

2009

2009 Editorial Calendar & Advertising Information

www.radioworld.com

Radio World

ÉDITION FRANCOPHONE

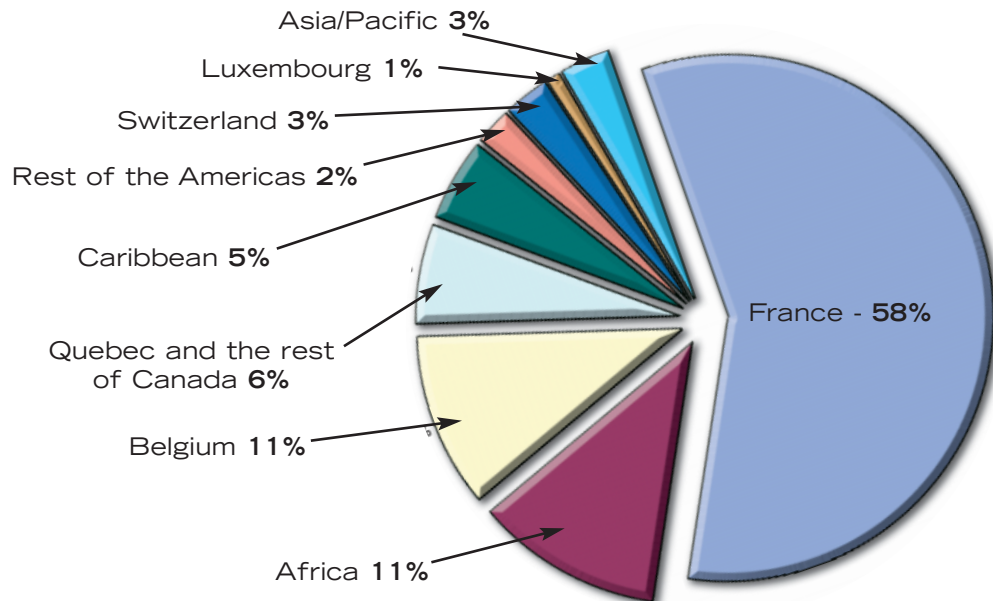
Send your Sales Message into French-Speaking Radio Markets with Radio World édition francophone

With the same mix of news, innovations and technology as **Radio World International**, **Radio World édition francophone** provides a bimonthly, focused look at the French-speaking world, reaching about 2,000 broadcasters in French-speaking nations and territories across Europe, Africa, Oceania and the Caribbean, as well as Québec. More than half of the readership receives only **Radio World édition francophone** (the remainder receive both **Radio World**

International and **Radio World édition francophone**), making it a targeted publication with nearly twice the penetration of **Radio World International** — in the language local broadcasters use to think.

Radio World édition francophone keeps its pulse on the latest radio developments throughout la Francophonie, including new technologies, developing markets, promotional ideas and equipment reviews.

RW éd. Fr. Circ. by area



2009 Editorial Calendar

Editor: T. Carter Ross • email: cross@nbmedia.com

Tel: +1-703-852-4625 • FAX: +1-703-852-4585

Issue	Show Coverage	Ad Close	Ad Due
Feb/Mar	—	19 Dec 2008	23 Dec 2008
Apr/May	Preview: NAB Show; 126 th AES★	27 Feb 2009	4 Mar
June/July	—	24 April	29 Apr
Aug/Sept	Preview: IBC★	3 Jul	8 Jul
Oct/Nov	Preview: SIEL/SATIS/RADIO★	4 Sep	9 Sept
Dec/Jan	—	6 Nov	6 Nov

Visit our website at www.nbmedia.com

★ Denotes Bonus Distribution At Trade Shows



NewBay Media LLC
5285 Shawnee Rd.
Ste. 100
Alexandria, VA
22312-2334
+1-703-852-4600
Fax: +1-703-852-4582

NewBay Media Italy Srl
San Felice, Strada Anulare, Torre 3
IT-20090 Segrate-MI
Italy
+39-02-7030-0310
Fax: +39-02-7030-0211



NewBay Media educates professionals in audio, musical instruments, video, broadcast, systems installation, and K-12 education with the information they need to excel in their business by providing dynamic, inspired, creative, interactive awareness to readers, advertisers, associations and other partners around the world. Built upon an information network of award-winning magazines, online communities, and conferences and events, NewBay Media reaches more professionals worldwide in print, in person and online.

Rate Card #35

Effective January 2009. All rates are in Euro, and are per 4-color insertion

	1x	2x	3x	6x
Double Standard Page Spread	€3,460	3,290	3,135	2,975
Full Standard Page	€1,840	1,785	1,675	1,620
1/2 Page	€1,460	1,390	1,350	1,295
1/4 Page	€1,170	1,125	1,080	1,040
Front Cover Banner	€1,990	1,950	1,840	1,785
Front Cover Violator	€1,585	1,515	1,400	1,350
Inside Front Cover / Back Cover	€1,990	1,950	1,840	1,785
Outside Back Cover	€2,190	2,141	2,010	1,945
Product Showcase (net)	€585	560	540	520

For Black/White Advertisements rates, reduce the above by 25%
 For Two-Color Advertisement rates
 (black + standard spot color), reduce the above by 15%
 Standard Spot Color: Yellow, Cyan or Magenta

