

# GMF

Guida Mondiale delle Fiere  
World Trade Fair Guide  
Guía Mundial de las Ferias  
Guide Mondial des Foires  
Messeverzeichnis weltweit

## The Leading Guide to the World of Exhibitions

**The GMF World Trade Fair Guide** has been helping businesspeople to successfully plan their participation at exhibitions in all industry sectors (112 commercial categories) worldwide for over 30 years.

The GMF is the number-one publication of its kind due to the number of trade shows registered (17,000) and the quantity of the available data.

A set of articles at the beginning of every issue describes current situations and trends in the international exhibition and congress market.

One section is devoted to general issues, while another focuses on individual trade sectors.

### Frequency Annual.

It contains information regarding exhibitions from January to December of the reference year. The date of the next edition of every exhibition is published as well, where available. Information about multi-year exhibitions are published regardless of the year of carrying out.



### Run and Distribution

**2,000 copies** distributed worldwide to buyers, advertisers and prospects by mail; and directly (previous issues free of charge) to exhibitors and trade visitors at exhibitions. The GMF enjoys a large circulation in Italy, a country known for the willingness of its companies to take part in international exhibitions.

### Price

1 issue EUR 190.00

### Publishing planning schedule

GMF 2013 (March 2013)

### Who Buys the GMF?

Purchasers range from small family businesses to large multi-national corporations in all areas of trade. Important customers also include national and international Chambers of Commerce, Regional Foreign Centres, Regional Outlets for Internationalisation, Regional Development Agencies, ICE (Istituto nazionale per il Commercio Estero / Italian Institute for Foreign Trade) offices, trade associations (industry, commerce, craftspeople, services), export associations, foreign trade associations, event venue operators, trade fair organizers, stand builders, shipping companies, trade fair industry suppliers as well as individuals (students, researchers, etc.).

**Governing director:** Giovanni Paparo

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**IL MONDO DELLE FIERE**  
A chi nel business espositivo la differenza sta nel possesso di dati precisi e aggiornati, al tempo più mirati, è più a suo agio. In un campo così vasto, dove le condizioni si riducono sempre, come avviene nelle grandi esposizioni, le fiere si spartono fra chi è dominante, per tradizione o per merito, e chi è in via di sviluppo. I mercati più dinamici, quindi, sono quelli in cui il mercato è ancora in fase di sviluppo, o in cui il mercato è ancora in fase di sviluppo, o in cui il mercato è ancora in fase di sviluppo.

**IL MONDO DELLE FIERE**  
L'azienda che si occupa di organizzare le fiere è un'attività che richiede una grande competenza e una grande esperienza. La pianificazione è un'attività che richiede una grande competenza e una grande esperienza. La pianificazione è un'attività che richiede una grande competenza e una grande esperienza.

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## ADVERTISING RATES (EUR) AND STANDARD SIZES (mm) 2012

Cover flap	4c	13,600.00	Advertorial page		4c	5,200.00	
Cover page	4c	10,700.00	Page	b/w	2,800.00	4c	4,500.00
Inside front cover page	4c	7,300.00	3/4 page	b/w	2,200.00	4c	3,500.00
Inside back cover page	4c	6,100.00	2/3 page	b/w	1,900.00	4c	3,100.00
Back cover page	4c	8,800.00	1/2 page	b/w	1,500.00	4c	2,400.00
Page after front cover	4c	7,300.00	1/3 page	b/w	1,100.00	4c	1,700.00
Facing-summary, facing-editorial	4c	6,100.00	1/4 page	b/w	900.00	4c	1,400.00
Fly insert	4c	5,800.00	1 foot of page	b/w	350.00	4c	600,00
Brand on the spine	4c	4,500.00	Exhibition calendar: data and logo for 1 event	b/w			150.00

Supplement: +20% for preferred position

### Specs for ads in the editorial section

Page: 195x285 mm trim size; 1/2 vertical page: 83,5x247 mm type area; 1/2 horizontal page: 172x121 mm type area; 1/3 vertical page: 54x247 mm type area; 1/4 vertical page: 50,75x285 mm trim size; foot of page: 172x30 mm type area.

### Specs for ads in the calendar section

Page: 195x285 mm trim size; 1/2 vertical page: 88,5x269 mm type area; 1/2 horizontal page: 179x133 mm type area; 1/4 vertical page: 51,25x285 mm trim size; foot of page: 179x30 mm type area.

**For all trim sizes, please add 3 mm bleed**

Company		Advertising manager	
Address		Town	Country
VAT No.	Tel.	Fax	
Email		URL (website)	

### We intend to buy the following advertising spaces in:

GMF 2013  
(March 2013)

_____	EUR	_____
+ Vat (21%)	EUR	_____
Total amount	EUR	_____

### We agree to the following conditions:

- The Buyer must send all the requested material in hi-res PDF electronic format (300 dpi) to the email address ad@expofairs.com within the end of February 2013 for the GMF 2013.
- Any order must be effected exclusively by means of this purchase order form. The acceptance of each order is subject to the approval of Pianeta Srl, which reserves the right to cancel it, even once confirmed, at any time and without forewarning due to events beyond Pianeta Srl's control. In these cases neither the Buyer nor Pianeta Srl will be required to pay any charge.
- During pagination any request by the Buyer will be considered. Possible alterations will be previously communicated to the Buyer, who may cancel the contract upon notice to Pianeta Srl within 7 days upon communication of the change. In this case neither the Buyer nor Pianeta Srl will be required to pay any charge.
- In the event of the Buyer's cancelling an advertisement, within the delivery times indicated above, Pianeta Srl reserves the right to charge the Buyer 25% of the total amount fixed. In the event of the Buyer's cancelling the contract after that date, the Buyer is compelled to pay the total amount stipulated by the purchase deed signed by him/her.
- Payment must take place within 30 days of the invoice date. Payments will be valid only if made directly to Pianeta Srl. Pianeta Srl undertakes to send the Buyer a copy of the GMF.
- Any legal issues arising from publication of the advertisement as regards tax authorities, public agencies or private persons is totally and exclusively the responsibility of the Buyer.
- All disputes arising from this contract will be settled by the Courts of Turin.

Date: ..... Signature and company stamp: .....