



PARTS & SERVICE WORLD

*The new trade fair congress for more added value
from the marketing of services, spare parts and shop
products*





WHY A NEW EVENT?

The specialist trade in the agricultural machinery and power tools industry is called upon to generate more and more added value from the marketing of services, spare parts and shop products. In order to show, experience and experience knowledge in a new way, a suitable event for this industry will be created!

WHERE AND WHEN DOES IT TAKE PLACE?

The exhibition centre in Kassel offers a central location, excellent transport connections and 15 exhibition halls with 30,000 m² of exhibition space! The **PARTS & SERVICE WORLD** trade fair opens its doors on 13 and 14 October 2018 (from 9 a.m. to 6 p.m.).

WHO ARE THE VISITOR TARGET GROUPS?

Workshop employees, spare parts stockists, trainees and managing directors of specialist trade and service companies in the fields of agricultural and construction machinery technology, garden and municipal technology. In addition, the employees of hydraulic service companies and all industrial companies in general who are active in the field of after-sales.

WHICH PRODUCTS AND TOPICS WILL TAKE PLACE AT THE FAIR?



Topics

agricultural engineering
 shop
 hydraulic system
 power tools
 shop system
 academy
 electronics
 Forwarding/Logistics
 automotive engineering

Aufgrund der hohen Nachfrage wird die Ausstellungsfläche um mehr als 2.000 qm erweitert!



WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BUILDING BLOCK PRINT - Fair Newspaper



PROFACHHANDEL

Eine Initiative von **AGRAR TECHNIK** und **GRANIT**
QUALITY PARTS

The ***Fair Newspaper*** serves as the first anteaser of the fair for the target groups of trade visitors and thus your potential customers. With this medium, the trade fair is to make a concrete contribution to the call to mind and whet your appetite for a visit to ***Parts & Service World***.

With a mailing to the subscribers of AGRARTECHNIK and a purposeful distribution through the settlement in the parcel deliveries of parts and spare parts supplier GRANIT / Fricke you reach your potential customers to 100 %!



WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BUILDING BLOCK PRINT - Fair Newspaper



Publication:	03/09/2018
Distribution:	100,000 copies
Form of distribution:	By mailing to our regular readership By parcel post as an enclosure in Parts order packages from GRANIT / Fricke
Target group:	Subscribers of <i>AGRARTECHNIK</i> German-speaking parts customers at GRANIT / Fricke
Communication option:	Insertion + PR-advertisement



WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BUILDING BLOCK PRINT – Trade Fair Magazine



The **Trade Fair Magazine** is AGRARTECHNIK's journal for the **Parts & Service World** trade fair. In this high-quality journal with more than 160 pages you will find detailed editorial information on the trade fair (including a trade fair guide), individual companies and production branches as well as various production areas. In addition, the **Trade Fair Magazine** contains a shopping guide which guarantees the trade fair visitor discounts on more than 20 pages during his visit! The **Trade Fair Magazine** is welded together with the October issue of AGRARTECHNIK and will be sent out, placed and distributed at the trade fair.



WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BUILDING BLOCK PRINT – Trade Fair Magazine



PROFACHHANDEL

Eine Initiative von **AGRAR TECHNİK** und **GRANIT**
QUALITY PARTS

Publication:	02/10/2018
Distribution:	17,000 copies
Distribution form:	Via Infopost to all readers of <i>AGRARTECHNIK</i> (welded with issue no. 10 October) At the Parts & Service World fair at the entrance and in the halls
Target group:	All readers of <i>AGRARTECHNIK</i> and the trade visitors at the fair
Communication option:	insertion + extended trade fair entry (logo, short text)



WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BUILDING BLOCK ONLINE – *Homepage www.partsserviceworld.com*

Our homepage is the digital information medium for all those interested in the fair. With comprehensive facts and news on and around the fair, all contact details and booking options as well as a well-structured list of exhibitors. You will also find various campaign information on and at the trade fair.

www.partsserviceworld.com is regularly updated with content and is of course also suitable for mobile devices.





WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BULDING BLOCK ONLINE – *Homepage www.partserviceworld.com*

Occupancy:	From May 2018
Users:	Workshop employees, spare parts stockists, trainees + managing directors of Industry, Specialist Trade and AfterSales
User potential:	Up to 10,000 visitors and trade interested people
Communication options:	Display ads (ad bundles, rolling on the homepage) + extended trade fair entry (logo, short text)



PROFACHHANDEL

Eine Initiative von **AGRAR TECHNIK** und **GRANIT**



WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BUILDING BLOCK ONLINE – *Exclusive Newsletter*

The ***Exclusive Newsletter*** is an editorial newsletter with your advertising message. In cooperation with our employees, it will be specially equipped with your information about the trade fair and will carry your contents as well as your desired appearance. The recipients are all readers of our regular **AGRARTECHNIK** NewsUpdate. This way your company informs exactly the right target group at the right time without wasting time or scattering.