For more information, or to reserve advertising space, contact your regional sales representative:

Europe, Middle East & Africa

Raffaella Calabrese, Publisher
 +39-02-7030-0310
 Fax: +39-02-7030-0211
 rcalabrese@broadcast.it

France

Emmanuelle Pautler
 +33-1-4409-9926
 Mobile +33-6-0714-5829
 emmanuelle.pautler@wanadoo.fr

Japan

Eiji Yoshikawa
 +81-3-3327-5756

Fax: +81-3-3322-7933
 callems@world.odn.ne.jp

Asia/Pacific

Wengong Wang
 +86-755-8386-2930
 Fax: +86-755-8386-2920
 ww@imaschina.com

U.S. East

John Casey
 +1-330-342-8361
 Fax: +1-330-342-8362
 jcasey@nbmedia.com

U.S. West & Canada

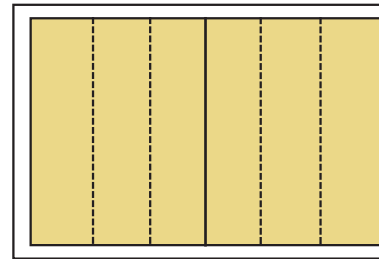
Carl Mayer
 +1-716-524-4084
 Fax: +1-866-416-7543
 cmayer@nbmedia.com

Product Showcase/
 Classified Ads

David Carson
 +1-615 776-1359
 Fax: +1-866-572-6156
 dcarson@nbmedia.com

STANDARD AD SIZES AND DIMENSIONS

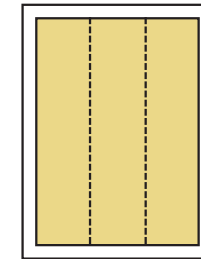
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

Bleed: 426 x 303mm
 Trim: 420 x 297mm
 Live Area: 384 x 271mm

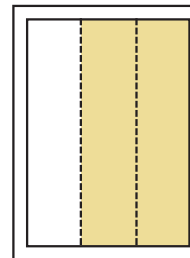
Bleed: (16-3/8" x 11-15/16")
 Trim: (16-1/2" x 11-11/16")
 Live Area: (15-1/2" x 10-11/16")



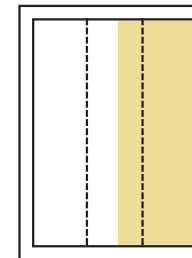
STANDARD PAGE

Bleed: 216 x 303mm
 Trim: 210 x 297mm
 Live Area: 179 x 271mm

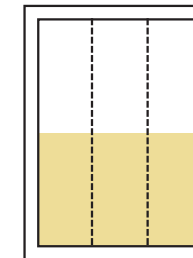
Bleed: (8-1/2" x 11-15/16")
 Trim: (8-1/4" x 11-11/16")
 Live Area: (7-1/4" x 10-11/16")



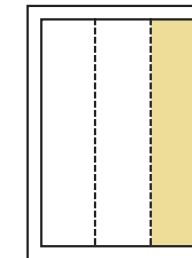
2/3 PAGE VERT.
 118mm x 271mm
 (4-5/8" x 10-11/16")



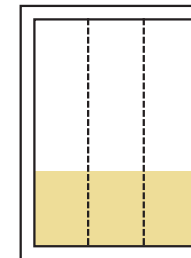
1/2 PAGE VERT.
 87mm x 271mm
 (3-7/16" x 10-11/16")



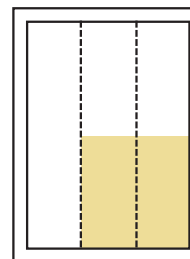
1/2 PAGE HORIZ.
 179mm x 135mm
 (7-1/16" x 5-5/16")



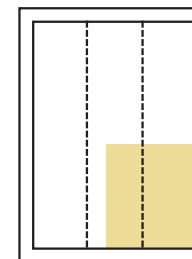
1/3 PAGE VERT.
 56mm x 271mm
 (2-1/4" x 10-11/16")



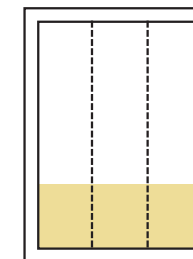
1/3 PAGE HORIZ.
 179mm x 90mm
 (7-1/16" x 3-9/16")



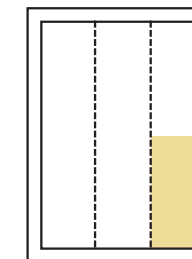
1/3 PAGE SQUARE
 118mm x 118mm
 (4-5/8" x 4-5/8")



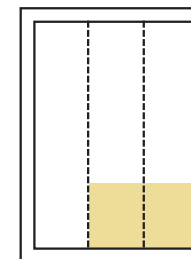
1/4 PAGE VERT.
 87mm x 135mm
 (3-7/16" x 5-5/16")



1/4 PAGE HORIZ.
 179mm x 67mm
 (7-1/16" x 2-5/8")



1/6 PAGE VERT.
 56mm x 135mm
 (2-1/4" x 5-5/16")



1/6 PAGE HORIZ.
 118mm x 68mm
 (4-5/8" x 2-11/16")

PRODUCT SHOWCASE

76mm x 102mm
 (3" x 4")

DOUBLE PRODUCT SHOWCASE

156mm x 102mm
 (6-1/8" x 4")