

# Newcomers Guide

Welcome to Frankfurt-Rhein-Main

# Advertising Information 2



The Newcomers Guide is a practical and essential book about living and working in the Frankfurt-Rhein-Main region. Specifically targeted for the international community, the Newcomers Guide takes readers step-by-step through the process of adjusting to life in the region. Now going into its 8th edition, the 2012 Newcomers Guide will be updated with the latest information to help new arrivals find their way around new and unfamiliar surroundings. Advertising in the Newcomers Guide is a highly-targeted way to reach the 50,000 expatriates in the Frankfurt-Rhein-Main region.

## Editorial Concept

The Newcomers Guide provides useful reference information on the region's cultural offerings (museums and theatres), sports and leisure activities, relocation agencies, financial services, health insurance, language schools and educational resources. With objective editorial content, the Newcomers Guide is the "bible" for expatriates in the Frankfurt-Rhein-Main region.

## Readership

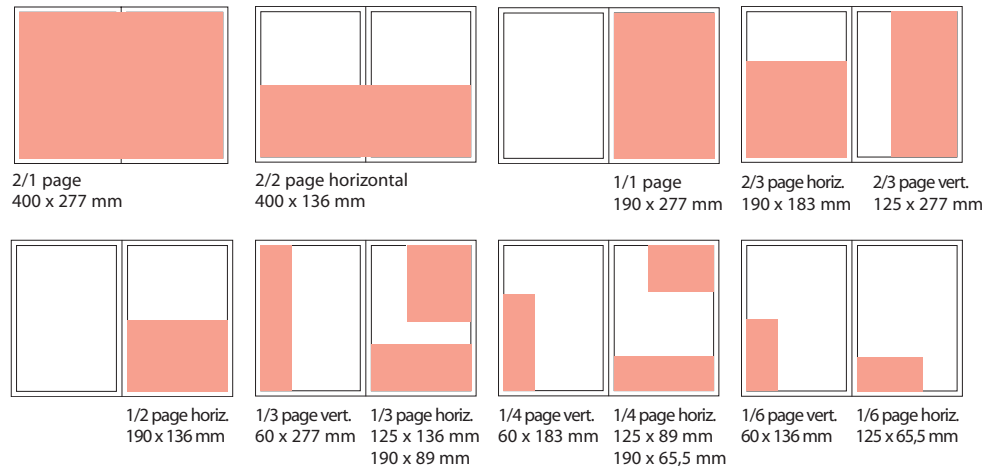
The Newcomers Guide is designed for 50,000 members of the international community (British, American, Scandinavian, Japanese, Korean, French, etc...) living in the Frankfurt-Rhein-Main region. This readership is well-educated, affluent and hungry for information about products and services in the region.

## Distribution

The Newcomers Guide is distributed to visitors of the Newcomers Festival. Last year's event was attended by 5,000 visitors from over 30 countries. Thereafter, the Newcomers Guide is circulated to personnel departments of international corporations, as well as international schools and other clubs and organizations.



# Ad Formats & Prices



Bleed size: 216 x 303 mm, Trim size: 210 x 297 mm, Type area: 190 x 277 mm (Width x Height)

Format	b/w	2c	3c	4c
2. Cover page	-	-	-	3,430
3. Cover page	-	-	-	3,018
4. Cover page	-	-	-	3,650
2/1 page	4,121	4,736	5,044	5,350
1/1 page	2,112	2,428	2,586	2,745
2/3 page	1,479	1,702	1,810	1,921
1/2 page	1,162	1,336	1,422	1,508
1/3 page	803	924	982	1,042
1/4 page	593	679	724	767
1/6 page	422	485	516	549
Inserts for the entire print run:				3,639

Prices in Euro, plus VAT. Prices effective 15 Jan. 2011

## Deadlines

**Advertising Deadline:** 20 June, 2011  
**Ad Material Deadline:** 8 August, 2011  
**Publication Date:** 16 September, 2011