WHAT POSSIBILITIES DO WE OFFER YOU FOR YOUR VISITOR ADVERTISING?

Our cross-media product offers - your advertising modules!

BUILDIND BLOCK ONLINE – *Exclusive Newsletter*

Occupancy:	Now possible
Users:	Readers of <i>AGRARTECHNIK NewsUpdate</i>
User potential:	Almost 6,000 readers
Opening rate*:	More than 30 % (* for regular <i>AGRARTECHNIK NewsUpdate</i>)
Communication option:	Within your own exclusive newsletter video + rectangle format possible

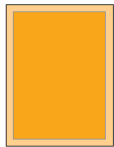




PARTS &
SERVICE
WORLD

PARTS & SERVICE WORLD 2018

Our cross-media product range - package rates!



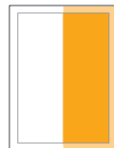
1/1 page package 4-coloured

Premium Order Package

Type Area: 184 mm wide x 270 mm high

Bleeded*: 210 mm wide x 297 mm high

€ 8,750.—



1/2 page package 4-colour high

Premium Order Package

Type Area: 90 mm wide x 270 mm high

Bleeded*: 103 mm wide x 297 mm high

€ 5,950.—



1/2 page package 4-colour broadside

Premium Order Package

Type Area: 184 mm breit x 135 mm hoch

Bleeded*: 210 mm breit x 150 mm hoch

Bringing supply and demand together!

PREMIUM ORDER PACKAGE

Advertisement in the *Fair Newspaper*

PR article in the *Fair Newspaper*
(250 characters + picture)

Advertisement in the *Fair Trade Magazine*

Logo + short text (20 characters) in the list
of exhibitors *Fair Trade Magazine*

Online advertising format on the homepage
(Ad Bundle)

Logo + short text (20 characters) in the list
of the exhibitors Homepage

Exclusive Newsletter to the fair



PROFACHHANDEL

Eine Initiative von **AGRAR
TECHNIK** und **GRANIT**
QUALITY PARTS

***Bleeded Ads: Plus 3 mm bleed on all sides, font / text should be at least 5 mm away from the bleed edge**

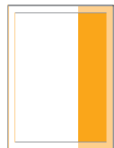
All advertisements are no longer eligible for discount, but are eligible for agency commission (15 % agency fee). The formats will be adapted to Fair Newspaper (slightly enlarged) and Fair Trade Magazine (slightly reduced). ■ The terms and conditions of Deutscher Landwirtschaftsverlag GmbH apply.



PARTS &
SERVICE
WORLD

PARTS & SERVICE WORLD 2018

Our cross-media product range - package rates!



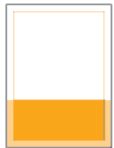
1/3 page package 4-colour high

Premium Order Package

Type Area: 58 mm wide x 270 mm high

Bleeded*: 71 mm wide x 297 mm high

€ 5,250.—

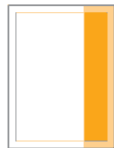


1/3 page package 4-colour broadside

Premium Order Package

Type Area: 184 mm wide x 90 mm high

Bleeded*: 210 mm wide x 105 mm high



1/4 page package 4-colour high

Premium Order Package

Type Area: 43 mm wide x 270 mm high

Bleeded*: 56 mm wide x 297 mm high

€ 4,650.—



1/4 page package 4-colour broadside

Premium Order Package

Type Area: 184 mm wide x 67 mm high

Bleeded*: 210 mm wide x 82 mm high



PROFACHHANDEL

Eine Initiative von **AGRAR TECHNIK** und **GRANIT**

***Bleeded Ads: Plus 3 mm bleed on all sides, font / text should be at least 5 mm away from the bleed edge**

All advertisements are no longer eligible for discount, but are eligible for agency commission (15 % agency fee). The formats will be adapted to Fair Newspaper (slightly enlarged) and Fair Trade Magazine (slightly reduced). ■ The terms and conditions of Deutscher Landwirtschaftsverlag GmbH apply.

Bringing supply and demand together!

