

**We are
travel
retail.**



The place to be seen.

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

DM is received personally, free of charge by virtually all travel retail buyers and senior executives across the world.

DM can uniquely showcase your company’s two most important assets – your products and your people - side by side.

In an industry where brand image and business relationships are everything, DM is **the** place for your brands and people to be seen.

With guaranteed premium positions as standard, The Decision Makers delivers the best trade media offer in the industry.

ALL THE BUYERS, ALL THE TIME, FOR FREE.

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.



Top companies, top brands

Each edition contains the personal profiles and photos of key executives in the world’s top supplier, retailer and operator companies - including the most up-to-date contact, business and brand information available.

Year-round exposure

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

Global and local.

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

The DM Annual

The ultimate "who's who" of travel retail and an essential channel for promoting products and brands to buyers. Produced each April.



DM Asia Pacific

Profiles the key players 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.



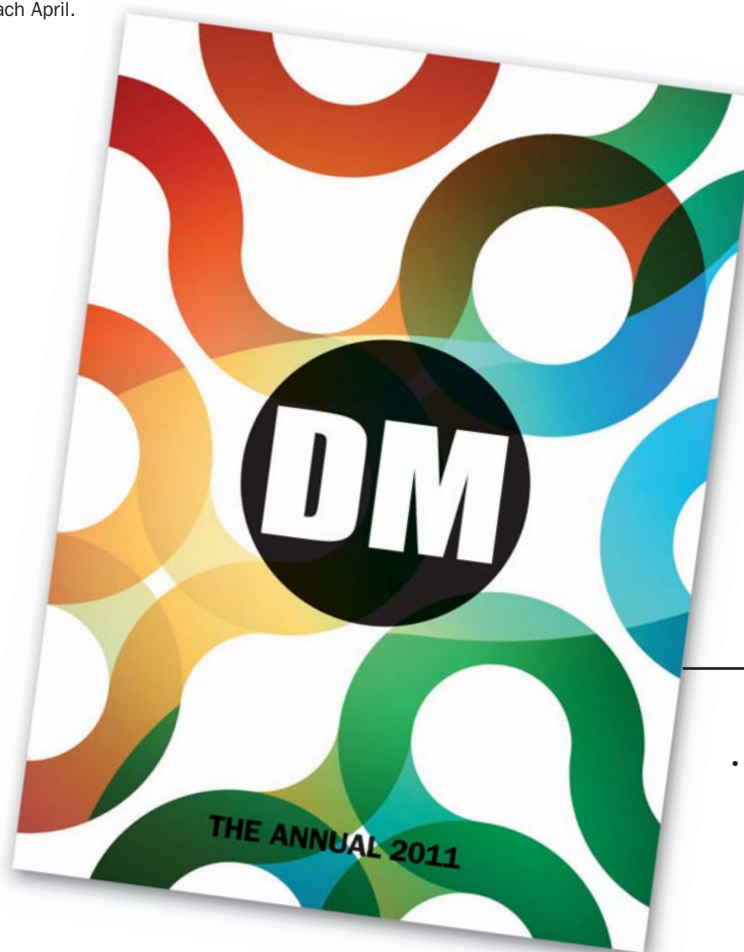
DM Middle East

Officially endorsed by MEDFA, it is the ultimate directory of the people and companies who shape duty free in the Middle East. Produced November for the MEDFA 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 the dynamic Latin Americas. Produced June for the ASUTIL conference.



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 for sure 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, monthly trade magazine.

LONGER-LASTING

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

STRENGTHENS CUSTOMER RELATIONSHIPS

Reminds your clients why they do business with you by showcasing your company's two key assets – your products and your people – side by side.

MAXIMISES EXHIBITION INVESTMENT

Show editions attract new customers to your exhibition stands and reinforce your brand message and presence – with both existing clients and new prospects.

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

Print and digital.



In addition to the ever-popular print editions, DM's unique content is also available online at www.thedecisionmakers.co.uk

Our well-established website offers time sensitive homepage banner and skyscraper advertising, allowing you to target the industry precisely when you require.

From 2012, travel retail buyers will be able to access and download a free digital version of all our print editions to use on their PCs and laptops - ideal for travelling!

All advertisements in our print editions will appear in the online/digital editions - giving you excellent added-value and visibility for your advertising.



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 2012:

	DM Annual	DM Asia Pacific	DM Latin America
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

	DM Cannes Showcase	DM Middle East
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

**For assistance and further information
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All prices are in GB£.
Euro and US\$ rates are available on request.

Please contact us to discuss rates for digital, video and website advertising rates.

