

Profile.

Recognition.

Influence.

The Decision Makers
the definitive buyers' guide to the top
people and brands in travel retail.



Decisions made here.

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

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.

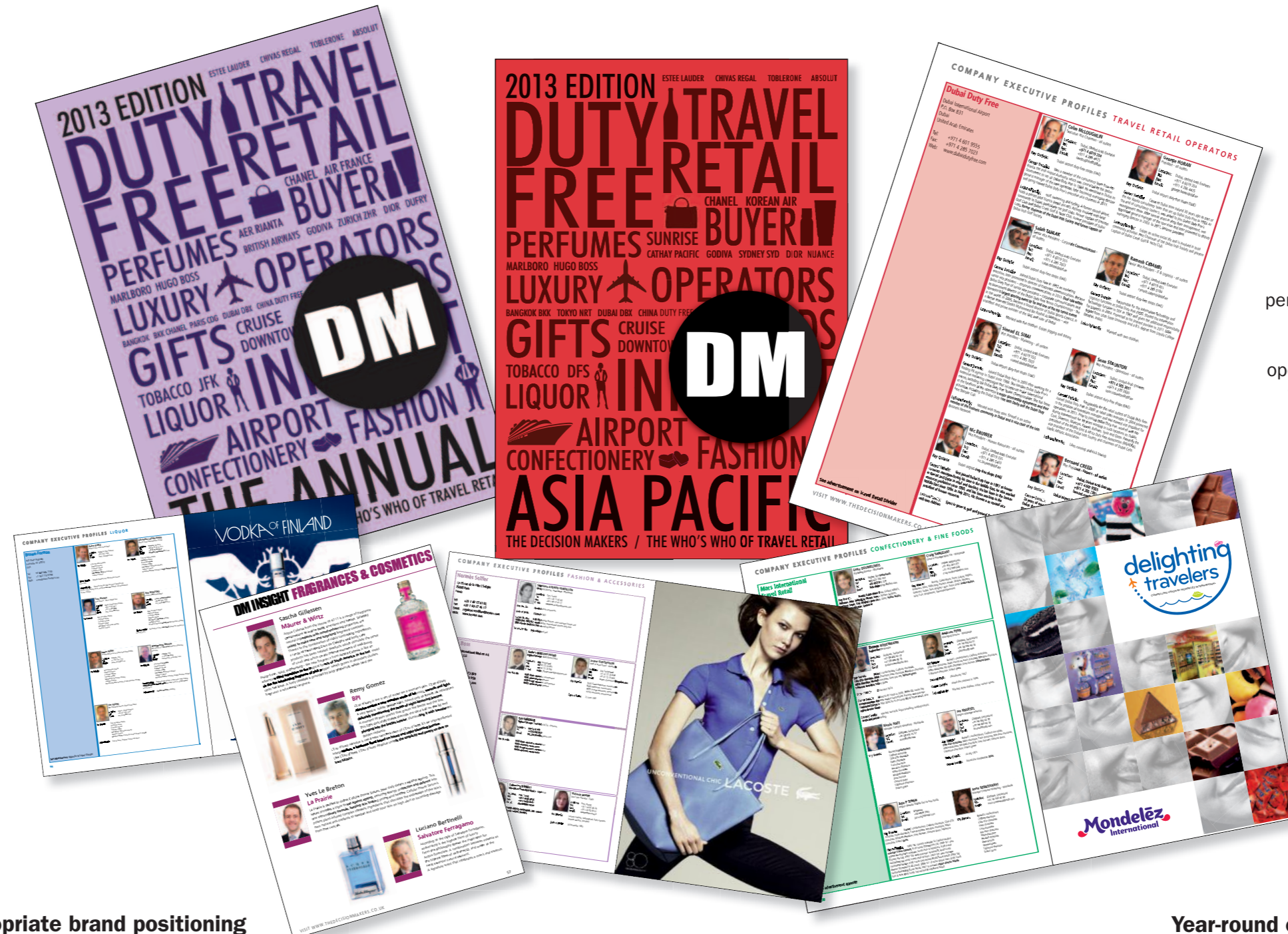
All our print editions are replicated digitally online and via our downloadable app – presenting your advertising to buyers in a range of formats and giving you the best value media available.

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.

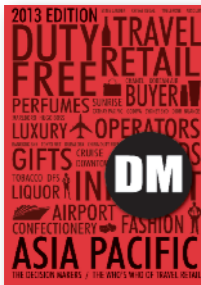
Year-round exposure

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.



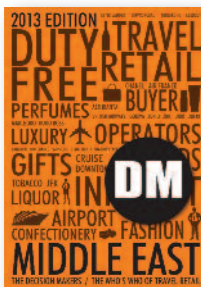
DM Asia Pacific

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 MEADFA, it is the ultimate directory of 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 the dynamic Latin Americas. Produced June for the ASUTIL conference.

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.



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

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 now replicated digitally - including all advertising - both online at www.thedecisionmakers.co.uk and also via our mobile and tablet 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. This gives you excellent added-value and unrivalled visibility for your trade marketing.

Furthermore, advertisers are given priority content in the DM Social media streams on Twitter, Linkedin, Facebook and our unique 'Travel retail trends' board on Pinterest.

NEW - 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 now open to sole sponsorship - giving you the opportunity of very high-profile promotion to the entire industry at key points in the travel retail calendar. Sole 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 2013:

	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

	DM Bulletin
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

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.

For assistance and further information
please contact Gideon Knowles on
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