

The magazine of Thessaloniki and its Expo

EXPOSED

IN THESSALONIKI

appears regularly every six (6) months
to share with residents and visitors a look, through the eyes
of TIF HELEXPO, at people and events that contribute
to the development and creativity of the city and its environs.

Corporate publication of TIF HELEXPO SA

TIF HELEXPO

MEDIA KIT 2019





PUBLICATION DETAILS

- Bi-annual
- Bi-lingual
(Greek-English)
- Free

FORMATS

- Print
- Electronic
(e-book at
www.helexpo.gr)

PRINT RUN

20.000

αντίτυπα

DISTRIBUTION POINTS IN THESSALONIKI

- Concert Hall
- Port Passenger Terminal
- Selected Hotels, Restaurants & Cafés
- Event venues
- Selected stores and shopping centres
- Radio taxis

MAILED / FORWARDED

- Print edition mailed to local civic authorities
- Electronic edition e-mailed to HELEXPO's full recipient list (50,000 addresses)
- Available at the HELEXPO website
www.helexpo.gr

DISTRIBUTION THROUGH TIF HELEXPO

- to all exhibitors at every exhibition and congress organised by HELEXPO
- to all hosted buyers (Greek and foreign) at trade fairs
- at congresses and other events held at HELEXPO exhibition centres
- at exhibitions and congresses abroad, wherever HELEXPO is present
- in the lobby of the HELEXPO MAROUSSI exhibitions centre in Athens

TECHNICAL SPECIFICATIONS

Printing:
4-colour offset

Text stock:
Velvet 120 gm

Cover stock:
Velvet 300 gm

Binding:
Spine



ADVERTISING RATES

Full page

1.500 €

Double page spread

2.500 €

Half page

800 €

Subject Sponsorship

2- or 3-page

2.500 €

Special Placement

Back cover

2.500 €

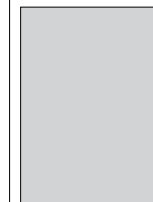
Inside front cover

2.000 €

Inside back cover

1.500 €

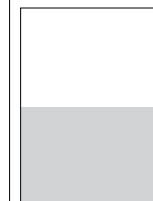
SIZE



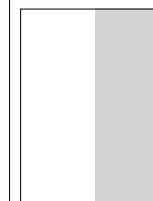
Full page 21x28 cm



DPS 42x28 cm



1/2 page horizontal
21x14 cm



1/2 page horizontal
10.5x28 cm

COPY DATE

Advertisements must be submitted in electronic format by e-mail to the address exposed@helexpo.gr by the date specified by the editors.

TERMS OF TRADE

• The rates quoted do not include mock-up and photography costs or VAT at 24%.

• Advertisers are exempt from media tax.

• Invoices must be settled by cheque 60 days from issue.

• Cancellations must be made in writing at least 30 days before the magazine's publication date.

• TIF HELEXPO SA reserves the right to refuse any advertisement that is incompatible with the magazine's principles.

