



ExportManager

Media Information 2018

Essential information for export decision-makers

A publication of the F.A.Z.-Fachverlag

ExportManager is a publication of FRANKFURT BUSINESS MEDIA GmbH – Der F.A.Z.-Fachverlag.

The online magazine is designed particularly for managers who make decisions about exports in medium and big-sized enterprises. It is an all-inclusive source of information about selling, networking, financing and supplying.

In combination with the Jahrbuch Außenwirtschaft (Foreign Trade Yearbook) that will be published in German for the 15th time in 2018, ExportManager is the ideal vehicle for companies involved in international business to offer services, consulting assistance and financing solutions to their specific target groups.



➤ www.exportmanager-online.de

Concept

ExportManager is an online magazine that is specially designed with export decision-makers at small and medium-sized companies in mind. The publication draws on a broad range of widely known and highly respected authors who report on such areas as financing, receivables management, export and customs law, trade fairs and logistics. In addition, members of exporting companies themselves and practice-oriented academics discuss export-related issues.

Reporting on current and practice-oriented questions that play an important role in readers' professional lives is both the objective and mission of the publication that appears 10 times a year. To do this successfully, we have brought in a number of exceptional strategic partners who share their far-reaching knowledge in *ExportManager*.

ExportManager has been published 10 times a year since March 2010. It consists of an approximately 20-page PDF file that is sent free of charge to readers by e-mail.

Publication schedule for 2018

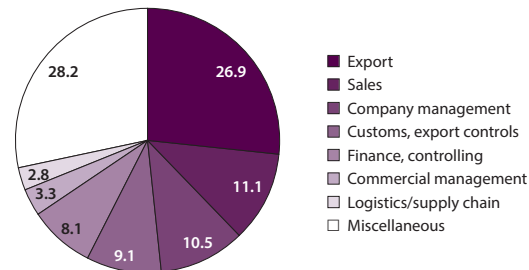
Issue	Publication date
01/2018	Feb 14
02/2018	Mar 14
03/2018	Apr 11
04/2018	May 09
05/2018	Jun 13
06/2018	Jul 11
07/2018	Sep 12
08/2018	Oct 10
09/2018	Nov 14
10/2018	Dec 12

Target group

Since March, the number of readers has grown dynamically. More than 4,300 readers regularly subscribe to the *ExportManager* (as of September 2017). The target group consists of:

- Managing directors, management board members and company owners as well as export and customs decision-makers at small and medium-sized enterprises who are already involved in international business or plan to enter this area
- Executives involved in international marketing and sales, logistics and supply chain management
- Financing and controlling decision-makers

Structure of subscribers by function



Your selected target groups

- Managing directors, management board members and company owners as well as export and customs decision-makers
- Executives involved in international marketing and supply chain management
- Finance decision-makers and controllers

ExportManager online is the leading Web portal for export decision-makers at small and medium-sized enterprises in Germany, Austria and Switzerland.

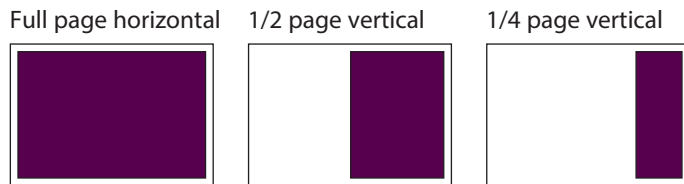
Advertising rates

You can use the following ad positions in the online magazine, on the website and in the e-mail letter to reach your exact target group online:

ONLINE MAGAZINE

Advertisement format	in mm (WxH)	Rate per placement
Full page 4c horizontal	259 x 170	€ 2,100
1/2 page 4c vertical	127 x 170	€ 1,100
1/4 page 4c vertical	61 x 170	€ 700

Job ads can also be placed in these formats. You can reach experienced export professionals efficiently and individually with such an ad. We will offer you a 10% discount on job ads that you place in the online magazine.



E-MAIL LETTER

Advertisement	Format in pixels (WxH)	Rate per placement
Medium rectangle	300 x 250	€ 450
Banner	728 x 90	€ 450

Please note: static image, JPG/PNG, max. 40 KB

Frequency discounts

3 and more ads	5%
5 and more ads	10%
10 and more ads	20%



WEBSITE

Advertisement	Format in pixels (WxH)	Rate per placement
Medium rectangle	300 x 250	€ 1,200
Banner	728 x 90	€ 1,200
Skyscraper	120 x 600	€ 1,200
Wallpaper*	728 x 90 (top) 160 x 600 (right)	€ 1,600

Please note: JPG/PNG/GIF/RichMedia: max. of 40 KB (wallpaper max. of 80 KB)

* The wallpaper option consists of two visual elements. They must be delivered as one complete graphic file so that possible animated graphics can be properly displayed.

Frequency discounts

Starting at 3 months:	5%
Starting at 6 months:	10%
Starting at 12 months:	20%

Medium rectangle



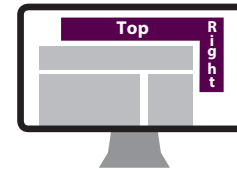
Leaderboard



Skyscraper



Wallpaper



* These rates do not include German value-added tax; agency commission is 15%.

Materials deadline

- Friday before the publication date.
- Please send your printing data to advertising@frankfurt-bm.com.

Booking deadline

- Because advertising space is limited, we urge you to contact us as early as possible.

Mobile formats

- For full information on available mobile formats (e.g. Adhesion Banner oder Leaderboard) please contact jens.walther@frankfurt-bm.com.

Technical requirements

- High-resolution PDF file (version 1.4); convert special colors into Eurocolor scale, include fonts when sending or convert into paths.
- When creating a PDF with Adobe InDesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.
- Image data CMYK, 300 dpi, 100% scale.

Publisher



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The general terms and conditions
of the publisher shall apply.

Your chance to be seen

- ▶ (Job) ads in the online newsletter (monthly for 10 issues a year). Your ad will be available for an unlimited period of time in the online archive once the particular issue has been taken offline.
- ▶ Ads or company portraits in the Jahrbuch Außenwirtschaft (each fall).
- ▶ Strategic partnerships (regular appearance in the newsletter and yearbook): The group of partners is limited to a maximum of 24 service providers in financing, trade fairs, logistics and insurance.

If you are interested in becoming a strategic partner, please contact:

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Strategic partners



Amber Road
POWERING GLOBAL TRADE



Atradius
Managing risk, enabling trade



BayernLB



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CREDENDO



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Deutsche Messe



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