

# STAND OUT FROM THE CROWD



**Promote yourself** at WOMEX and become visible to around **2,700 professionals** (including 300 performing artists) from **92 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](mailto:advert@womex.com) or call **+49 30 318 614-30**.

## TRADE FAIR

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

### TRADE FAIR 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

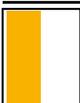


# STAND OUT FROM THE CROWD

**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.

	<b>FULL PAGE</b> 160 × 209 + 5 mm bleed	4 colour 1,000.– Euro* b/w 750.– Euro*
	<b>1/2 PAGE</b> horizontal, 145 × 97 mm	4 colour 625.– Euro* b/w 440.– Euro*
	<b>1/2 PAGE</b> vertical, 70 × 199 mm	4 colour 625.– Euro* b/w 440.– 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](mailto: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**

\* All prices are net prices, VAT to be added if applicable.

**BOOK YOUR AD HERE: WOMEX.COM/ADBOOKING**