



**THE DECISION MAKERS**  
**THE WHO'S WHO OF TRAVEL RETAIL & DUTY-FREE**  
**MEDIA INFORMATION 2017**

# Decisions made here.

The Decision Makers is the definitive and unique “who’s who” of travel retail’s top people, companies, brands and outlets.

DM is received personally, free of charge by virtually all the world’s travel retail buyers and senior executives and is used year-round.

Uniquely, DM can showcase your company’s two most important sales assets (your products and your people) side by side, keeping them constantly and cost-effectively in your customers’ minds when they are actually considering which brands to list.

**ALL THE BUYERS, ALL THE TIME, FOR FREE.**

All our print editions are replicated digitally, online and via our app – presenting your advertising to buyers across the key media and giving you year-round, constant visibility.



### Appropriate brand positioning

Advertise directly opposite your people and company profiles to showcase your two key selling points - your people and your products - side by side.

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### Year-round exposure

Buyers use DM throughout the year - so they see your advertisement repeatedly, when they are actually making their buying decisions.

**All advertising in Decision Makers print editions is replicated in our online and digital versions**

# Global and local.

Reach your customers in the travel retail world at both regional and international levels.



## DM Asia Pacific

Profiles the key retailers and suppliers in Asia Pacific's duty-free market and comprehensively previews who and what to see at the TFWA Singapore Exhibition. Officially endorsed by APTRA. Produced May for the TFWA Asia Pacific Exhibition.



## DM Cannes Showcase

The most comprehensive buyers' guide to the people, exhibitors and products to see at the TFWA World Exhibition. Produced October for the TFWA Cannes Exhibition.



## DM Middle East

The ultimate guide to the people and companies who shape duty free in the Middle East. Produced November for the MEADFA Conference.



## DM Latin America and the Caribbean

Officially endorsed by ASUTIL, it is the unique guide to the people and companies who drive duty-free in Latin America. Produced June for the ASUTIL conference.

## DM Global

The definitive business resource for travel retail, providing buyers with details of the world's top industry people, companies and brands. Advertising in DM Global puts your business and your brands at the heart of global travel retail. Produced each April.



The most cost-effective, long lasting, best value advertising:

### BETTER TARGETED

DM is received personally, free of charge by all travel retail buyers and operators globally – so you know that your message is reaching your target audience.

### MORE COST-EFFECTIVE

Buyers use DM all year round, giving you a year's constant exposure for less than the cost of an ordinary trade magazine.

### LONGER-LASTING

Keeps your products in buyers' minds when they are actually making their final buying decisions.

### PRESENTS YOUR STRENGTHS

Advertising showcases your company's two key sales assets – your products and your people – side by side.

### MAXIMISES EXHIBITION INVESTMENT

Show editions attract new customers to your exhibition stand and reinforces your brand message and presence with existing clients.

### What the buyers think:

- Over 91% rate DM “useful” or “very useful”.
- Over 88% consider DM “as or more important than other trade media”.
- Over 96% read DM **immediately** or shortly after receipt
- Over 58% refer to DM **at least once a month**
- Over 96% rate DM “accurate” or “very accurate”

Results from annual DM readership survey, conducted by email

All advertising in Decision Makers print editions is replicated in our online and digital versions

# Print, digital, mobile and social.



**Each print edition of DMs is replicated digitally - including all advertising - online at [www.thedecisionmakers.co.uk](http://www.thedecisionmakers.co.uk), as a digital version and via our DM App.**

This means that your advertising is seen by buyers when they actively looking for brand and supplier details, in their chosen format, wherever they are. Excellent added-value and unrivalled visibility for your trade marketing.

Advertisers are given priority content in the DM Social media streams on Twitter, LinkedIn, Facebook, our 'Travel retail trends' board on Pinterest and our unique and popular consumer-facing website [www.dutyfreehunter.com](http://www.dutyfreehunter.com)

## The DM Bulletin Email

Our new monthly email newsletter informs over 6,000 travel retail executives globally with unique profile/role/responsibility updates for key figures in the industry.

The DM Bulletin is open to sponsorship - giving you the opportunity of very high-profile promotion to the entire industry at key points in the travel retail calendar. Sponsorship gives you exclusive banner and skyscraper advertising on our widely-read and informative monthly update email.



## The Decision Makers App

For the ultimate in convenience, DM is now available as a downloadable App. This offers our print advertisers the chance not only to be seen in another format and medium, but also the opportunity to enhance advertising with video and other interactive marketing options.



# Best value.

All our print, digital and App editions have a year-long lifespan - which means that your advertising is seen repeatedly, year-round, when buyers are actually making their commercial decisions.

## Cost-effective and competitive advertising rates for 2017:

	<b>DM Global</b>	<b>DM Asia Pacific</b>	<b>DM Latin America</b>
Premium Full Page	£3,950	£2,600	£2,600
Full Page	£3,500	£2,400	£2,400
Half Page	£2,100	£1,500	£1,500
Double Page Spread	£5,950	£4,200	£4,200
Divider Card	£4,700	-	-
Inside Cover	£6,100	£4,800	£4,800
Outside Back Cover	£7,950	£5,700	£5,700

	<b>DM Cannes Showcase</b>	<b>DM Middle East</b>
Premium Full Page	£2,900	£2,600
Full Page	£2,750	£2,400
Half Page	£1,995	£1,500
Double Page Spread	£5,400	£4,200
Divider Card	£4,450	-
Inside Cover	£5,400	£4,800
Outside Back Cover	£6,700	£5,700

	<b>DM Bulletin</b>
1 month's Sole Sponsorship	£1,500
3 months' Sole Sponsorship	£3,500
6 months' Sole Sponsorship	£5,400
12 months' Sole Sponsorship	£9,600

For assistance and further information  
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Please contact us to discuss rates for digital, video and website advertising rates.

