTACT

Contact your sales representative for more details or:

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