



# ExportManager

Media Information 2017

Essential information for export decision-makers

A publication of the F.A.Z.-Fachverlag

ExportManager is a publication of FRANKFURT BUSINESS MEDIA GmbH – Der F.A.Z.-Fachverlag.

The online magazine is designed particularly for managers who make decisions about exports in small and medium-sized enterprises. It is an all-inclusive source of information about selling, networking, financing and supplying.

In combination with the Jahrbuch Außenwirtschaft (Foreign Trade Yearbook) that will be published in German for the 14<sup>th</sup> time in 2017, ExportManager is the ideal vehicle for companies involved in international business to offer services, consulting assistance and financing solutions to their specific target groups.



➤ [www.exportmanager-online.de](http://www.exportmanager-online.de)

## Concept

*ExportManager* is an online magazine that is specially designed with export decision-makers at small and medium-sized companies in mind. The publication draws on a broad range of widely known and highly respected authors who report on such areas as financing, receivables management, export and customs law, trade fairs and logistics. In addition, members of exporting companies themselves and practice-oriented academics discuss export-related issues.

Reporting on current and practice-oriented questions that play an important role in readers' professional lives is both the objective and mission of the publication that appears 10 times a year. To do this successfully, we have brought in a number of exceptional strategic partners who share their far-reaching knowledge in *ExportManager*.

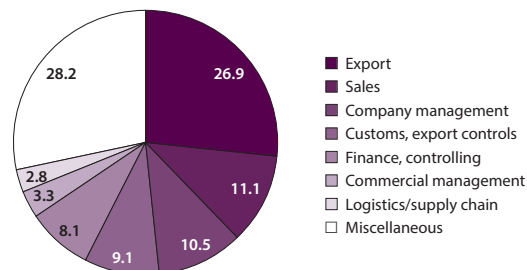
*ExportManager* has been published 10 times a year since March 2010. It consists of an approximately 20-page PDF file that is sent free of charge to readers by e-mail.

## Target group

Since March, the number of readers has grown dynamically. More than 4,200 readers regularly subscribe to the *ExportManager* (as of September 2016). The target group consists of:

- Managing directors, management board members and company owners as well as export and customs decision-makers at small and medium-sized enterprises who are already involved in international business or plan to enter this area
- Executives involved in international marketing and sales, logistics and supply chain management
- Financing and controlling decision-makers

Structure of subscribers by function



### Publication schedule for 2017

Issue	Publication date
01/2017	2/08/2017
02/2017	3/08/2017
03/2017	4/12/2017
04/2017	5/10/2017
05/2017	6/14/2017
06/2017	7/12/2017
07/2017	9/13/2017
08/2017	10/11/2017
09/2017	11/08/2017
10/2017	12/13/2017

### Your selected target groups

- Managing directors, management board members and company owners as well as export and customs decision-makers
- Executives involved in international marketing and supply chain management
- Finance decision-makers and controllers

**ExportManager online** is the leading Web portal for export decision-makers at small and medium-sized enterprises in Germany, Austria and Switzerland.

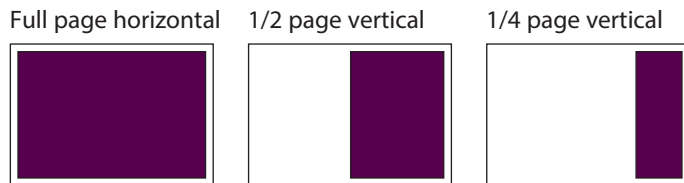
# Advertising rates

You can use the following ad positions in the online magazine, on the website and in the e-mail letter to reach your exact target group online:

## ONLINE MAGAZINE

Advertisement format	in mm (WxH)	Rate per placement
Full page 4c horizontal	259 x 170	€2,100
1/2 page 4c vertical	127 x 170	€1,100
1/4 page 4c vertical	61 x 170	€700

**Job ads** can also be placed in these formats. You can reach experienced export professionals efficiently and individually with such an ad. We will offer you a 10% discount on job ads that you place in the online magazine.



## E-MAIL LETTER

Advertisement	Format in pixels (WxH)	Rate per placement
Medium rectangle	300 x 250	€300
Banner	728 x 90	€400

Please note: static image, JPG/PNG, max. 40 KB

### Frequency discounts

3 and more ads	5%
5 and more ads	10%
10 and more ads	20%



## WEBSITE

Advertisement	Format in pixels (WxH)	Rate per placement
Medium rectangle	300 x 250	€800
Banner	728 x 90	€1,200
Skyscraper	120 x 600	€1,000
Wallpaper*	728 x 90 (top) 160 x 600 (right)	€1,500

Please note: JPG/PNG/GIF/RichMedia: max. of 40 KB (wallpaper max. of 80 KB)

\* The wallpaper option consists of two visual elements.

They must be delivered as one complete graphic file so that possible animated graphics can be properly displayed.

### Frequency discounts

Starting at 3 months:	5%
Starting at 6 months:	10%
Starting at 12 months:	20%

### Medium rectangle



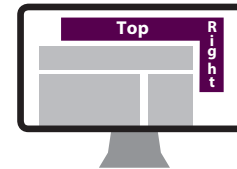
### Leaderboard



### Skyscraper



### Wallpaper



\* These rates do not include German value-added tax; agency commission is 15%.

## Materials deadline

- Friday before the publication date.
- Please send your printing data to [advertising@frankfurt-bm.com](mailto:advertising@frankfurt-bm.com).

## Booking deadline

- Because advertising space is limited, we urge you to contact us as early as possible.

## Technical requirements

- High-resolution PDF file (version 1.4); convert special colors into Eurocolor scale, include fonts when sending or convert into paths.
- When creating a PDF with Adobe InDesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.
- Image data CMYK, 300 dpi, 100% scale.

## Publisher



FRANKFURT  
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DER F.A.Z.-FACHVERLAG

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The general terms and conditions  
of the publisher shall apply.

### Your chance to be seen

- ▶ (Job) ads in the online newsletter (monthly for 10 issues a year). Your ad will be available for an unlimited period of time in the online archive once the particular issue has been taken offline.
- ▶ Ads or company portraits in the Jahrbuch Außenwirtschaft (each fall).
- ▶ Strategic partnerships (regular appearance in the newsletter and yearbook): The group of partners is limited to a maximum of 24 service providers in financing, trade fairs, logistics and insurance.

If you are interested in becoming a strategic partner, please contact:

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## Strategic partners

