

STAND OUT FROM THE CROWD



Promote yourself at WOMEX and become visible to around **2600 professionals** (including 303 performing artists) from more than **90 countries** representing all sectors of the global music scene. Capture their attention through our promotional opportunities before, during and after WOMEX!

For more information contact advert@womex.com or call **+49 30 318 614-30**.

EXPO

Book an expo stand or reception space and reach far more delegates in a personal way on-site, more than you could ever approach individually.

EXPO STAND

3 x 2 m incl. table, four chairs, featured in Guide

860.— Euro

RECEPTION SPACE

one hour

500.— Euro

PROGRAMME

Apply for a programme spot in the offWOMEX Showcase or Conference and grab the WOMEXicans' attention towards your music, service or project.

offWOMEX SHOWCASE*

2,900.— Euro

offWOMEX PRESENTATION as part of Conference

one hour *

500.— Euro

half an hour *

300.— Euro

*featured in the WOMEX Guide, Pocket Schedule, App and online









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WOMEX
THE WORLD MUSIC EXPO

GUIDE PRINT ADS

The WOMEX Guide is the go-to book for the international world music industry all year round. Adverts inside the Guide and special positions for maximum visibility are available.

	FULL PAGE 160 × 209 + 5 mm bleed	4 colour 1,000.— Euro b/w 750.— Euro
	1/2 PAGE horizontal, 145 × 97 mm	4 colour 625.— Euro b/w 440.— Euro
	1/2 PAGE vertical, 70 × 199 mm	4 colour 625.— Euro b/w 440.— Euro
	1/3 PAGE vertical, 50 × 199 mm	4 colour 510.— Euro b/w 370.— Euro
	1/4 PAGE horizontal, 145 × 47 mm	4 colour 440.— Euro b/w 315.— Euro
	1/4 PAGE vertical, 70 × 97 mm	4 colour 440.— Euro b/w 315.— Euro

GUIDE SPECIAL POSITIONS

BACK COVER	FULL PAGE 160 × 209 + 8 mm bleed	4 colour 2,000.— Euro
INSIDE FRONT (FLAP)	FULL PAGE 142 × 209 + 8 mm bleed	4 colour 1,800.— Euro
INSIDE BACK (FLAP)	FULL PAGE 142 × 209 + 8 mm bleed	4 colour 1,700.— Euro
LAST INSIDE PAGE	FULL PAGE 160 × 209 + 8 mm bleed	4 colour 1,500.— Euro

POCKET SCHEDULE

The compact WOMEX Pocket Schedule is carried 24/7 by all delegates during WOMEX. A limited number of advertising spots are available.

INSIDE PAGE	FULL PAGE 155 × 105 + 5mm bleed	4 colour 1,500.— Euro
BACK COVER	FULL PAGE 155 × 105 + 5mm bleed	4 colour 2,500.— Euro



ARTWORK

- » single closed high resolution PDF-file (file format: x3 Standard)
- » all fonts and images embedded and correct preview
- » CMYK (RGB, Pantone or Spot colours not permitted)
- » Send FTP upload details or small files (max. 10 MB) via email to **advert@womex.com**.

MEASUREMENTS

- » All measurements in mm, horizontal × vertical.
- » For Guide ads take into account the type area measurements (145 × 199 mm) to avoid important ad content being cut.

Guide ads are usually positioned on the left-hand side.

STAND OUT FROM THE CROWD



BAG INSERTS

The WOMEX Bag is given to every delegate upon arrival. Inserting your item, such as a CD, DVD, flyer or magazine is a great way to gain exposure and additional reach.

One item in all bags 600.— Euro



EXCLUSIVE ADVERTISING

Placing your brand or logo on the WOMEX Bag, Lanyard or Wristband is an effective opportunity and will ensure distinctive visibility to all delegates.

BAG (printing on one side of all bags) 5,000.— Euro

LANYARD 3,000.— Euro

WRISTBAND 2,000.— Euro



WEB BANNER

Present your web banner on womex.com at any time of year to bring your artist, company or event to the attention of the world.

SKYSCRAPER BANNER on womex.com

120 × 600 px max. 100KB, placed on the main page or all subpages

1,000 ad views (fixed adviews = 1,000)

90.— Euro per 1,000



VIRTUAL WOMEX

Become part of our online networking platform virtualWOMEX for one year to stay connected beyond the event.

ACCOUNT FOR ONE YEAR

(free of charge if you register for WOMEX)

48.— Euro

Contact

For further on-site package offers:

production@womex.com

For advertisement and premium

partner benefits :

advert@womex.com

Keep on track of promotional deadlines in here:

womex.com/adbooking

For more info call:

(+49) 30 318 614-30

womex.com/promotion

BOOK YOUR AD HERE: WOMEX.COM/ADBOOKING