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Media Facts



TECHNOLOGY NEWS INTERNATIONAL • East West Report

International Magazine for the Promotion of Technologies • Products • Processes

- published quarterly
- presenting powerful companies and state-of-the-art technologies
- highlighting innovative processes and products
- offering new business opportunities

TECHNOLOGY NEWS INTERNATIONAL • East West Report (TNI) provides information for decision makers in Europe, the Near- and Far East as well as North America, Asia and other Overseas markets. Its main mission is to report on innovative companies, state-of-the-art technologies and products. This in-depth information is vital for business contacts worldwide. TNI is a widely read magazine in business, industry and the public sector.

TNI's company profiles include

- general business developments
- comments on capability and export activities
(presentations, licensing, co-operations, etc.)

TNI's target groups are

- import and export companies
- industrial corporations
- business associations
- international hotels
- ministries
- economic divisions at embassies
- chambers of commerce
- international trade fairs

Distribution & Readership

TNI is published quarterly with a print run of 10,500 (circulation 10,200).

Geographic Circulation

Europe: 38%
Eastern Europe: 16%
(Poland, Hungary, CIS, CSFR, Baltic States)

Asia: 20%
USA, Canada: 19%
Middle East: 5%
Australia: 2%

TNI is one of the important publications for the decision maker.

Reader Survey

- 76% CEO's international industry, commerce
- 12% Import, Export, Trade
- 10% R&D Dept. of multinational companies
- 3% Business Centers
- 2% International Hotelchains
- 2% Economic Depts. of Embassies
- 1% Foreign Trade Chambers, Airlines

PR • Articles

Contents-Survey

- Regional Country News: Europe / EEC / EFTA / Eastern Europe / CIS / USA / Asia
- Company Profiles
- Technology Reports
- Product News
- Key Economic Indicators
- Banks & Finances
- Cooperations - Projects - JV Offers
- International Trade Fairs & Events
- Hotel & Travel Tips for Managers

General Conditions

Pictures: Price per mm height / column: € 7.25 (4-colour or black & white)

Reprints: Prices on request.

Terms: Net, payable within 8 days.
All prices plus tax where applicable. Price list subject to changes without prior notice.

At a Glance

Magazine format:	DIN A 4
Print area:	175 mm (W) x 240 mm (H)
Photosetting format:	4 columns each 40 mm, 5 mm spacing
Printing method:	4 colour offset; 54 or 60 screen
Joining / binding:	Wire stitching
Preferred placing:	Preferences will be considered as far as technically feasible.
Print Run:	10500
Circulation:	10200
Publication cycle:	Quarterly: March / June / September / December (specials in addition)
Deadlines:	4 weeks prior to publication date
Subscription:	Annual rates for Europe US \$ 45.00 • USA, Canada US \$ 78.00 • Asia, Australia US \$ 80.00 Shipment after receipt of payment.
Single copy sale:	US \$ 7.50 or € 6.50
Terms of payment:	Invoices are dated at the first day of distribution; payable within 8 days.
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Reference Reports

(Excerpt)

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ABB Turbinen Nürnberg GmbH
AEG Hausgeräte GmbH
AEG Mobile Communication GmbH
Alcatel SEL AG
Andrew AG
Avon Cosmetics GmbH
Babcock Feuerungssysteme GmbH
Badger Meter Europe GmbH
BALZERS AG
Bauer Kaba Holding AG
Boehringer Mannheim GmbH
Cabletron Systems Ltd.
CAP debis Industrie GmbH
Cargolux Airlines International
CIBA-GEIGY Marienberg GmbH
Cognis GmbH
Compaq Computer Corp.
CRAY Research GmbH
Debis AG
Dell Computer GmbH
Dorma GmbH & Co.KG
Du Pont de Nemours Dtlid. GmbH
Eldiro Schlutz
EMS-Chemie GmbH
ESSO AG
Fahr Bucher GmbH
FhG IFAM Fraunhofer Institut
F. Hoffmann - La Roche AG
Finn-Power Lillbacka GmbH
Fischer Dottikon AG
Flughafen Dresden

Grohe Armaturenfabrik GmbH
Hans Rychiger AG
Hans Schwarzkopf GmbH
Heimann Systems GmbH
Hellmann GmbH & Co.KG
Hewlett-Packard GmbH
Hoechst AG
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THYSSEN Guss AG
Tornos Bechler SA
Toshiba Europa (I.E.) GmbH
Tox Dübel Werk GmbH & Co.
Viessmann GmbH & Co.
Waggonbau Ammendorf GmbH
Westag & Getalit AG
Westfleisch e.G.
Westinghouse Controlmatik GmbH
Zawa
Zeller+Gmelin GmbH
Zott KG

