

2008

2008 Editorial Calendar & Advertising Information

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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.

2008 Editorial Calendar

Editor: Marguerite Clark • email: mclark@nbmedia.com

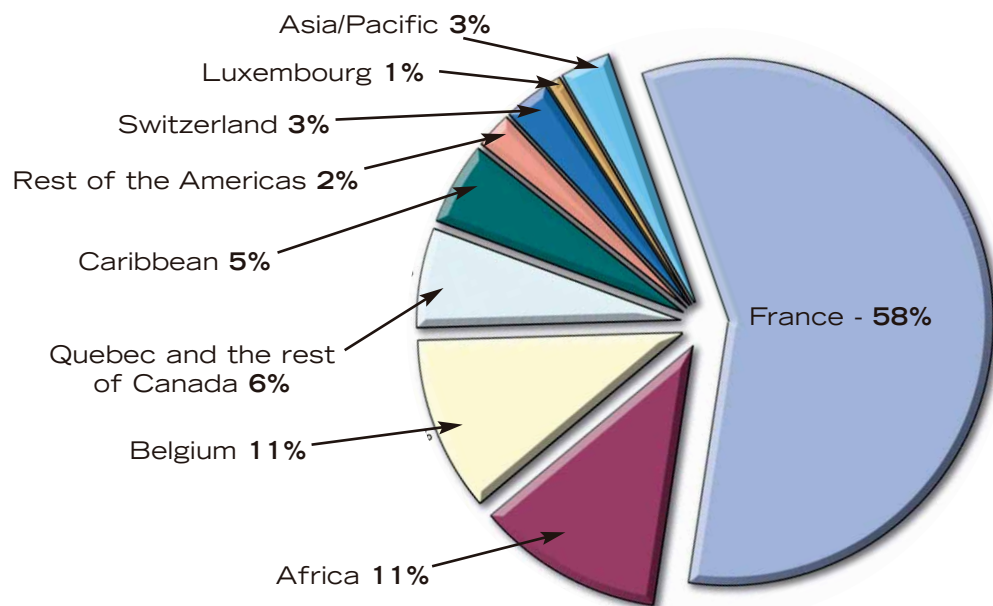
Tel: +33-1-45-25-36-91 • FAX: +39-02-7005-07219

Issue	Show Coverage	Ad Close	Ad Due
Feb/Mar	—	28 Dec 2007	2 Jan 2008
Apr/May	Preview: NAB2008; 124 th AES★	22 Feb	27 Feb
June/July	—	25 Apr	30 Apr
Aug/Sept	Preview: IBC★	27 Jun	2 Jul
Oct/Nov	Preview: SIEL/SATIS/Le RADIO!★	29 Aug	3 Sept
Dec/Jan	—	24 Oct	29 Oct

Visit our website at www.nbmedia.com

★ Denotes Bonus Distribution At Trade Shows

RW éd. Fr. Circ. by area



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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 #34

Effective January 2008. All rates are in Euro, and are per 4-color insertion

	1x	2x	3x	6x
Double Standard Page Spread	€3,295	3,140	2,985	2,835
Full Standard Page	€1,750	1,700	1,595	1,545
1/2 Page	€1,390	1,340	1,290	1,235
1/4 Page	€1,110	1,070	1,030	990
Front Cover Banner	€1,900	1,855	1,750	1,700
Front Cover Violator	€1,495	1,440	1,340	1,290
Inside Front Cover / Back Cover	€1,900	1,855	1,750	1,700
Outside Back Cover	€2,100	2,040	1,915	1,855
Product Showcase (net)	555	535	515	495

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
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U.S. West & Canada

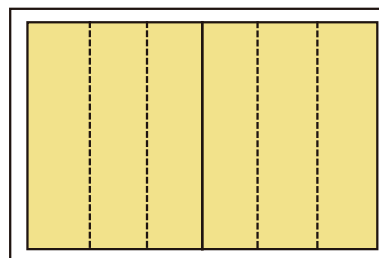
Dale Tucker
 +1-916-721-3410
 Fax: +1-916-729-0810
 dtucker@nbmedia.com

Product Showcase/ Classified Ads

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 +1-703-852-4610
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STANDARD AD SIZES AND DIMENSIONS

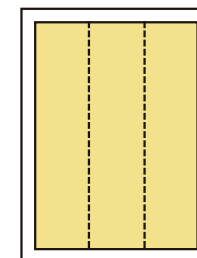
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

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

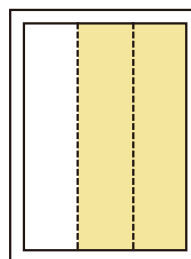
Bleed: (16-3/8" x 11-15/16")
 Trim: (16-1/2" x 11-11/16")
 Live Area: (15-1/2" x 10-11/16")



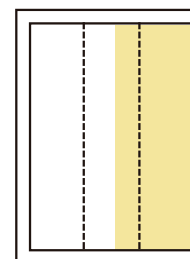
STANDARD PAGE

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

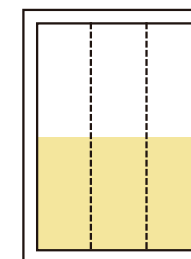
Bleed: (8-1/2" x 11-15/16")
 Trim: (8-1/4" x 11-11/16")
 Live Area: (7-1/4" x 10-11/16")



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



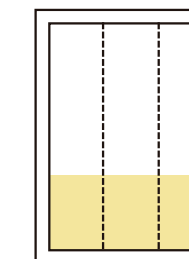
1/2 PAGE VERT.
 87mm x 271mm
 (3-7/16" x 10-11/16")



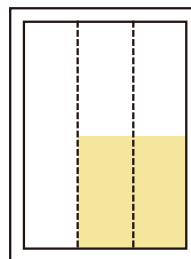
1/2 PAGE HORIZ.
 179mm x 135mm
 (7-1/16" x 5-5/16")



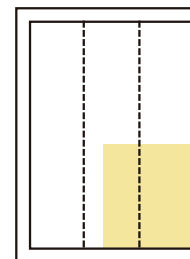
1/3 PAGE VERT.
 56mm x 271mm
 (2-1/4" x 10-11/16")



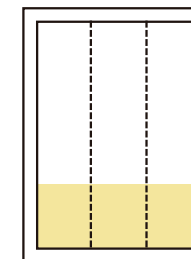
1/3 PAGE HORIZ.
 179mm x 90mm
 (7-1/16" x 3-9/16")



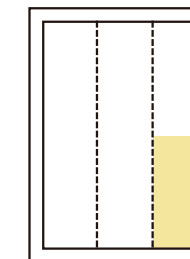
1/3 PAGE SQUARE
 118mm x 118mm
 (4-5/8" x 4-5/8")



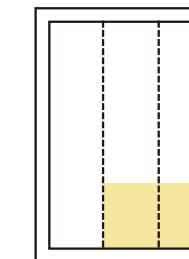
1/4 PAGE VERT.
 87mm x 135mm
 (3-7/16" x 5-5/16")



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")