

2010

2010 Editorial Calendar & Advertising Information

www.radioworld.com



RADIOWORLD

ÉDITION FRANCOPHONE

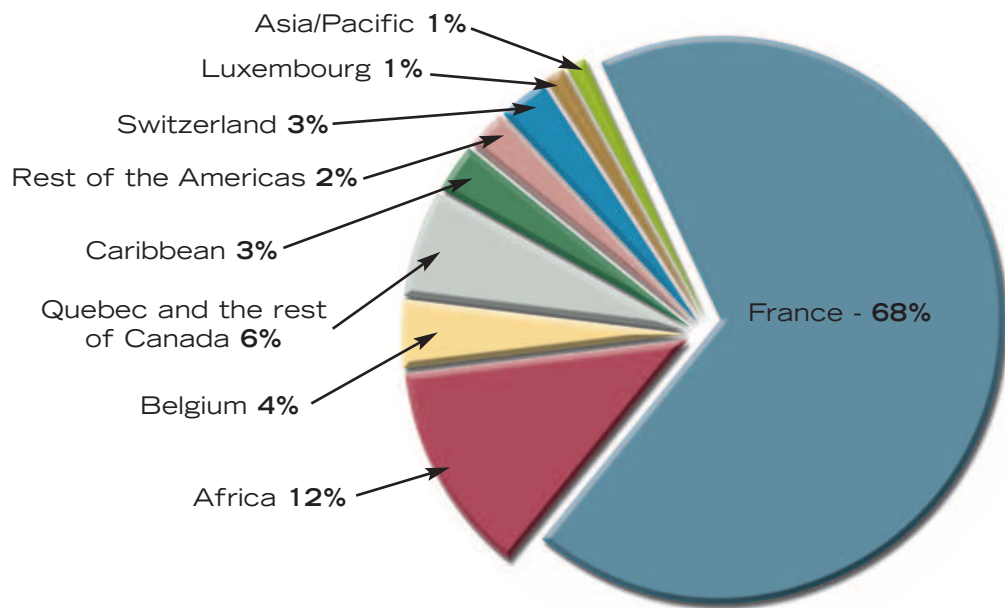
Send your Sales Message into French-Speaking Radio Markets with Radio World édition francophone

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



2010 Editorial Calendar

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

Issue	Show Coverage	Ad Close	Ad Due
Feb/Mar	—	8 Jan	13 Jan
Apr/May	Preview: NAB Show★	26 Feb	3 Mar
June/July	—	30 April	5 May
Aug/Sept	Preview: IBC★	2 Jul	7 Jul
Oct/Nov	Preview: SIEL/SATIS/RADIO★	10 Sep	15 Sept
Dec/Jan	—	5 Nov	10 Nov

Visit our website at www.nbmedia.com

★ Denotes Bonus Distribution At Trade Shows

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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 #36

Effective January 2010. 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	€2,490	2,440	2,390	2,190
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
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 +86-755-8386-2930
 Fax: +86-755-8386-2920
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U.S. West & Canada

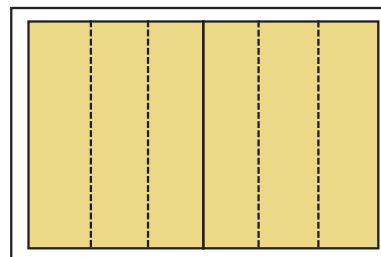
David Carson
 +1-212-378-0400 ext. 511
 Fax: +1-703-852-4583
 dcarson@nbmedia.com

Product Showcase/
 Classified Ads

David Carson
 +1-212-378-0400 ext. 511
 Fax: +1-703-852-4583
 dcarson@nbmedia.com

STANDARD AD SIZES AND DIMENSIONS

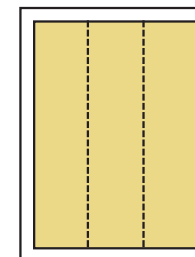
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

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

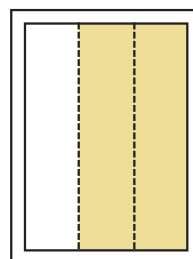
Bleed: (16-3/8" x 11-15/16")
 Trim: (16-1/2" x 11-11/16")
 Live Area: (15-1/2" x 10-11/16")



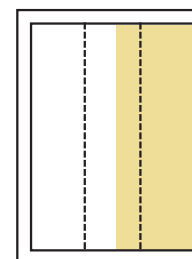
STANDARD PAGE

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

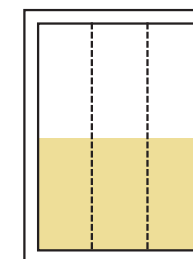
Bleed: (8-1/2" x 11-15/16")
 Trim: (8-1/4" x 11-11/16")
 Live Area: (7-1/4" x 10-11/16")



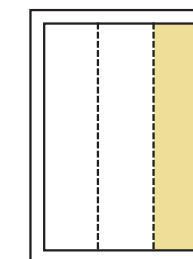
2/3 PAGE VERT.
 118mm x 271mm
 (4-5/8" x 10-11/16")



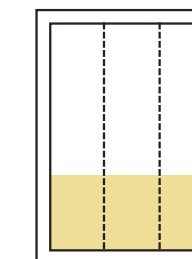
1/2 PAGE VERT.
 87mm x 271mm
 (3-7/16" x 10-11/16")



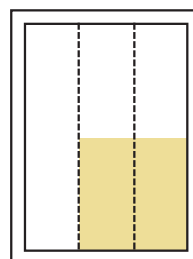
1/2 PAGE HORIZ.
 179mm x 135mm
 (7-1/16" x 5-5/16")



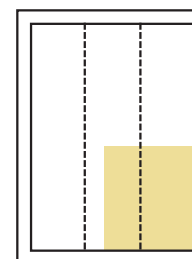
1/3 PAGE VERT.
 56mm x 271mm
 (2-1/4" x 10-11/16")



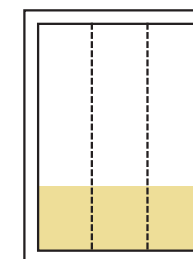
1/3 PAGE HORIZ.
 179mm x 90mm
 (7-1/16" x 3-9/16")



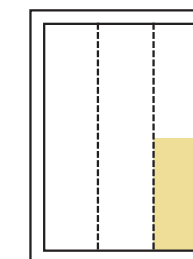
1/3 PAGE SQUARE
 118mm x 118mm
 (4-5/8" x 4-5/8")



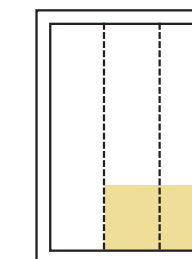
1/4 PAGE VERT.
 87mm x 135mm
 (3-7/16" x 5-5/16")



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")