



**DM**

THE DECISION MAKERS 2017

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**G L O B A L**

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CONNECTING TRAVEL RETAIL

THE TOP PEOPLE, COMPANIES &  
BRANDS IN TRAVEL RETAIL

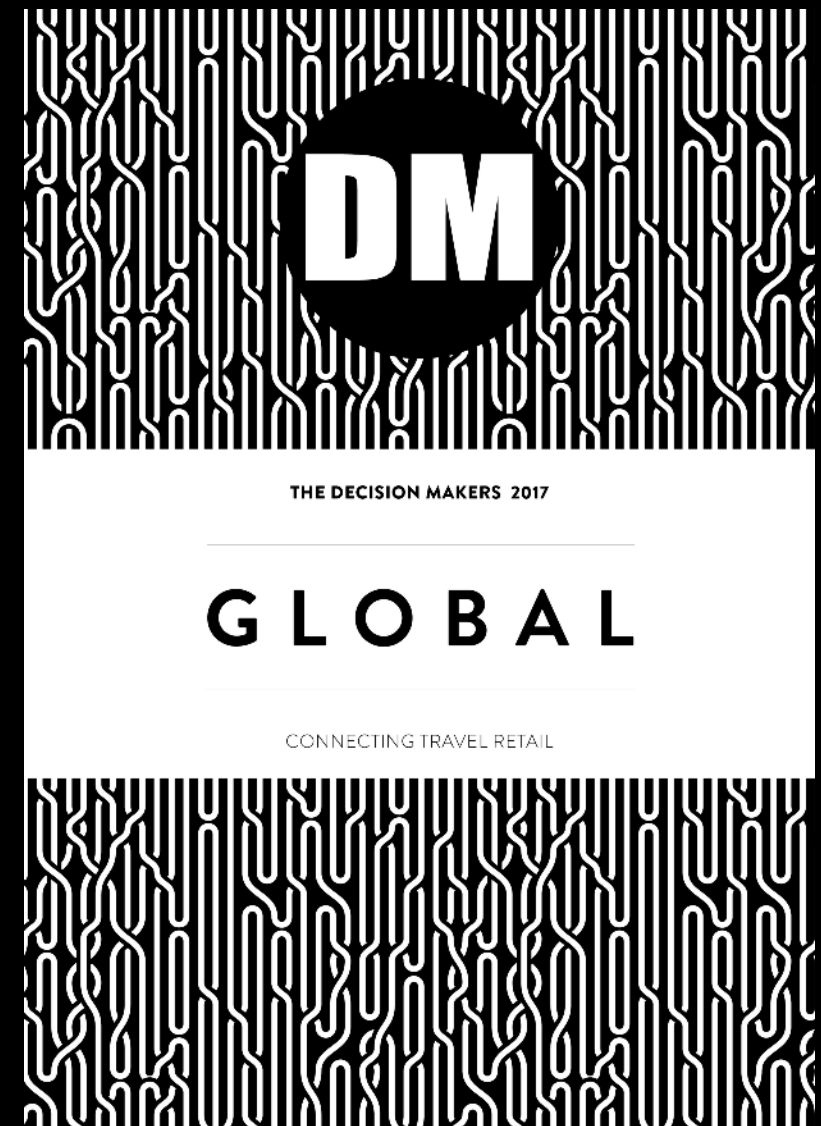
**MEDIA INFORMATION**

## TARGET THE BUYERS / DM GLOBAL 2017

DM Global is the new name for the long-established and highly successful DM Annual - the definitive and unique “who’s who” of travel retail’s top people, companies and brands.

Received and used by virtually all travel retail buyers globally, DM Global is the most powerful showcase for presenting your company’s two most important sales assets – your products and your people – to buyers throughout the year.

The print edition also appears online and as digital and app versions, making DM Global the most effective, highly targeted and best-value medium for reaching buyers in travel retail.



# THE MOST EFFECTIVE ADVERTISING MEDIUM IN TRAVEL RETAIL / **DM GLOBAL 2017**

## **BETTER TARGETED**

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

## **MORE COST-EFFECTIVE**

DM Global is used repeatedly, giving you a year's constant exposure for less than the cost of a standard trade magazine.

## **PRINT, DIGITAL AND ONLINE**

The print edition is replicated online and in digital/app versions – showcasing your advertising across the key media.

## **YEAR-ROUND**

Buyers use DM Global throughout the year - so your products are front-of-mind when they are actually making their final buying decisions.

## **REINFORCES YOUR CUSTOMER RELATIONSHIPS**

Uniquely, DM Global lets you showcase your products and your people side by side – so the positive customer relationship your team creates reflects well on your brands.



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# PROMOTE YOUR BRANDS / PRESENT YOUR PEOPLE

## Top companies, top brands

Suppliers' details are listed by category - giving you appropriate, visible advertising positioning that highlights you as a key supplier in your sector.