## Distribution

**Printed circulation:** 10,000 copies  
**Distribution:** To visitors at Newcomers Festival in Frankfurt 25 September 2011, Frankfurt Römer, thereafter to personnel departments, international schools, relocation companies, and other international clubs and organizations. Single copy sales at international bookshops, train stations, online book sellers, [www.newcomers-network.de](http://www.newcomers-network.de)

Online Advertising [www.newcomers-network.de](http://www.newcomers-network.de)

Ad Format	Ad Size in Pixels	Per month
Banner	468x60	€249
Skyscraper	120x600	€139
Button 1	120x120	€99
Button 2	120x90	€49
Content Ad	300x250	€79
Newsletter Button	200x200	€279
Newsletter Exclusive	100 lines text/fotos	€799
Video Ad	60 sec. incl. production	€895

# Technical Requirements

**Printing Process:** Standard offset, 4-color. Special colors other than CMYK (such as HKS and Pantone) will be resolved to Euroscale colors.

**Paper:** Wood-free, white, picture quality, matte, 115 g/m<sup>2</sup> weight.

## Magazine Format

**Type area:** 190 x 277 mm (Width x Height)

**Trim size:** 210 x 297 mm

**Bleed size:** 216 x 303 mm

**Trim Margins:** Please provide a trim area of at least 3 mm per side. Text and picture elements that may be cut off should be placed at least 5 mm towards the middle from top and bottom and 10 mm towards the middle from the bound side (210 x 297 mm).

## Color Proofs

Please provide color proofs so that we can ensure the correct printing of your ad. Additional costs will be incurred if you request a proof.

**Printing Material:** We only accept digital files (InDesign, PDF, TIF/TIFF or EPS.) Files must be in CMYK. Materials can be sent on CD-ROM, DVD or via e-mail ([graphic@communication-solution.de](mailto:graphic@communication-solution.de)) with a maximum file size of 10 MB. All advertising material must have a resolution of 300 dpi.

**Production Services:** Should the advertisement not be supplied as print-ready, layout and typesetting costs are added. Costs depend on the size and complexity of advertisement. Minimum cost per ad: Euro 100,-. All pictures, logos and graphics should be supplied as high resolution (300 dpi) and in Euroscale colors (CMYK).

**Publisher:** The Newcomers Guide is published by Communication Solution GmbH, a specialized agency focused on the expatriate market

Communication Solution GmbH  
 Niedenu 45, 60325 Frankfurt  
 Tel: 069-7191-6581, Fax: 069-7191-6582  
 Email: [mail@communication-solution.de](mailto:mail@communication-solution.de)  
[www.communication-solution.de](http://www.communication-solution.de)

## Advertising Order Sheet

### Deadline 8 August, 2011

Yes, we would like to advertise in the Newcomers Guide - Welcome to Frankfurt-Rhein-Main

#### 1. Name and details of Advertiser

Company/Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

#### 2. Size of Advertisement

- 1 page                       2/3 page                       1/2 page  
 1/3 page                       1/4 page                       1/6 page

#### 3. Color of Advertisement

- 1 color (i.e. black and white)                       2 colors  
 3 colors     4 colors

#### 4. Format of Advertisement

- horizontal     vertical

#### 5. Advertisement layout

- We will supply print-ready advertisement  
 Contact us about designing advertisement  
 (please note that additional costs may be incurred)

	b/w	2c	3c	4c
2. Cover page	-	-	-	3,430
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1/6 page	422	485	516	549
Inserts for the entire print run:				3,639

Date and Signature: \_\_\_\_\_

All prices in Euro, plus VAT

**Please return this form by 8 August, 2011 to:**

Communication Solution GmbH  
 Niedenu 45; 60325 Frankfurt  
 Tel: 069-7191-6581; Fax: 069-7191-6582  
 Email: mail@communication-solution.de  
 www.newcomers-network.de