Mechanicals

Magazine format: DIN A 4 (four columns each 40 mm wide, 5 mm spacing between columns)
Full page: 175 mm (W) x 240 mm (H)
Three quarter page: 130 mm (W) x 240 mm (H) or 175 mm (W) x 180 mm (H)
Half page: 85 mm (W) x 240 mm (H) or 175 mm (W) x 120 mm (H)
One third page: 175 mm (W) x 80 mm (H)
Quarter page: 40 mm (W) x 240 mm (H) or 175 mm (W) x 60 mm (H) or 85 mm (W) x 120 mm (H)

Printing matter:

- Digital media can be accepted in a number of digital formats, originated from Apple or PC platforms;
- Graphics should preferably be supplied as EPS, BMP, TIF or JPG file;
- Text can be supplied as Word, TXT, RTF, PDF or QuarkXPress file;
- Printed proofs, ready-to-print drawings, original photos, etc., are also acceptable;
- Pre-printing work, e.g. mounting, reproducing, colour lithography, retouching, etc., are charged;

Delivery: Printing matter can be delivered directly to TNI via mail or e-mail.
Acceptable disk media are CD-ROM and DVD.

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Advertising Rates

Valid as of April 1, 2009

Basic price: black & white: € 3.50 (US \$ 3.85) per mm height x column
 4-coloured: € 4.60 (US \$ 5.10) per mm height x column
 Print area: 175 mm (W) x 240 mm (H)
 4 columns each 40 mm wide, 5 mm spacing between columns

Ad-Formats

	width No. of columns	height mm	€ b & w		€ 4- c	
			US \$	US \$	US \$	
1/1 page	4 (=175 mm)	240	3,360	3,696	4,416	4,858
3/4 page horizontal	4 (=175 mm)	180	2,520	2,772	3,312	3,643
vertical	3 (=130 mm)	240	2,520	2,772	3,312	3,643
1/2 page horizontal	4 (=175 mm)	120	1,680	1,848	2,208	2,429
vertical	2 (= 85 mm)	240	1,680	1,848	2,208	2,429
1/4 page horizontal	4 (=175 mm)	60	840	924	1,104	1,214
vertical	1 (= 40 mm)	240	840	924	1,104	1,214
1/3 page horizontal	4 (=175 mm)	80	1,120	1,232	1,472	1,619

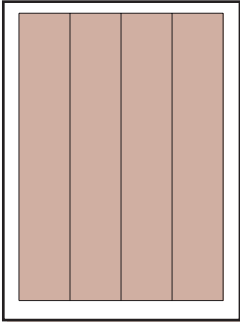
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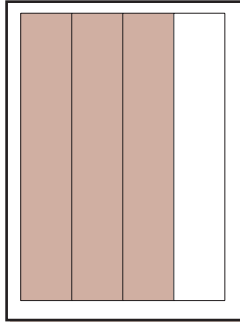
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A selection of possible sizes & formats

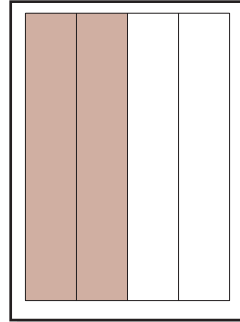
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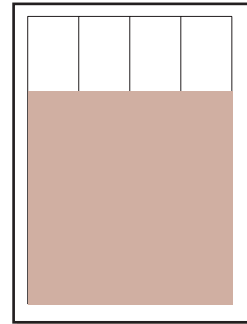
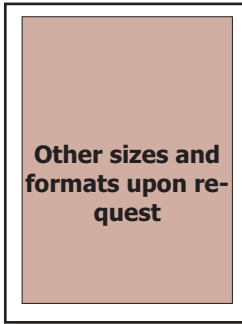
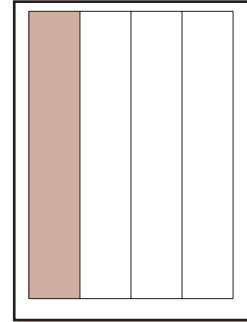
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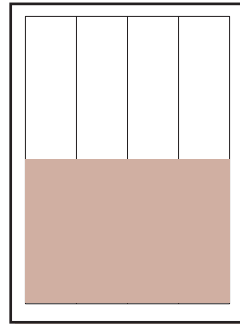
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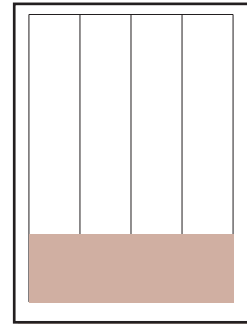
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