



THE DECISION MAKERS 2017

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# CANNES SHOWCASE

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CONNECTING TRAVEL RETAIL

THE TOP PEOPLE, COMPANIES &  
BRANDS IN TRAVEL RETAIL

**MEDIA INFORMATION FOR  
EXHIBITORS & BRAND OWNERS**



# THE MOST EFFECTIVE ADVERTISING MEDIUM FOR CANNES... AND YEAR-ROUND

**Decision Makers Cannes Showcase** is the definitive buyers' guide to the people, companies and brands to see at the 2017 TFWA World Exhibition in Cannes.

Received personally by virtually every travel retail buyer and senior operator globally, *DM Cannes* is an essential brand and exhibitor showcase, used before and during the Show. It is also a vital year-round contact and product guide.

## **BETTER TARGETED**

Received by travel retail buyers across the world - before and at the Exhibition – *DM Cannes* is the best place to promote your products and location at the Show.

## **MORE COST-EFFECTIVE**

Buyers use *DM Cannes* before, during and long after the Show, giving you a year's constant visibility for less than the cost of a trade magazine.

## **USED CONSTANTLY**

Keeps your products in buyers' minds when they actually *make* their buying decisions – at the Show and back in their offices.

## **QUALITY PRESENTATION**

Positively showcases your two key sales assets – your products and your people – side by side.

## **MAXIMISES EXHIBITION INVESTMENT**

Attracts new customers to your stand and underlines the importance of your brands for existing clients and new prospects.



# DM

# PROMOTE YOUR PRODUCTS / PRESENT YOUR PEOPLE

## VISIBLE AND RELEVANT

High profile, appropriate advertising positioning spotlights you as a key supplier in your category.

## CONSTANT, COST-EFFECTIVE VISIBILITY

DM Cannes' unique, invaluable data ensures that buyers use it constantly at the Show – so they see your ad again and again.

## POSITIVE POSITIONING

Showcase your two key assets – your products and your people – side by side.



## PRE-SHOW, AT SHOW, YEAR-ROUND

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



# CIRCULATION AND USE

## Before Cannes

DM Cannes is received personally, free of charge by virtually all the world's buyers and operators globally in advance of the TFWA World Exhibition.

Also received via subscription by suppliers, airport authorities and associations. An indispensable TFWA World Exhibition preview and meeting planner.

## At Cannes

Prominently available on the official media racks at the Exhibition hall entrance. Used throughout the Show to identify and locate key companies, brands and people.

## After Cannes

Used year-round as a after-Show contact list, meetings "refresher" and brand finder.

**CIRCULATION: 5,000 copies**



## PRINT, DIGITAL AND MOBILE

All advertisements appearing in our print edition are also featured in our digital and online editions - at no extra cost.

This gives you the most comprehensive coverage of all media types to ensure your brand and company advertising has the highest possible levels of exposure around the TFWA World Exhibition.

# ADVERTISING RATES AND POSITIONS / DM CANNES SHOWCASE 2017

Standard positions	Rate UK£	Details
Premium Full Page	£2,900	Guaranteed RHP opposite your company listing & people profiles.
Half Page	£1,995	Positioned as close as possible to your company or brand listing.
Double Page Spread	£5,400	Maximum impact in the relevant editorial or category section.
Divider Card (gloss laminated)	£4,450	Exclusive prime position on gloss card to open your category section.
Inside Cover	£5,400	Makes an immediate and powerful impression with all readers.
Outside Back Cover	£6,700	The premium advertising position.

**Want to do something different? Contact us to discuss our range of creative options to help your brand stand out.**

**To reserve your position or for assistance please contact Gideon Knowles at The Decision Makers in the UK:  
Call on: +44 (0)20 8944 1155 or E-mail to [Gideon@TheDecisionMakers.co.uk](mailto:Gideon@TheDecisionMakers.co.uk)**

## THE BUYERS USE DM CANNES

- Over 91% rate DM "useful" or "very useful".
- Over 88% consider DM as or more important than any other trade media or press outlet.
- 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 the annual DM readership survey, conducted via e-mail]

