

bauma 2016
11-17 APRIL, MUNICH

INVEST IN SUCCESS

BEFORE, DURING and AFTER the show



We have it covered...

Reach the biggest and most influential companies in the global market in one easy move by working with our group of SEVEN leading industry magazines. We will put your company and products in front of the most extensive global audience available in a single buy. From Europe to the Americas, and from China to the Middle East, we have got it covered.

Our SEVEN partner titles have pooled their audience so that your business can reach more than 200,000 senior industry decision-makers in a range of convenient formats. Whatever your message, and whatever format – video to websites, magazines to newsletters, you have it covered.



BEFORE THE SHOW...



With the combined editorial expertise and global reach of SEVEN leading magazines, having presence is essential.

1 bauma 2016 Show Preview

- The definitive guide of to what to see at the show.
- Total Global circulation of 125,000 copies (print & digital).
- The *bauma 2016 Show preview* is the No.1 advertising medium for all exhibitors.

2 The Global Product Launch Programme

- Half-page panel profile and guaranteed picture in the *bauma 2016 Show Preview* publication.
- Product Preview on the *bauma Preview News* website.
- Link to Product Preview from *bauma Preview News* eNewsletter with a global circulation of 200,000.
- Guaranteed visit to your booth by a *Daily News* reporter at the show.

3 bauma Preview News website

- Website live in mid-February 2016, two months prior to the show.
- The website features news from more than 250 companies.
- Content updated daily.
- All major equipment categories are covered.
- Includes an option to host your pre-recorded video content.

4 bauma Preview eNewsletters

- Three *bauma Preview* eNewsletters will push key product launches to the combined databases of all SEVEN titles – all stories hyperlinked.
- Content translated into Spanish to ensure an even wider audience.

1 bauma 2016 Show Preview

- Editorial Deadline: 7 March 2016
- Advertisement Deadline: 7 March 2016
- Published: March 2016

2 The Global Product Launch Programme

- For deadlines see 1, 3 and 4

3 bauma Preview News website

- Editorial Deadline: 12 February 2016
- Advertisement Deadline: 12 February 2016
- Goes LIVE from mid February 2016

4 bauma Preview eNewsletters

- Advertisement Deadline: 15 February 2016
- Three eNewsletters (third week of February and second and fifth week of March)
- Total distribution: 200,000

...DURING THE SHOW...



From Europe to the Americas, and from China and Asia to the Middle East, we have got it covered!

5 bauma Video News Bulletins

- Daily news broadcasts made available on the *bauma Daily News* website (first five days of the show).
- Ensures a global reach of more than 200,000 (includes Spanish and Chinese subtitles).
- Sponsorship opportunities available (15 second clip both pre- and post-video).
- Video content represents a fantastic way to communicate with our global audience.

6 bauma Daily News website

- Launched on the eve of the show, the website is the definitive online source for international visitors (Global reach in excess of 200,000).
- Video and news updated daily.
- Photo and video content captures the most important launches and news of the day.

7 The Global Product Launch Programme

- Visit by one of our award-winning video crews to film your new product, interview a company spokesperson and to produce a 30-40 second video segment.
- Video hosted on ConstructionTV.tv with link in *bauma Daily News* eNewsletter
- Guaranteed visit from a *Daily News* reporter at the show.

8 bauma Daily News eNewsletters

- With a global reach of more than 200,000, the *bauma Daily eNewsletters* include an editorial video newscast of the day's highlights.
- All news stories link back to the *bauma 2016 Daily News* website which will be presented in Spanish for the Spanish-speaking recipients of our *bauma 2016 Daily News* eNewsletter.

5 bauma Video News Bulletin

- Advertisement Deadline: 1 April 2016
- Each bulletin can be sponsored by a single exhibitor with a 15-second commercial at the front and back of each bulletin.

6 bauma Daily News website

- Advertisement Deadline: 1 April 2016

7 The Global Product Launch Programme

8 bauma Daily News eNewsletters

- Advertisement Deadline: 1 April 2016
- Five eNewsletters in total, commencing on the eve of the show.
- HTML and mobile device-compatible formats
- Total distribution: 200,000+

...AFTER THE SHOW.



'The show within a magazine'. Road Technology LIVE @ bauma is THE reference to the year's most important equipment show.

**9 Road Technology LIVE @ bauma 2016
"A show within a magazine"**

- Road Technology LIVE @ bauma 2016 will provide a print summary of bauma 2016, an exceptional reference to the industry's most important equipment event.
- Report / supplement includes:
 1. Industry news
 2. Product launches
 3. Expert editorial coverage
 4. Live photography from the event
- Road Technology LIVE @ bauma 2016 is essential reading for the industry post-show.
- **All major construction equipment categories covered.**

10 bauma Wrap-up eNewsletter

- Video highlights package sent to the entire global distribution list of more than 200,000.
- The extended highlights video can be sponsored by a single exhibitor. Included are the company logo both pre- and post-roll.