## Year-round exposure

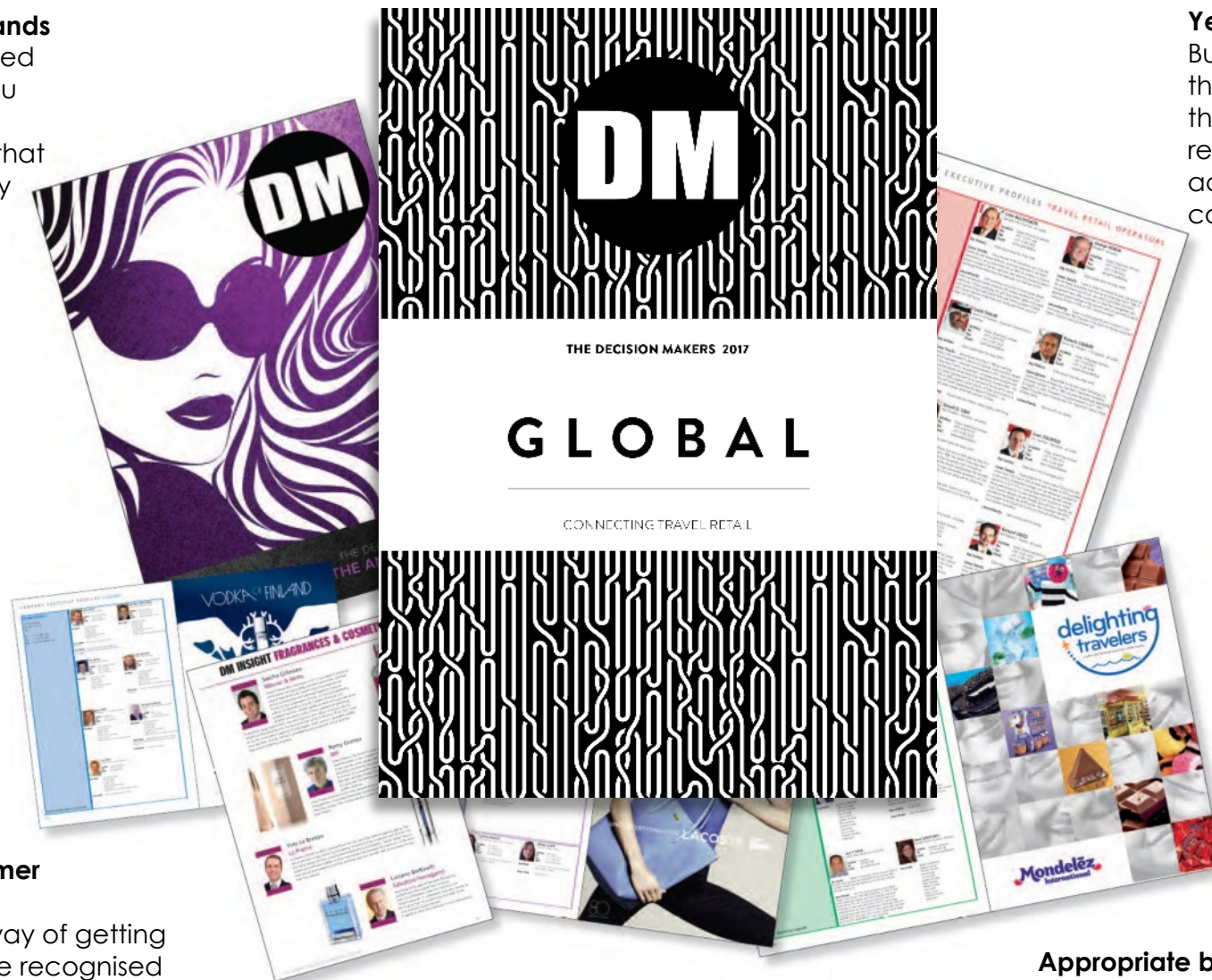
Buyers use DM Global throughout the year - so they see your advertisement repeatedly, when they are actually making their final commercial decisions.

## Strengthen your customer relationships

DM Global is the best way of getting your brands and people recognised in the travel retail industry - providing photos, direct contact information, region/brand responsibilities and personal facts.

## Appropriate brand positioning

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





## GLOBAL REACH / POWERFUL READERSHIP

DM Global puts your company at the heart of travel retail, its key events and markets around the world:

## DM GLOBAL: Key facts

The essential "who's who" of travel retail - the ultimate publication for promoting your products to travel retail buyers around the world and showcasing your company and specialised services.

## Contains:

Profiles and photographs of over 1,200 travel retail executives from the industry's leading companies in fragrances and cosmetics, liquor, tobacco, fashion, jewellery, gifts and confectionery categories, as well as senior buyers and retail managers from operators and concessionaires.

Also expert editorial, interviews and insight from leading industry figures.

Publication date:  
April 2017

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Circulation:

Personally addressed and delivered free of charge to virtually every travel retail buyer and senior executive at operator and retailer companies globally.

Also by paid subscription to airport authorities, suppliers and trade associations.

All content of the print editions - including advertisements - also appears on the DM website and app digital versions.

## HOW DO TRAVEL RETAIL BUYERS RATE THE DECISION MAKERS?

- Over 91% rate DM "useful" or "very useful".
- Over 88% consider DM as or more important than ordinary trade media.
- Over 96% read DM immediately or shortly after each edition is delivered to their office.
- Over 58% refer to DM at least once a month.
- Over 96% rate DM "accurate" or "very accurate".

## RATES AND POSITIONS / **DM GLOBAL 2017**

Position	Rate UK£	Details
Premium Full Page	£3,950	Guaranteed RHP opposite your company listing & people profiles
Standard Full Page	£3,500	Standard page within the appropriate category section
Half Page	£2,100	Positioned as close as possible to your company or brand listing
Double Page Spread	£5,950	Maximum impact in the relevant editorial or category section
Divider Card (gloss laminated)	£4,700	Exclusive prime position on gloss card opens your category section
Inside Cover	£6,100	Makes an immediate and powerful impression with all readers
Outside Back Cover	£7,950	The premium advertising position

ADVERTISING PLACED DM GLOBAL PRINT EDITION IS REPLICATED FREE OF CHARGE  
ON THE DM WEBSITE AND IN THE DIGITAL AND MOBILE EDITIONS

To reserve your position or for assistance please contact Gideon Knowles  
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