

# Rate Card 2024

## Magazine & Print Advertising

Rates apply to Europe or North America editions

A global discount of 15% will apply to any booking into both Europe and North America editions

Frequency	USD			EUR		
	1x	3x	6x	1x	3x	6x
Double Page Spread	\$12,109	\$10,293	\$9,082	€10,240	€8,704	€7,680
Full Page	\$6,127	\$5,211	\$4,613	€5,181	€4,407	€3,901
1/2 Page	\$3,604	\$3,063	\$2,703	€3,048	€2,590	€2,286
<b>Prime Position</b>						
Inside Front	\$7,352	\$6,249	\$5,514	€6,217	€5,284	€4,663
Outside Back	\$8,650	\$7,352	\$6,487	€7,314	€6,217	€5,486
Page 7 (1st right hand page)	\$6,848	\$5,810	\$5,139	€5,790	€4,913	€4,346
Page 9 (2nd right hand page)	\$6,487	\$5,514	\$4,865	€5,486	€4,663	€4,114
<b>Fundamental Section</b>						
Primary Advertising Space	\$7,208	\$6,127	\$5,406	€6,095	€5,181	€4,571
Secondary Advertising Space	\$6,848	\$5,824	\$5,139	€5,790	€4,925	€4,346
<b>Featured Campaigns</b>						
<b>Technology to Empower</b>	<i>Single Edition</i>	<i>Global Edition</i>		<i>Single Edition</i>	<i>Global Edition</i>	
Double Page Spread	\$9,858	\$12,720		€8,379	€10,918	
Single Page Spread	\$6,148	\$7,950		€5,300	€6,890	
<b>The Innovators (December)</b>						
Double Page Spread	\$11,236	\$16,960		€9,540	€14,310	
Full Page	\$6,254	\$9,434		€5,830	€7,950	
Half Page	\$4,399	\$6,593		€3,710	€5,565	

	USD		EUR	
	<i>EU or North America (total price per month)</i>	<i>Global (total price per month)</i>	<i>EU or North America (total price per month)</i>	<i>Global (total price per month)</i>
<b>Global Weekly E-newsletter</b>				
Text Ad	\$1,965	\$3,240	€1,670	€2,754
Leaderboard and Footer Banners	\$3,220	\$5,295	€2,737	€4,500
<b>Global E-blast</b>				
Targeted E-blast (per 1,000)	\$850 (min spend of \$1,500)		€750 (min spend of €1,500)	
<b>Website Advertising</b>				
Display Advertising - Run of Site	\$300 per 1,000 impressions		€250 per 1,000 impressions	
Display Advertising - By Category	\$300 per 1,000 impressions		€250 per 1,000 impressions	
Case Study Hosting (12 months)	\$3,000		€2,550	
Product Page Hosting (12 months)	\$3,000		€2,550	
Campaign Page Hosting (12 months)	POA		POA	
Channels Hosting (12 months)	POA		POA	
Power List Overview Leaderboard Banner	\$3,500		€3,000	
Power List Overview MPU Banner	\$3,500		€3,000	
<b>Webinars / Virtual Events</b>				
Single Region Webinar	Starting from \$15,000		Starting from €12,750	
Forum/Roundtable	POA		POA	
<b>Market Research Surveys</b>	POA - Our market research surveys are tailored to each project. Once we understand your specific requirements, we can provide a cost.			

	USD			EUR		
<b>Video Production Services</b>						
Animation	POA - Our video production service is tailored to each project. Once we understand your specific production needs, we can provide a cost. Please <a href="#">contact us</a> for more details.					
Exhibition Booth Interviews/Highlights						
Products Demos						
Symposium/Presentation Coverage						
Social Shorts						
Customer Testimonials						
Human Profiles						
Interviews (In-Person/Virtual)						
Site Tours						
<b>Social Media</b>						
POA - Our social media service is tailored to the requirements of each individual project. Please <a href="#">contact us</a> for more details.						
<b>Content Marketing</b>						
Animation	POA			POA		
Infographics	POA			POA		
<b>Sponsored Content</b>	<b>x1</b>	<b>x2</b>	<b>x3</b>	<b>x1</b>	<b>x2</b>	<b>x3</b>
Full Page	\$9,640	\$8,450	\$7,370	€8,500	€7,475	€6,500
Double Page	\$16,995	\$14,865	\$13,590	€14,970	€13,100	€11,980