9 Road Technology LIVE at bauma

- Editorial Deadline: 6 May 2016
- Advertisement Deadline: 6 May 2016
- Published: May 2016
- Circulation: 125,000

10 bauma Wrap-up eNewsletters

- Advertisement Deadline: 27 April 2016
- The Wrap-up eNewsletter and a whole-show video highlights package will be sent to the entire 200,000 plus distribution list shortly after bauma 2016 closes.

**Prepayment discount...
Book and pay
NOW to get a
5% discount**

TECHNICAL INFORMATION

Option	Description	Editorial Deadline	Ad Closure Deadline	Materials Deadline	Ad Dimensions (mm) (depth x width)	Ad Dimensions (inches) (depth x width)	Go Live Date (web)	Banner Size (pixels)
BEFORE THE SHOW (6 WEEKS PRIOR)								
1	Preview Publication	7 March	7 March	14 March	Double Page Spread (DPS) adverts should be supplied as two full page PDFs		n/a	n/a
					Full Page Bleed: 218 x 305 Trim: 210 x 297 Type Area: 184 x 256	Full Page Bleed: 8½ x 12 Trim: 8¼ x 11¾ Type Area: 7¼ x 10		
					Half Page DPS Bleed: 436 x 145 Trim: 420 x 137 Type Area: 395 x 110	Half Page DPS Bleed: 17¼ x 5¾ Trim: 16½ x 5½ Type Area: 15½ x 4⅓		
					Island Trim: 118 x 193	Island Trim: 4¾ x 7½		
					Half Page Horizontal: 184 x 124 Vertical: 92 x 256	Half Page Horizontal: 7¼ x 5 Vertical: 3½ x 10		
					Quarter Page Horizontal: 184 x 60 Vertical: 92 x 124	Quarter Page Horizontal: 7¼ x 2¼ Vertical: 3½ x 5		
3	Preview Website	12 February	12 February	12 February	n/a	n/a	February	295 x 110
4	Preview eNewsletter		15 February	15 February	n/a	n/a	18 February 10 March 31 March	162 x 162 We require a static gif at 72dpi or a web optimised 72dpi JPG
DURING THE SHOW								
5	Video News Bulletins	On-going	1 April	n/a	n/a	n/a	11 April	n/a
6	Daily News Website	On-going	1 April	n/a	n/a	n/a	11 April	295 x 110
8	Daily News eNewsletter	On-going	1 April	n/a	n/a	n/a	11 April 12 April 13 April 14 April 15 April	162 x 162
AFTER THE SHOW								
9	Road Technology LIVE	6 May	6 May	13 May	Advertisement dimensions as per Preview Publication		20 May	162 x 162
10	Wrap-up eNewsletter	27 April	27 April	n/a	n/a	n/a	3 May	162 x 162

Banner and Logo Specification		Video News Bulletin Specification
Banner for eNewsletters	72dpi Static GIF or web optimised JPG	Formats: QuickTime, AVI Codecs: Apple ProRes, H264 Resolution: 1280 x 720, but 1024 x 576 / 720 x 576 are accepted MPEG4 (Divx, X vid) format @ 640 x 480 resolution with MP3 audio QuickTime file (.mov) 1. Apple Pro-Res 422 @ 1920 x 1080 (16:9) 2. Apple Pro-Res 422 @ 720 x 486 (16:9) 3. H264 @ 1920 x 1080 (16:9) 4. H264 @ 720 x 486 (16:9)
Banner for Website	72dpi Animated GIF or web optimised JPG	
Logos	High Resolution Image	
Print Advertisement Specification		
PDF files MUST be created to these specifications: •Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001 •They must contain a Trim Box set to the trim size of the publication •All fonts must be embedded •Combined ink density should not exceed 300%		

SUPPLYING FILES

- Please send all advertising artwork by email to: production@ropl.com (We can accept files up to 30MB. Files over 30MB - can be sent through www.wetransfer.com)
- If you have any queries please call Nick Bond, Production Manager on +44 1322 612066
- Submit your editorial by email to: info@ropl.com

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11-17 APRIL, MUNICH

INVEST IN SUCCESS

*Maximise your presence
at bauma 2016.
We have a whole range of
advertising packages
designed to suit all
bauma 2016 exhibitors.
Whatever your message,
and no matter how you
want it delivered,
talk to us.*



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