PREMIUM ORDER PACKAGE

Advertisement in the *Fair Newspaper*
PR article in the *Fair Newspaper*
(250 characters + picture)

Advertisement in the *Fair Trade Magazine*
Logo + short text (20 characters) in the list
of exhibitors *Fair Trade Magazine*
Online advertising format on the homepage
(Ad Bundle)

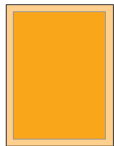
Logo + short text (20 characters) in the list
of the exhibitors Homepage
Exclusive Newsletter to the fair



PARTS &
SERVICE
WORLD

PARTS & SERVICE WORLD 2018

Our cross-media product range - package rates!

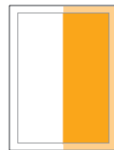


1/1 page package 4-coloured

Classic Order Package

Type Area: 184 mm wide x 270 mm high
Bleeded*: 210 mm wide x 297 mm high

€ 5,200.—



1/2 page package 4-colour high

Classic Order Package

Type Area: 90 mm wide x 270 mm high
Bleeded*: 103 mm wide x 297 mm high

€ 2,850.—



1/2 page package 4-colour broadside

Classic Order Package

Type Area: 184 mm breit x 135 mm hoch
Bleeded*: 210 mm breit x 150 mm hoch

Bringing supply and demand together!
CLASSIC ORDER PACKAGE
Advertisement in the Fair Trade Magazine
Online advertising format on the homepage
(Ad Bundle)
Logo (print + online) in the list of exhibitors
short text, 20 characters (print + online) in
the list of exhibitors



PROFACHHANDEL

Eine Initiative von **AGRAR
TECHNIK** und **GRANIT**
QUALITY PARTS

***Bleeded Ads: Plus 3 mm bleed on all sides, font / text should be at least 5 mm away from the bleed edge**

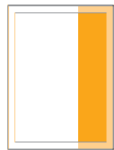
All advertisements are no longer eligible for discount, but are eligible for agency commission (15 % agency fee). The formats will be adapted to Fair Newspaper (slightly enlarged) and Fair Trade Magazine (slightly reduced). ■ The terms and conditions of Deutscher Landwirtschaftsverlag GmbH apply.



PARTS &
SERVICE
WORLD

PARTS & SERVICE WORLD 2018

Our cross-media product range - package rates!



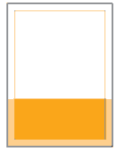
1/3 page package 4-colour high

Classic Order Package

Type Area: 58 mm wide x 270 mm high

Bleeded*: 71 mm wide x 297 mm high

€ 2,400.—



1/3 page package 4-colour broadside

Classic Order Package

Type Area: 184 mm wide x 90 mm high

Bleeded*: 210 mm wide x 105 mm high



1/4 page package 4-colour high

Classic Order Package

Type Area: 43 mm wide x 270 mm high

Bleeded*: 56 mm wide x 297 mm high

€ 2,000.—



1/4 page package 4-colour broadside

Classic Order Package

Type Area: 184 mm wide x 67 mm high

Bleeded*: 210 mm wide x 82 mm high

Bringing supply and demand together!

CLASSIC ORDER PACKAGE

Advertisement in the Fair Trade Magazine
Online advertising format on the homepage
(Ad Bundle)
Logo (print + online) in the list of exhibitors
short text, 20 characters (print + online) in
the list of exhibitors



PROFACHHANDEL

Eine Initiative von **AGRAR TECHNIK** und **GRANIT**

***Bleeded Ads: Plus 3 mm bleed on all sides, font / text should be at least 5 mm away from the bleed edge**

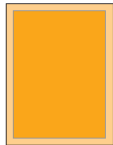
All advertisements are no longer eligible for discount, but are eligible for agency commission (15 % agency fee). The formats will be adapted to Fair Newspaper (slightly enlarged) and Fair Trade Magazine (slightly reduced). ■ The terms and conditions of Deutscher Landwirtschaftsverlag GmbH apply.



**PARTS &
SERVICE
WORLD**

PARTS & SERVICE WORLD 2018

Our cross-media product range - package rates!

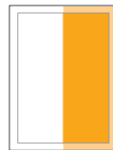


1/1 page 4-coloured

Type Area: 184 mm wide x 270 mm high
Bleeded*: 210 mm wide x 297 mm high

Fair Newspaper € 2,750.—

Fair Trade Magazine € 5,670.—



1/2 page 4-colour high

Type Area: 90 mm wide x 270 mm high
Bleeded*: 103 mm wide x 297 mm high

Fair Newspaper € 1,390.—

Fair Trade Magazine € 2,835.—



1/2 page 4-colour broadside

Type Area: 184 mm breit x 135 mm hoch
Bleeded*: 210 mm breit x 150 mm hoch



1/3 page 4-colour high

Type Area: 58 mm wide x 270 mm high
Bleeded*: 71 mm wide x 297 mm high

Fair Newspaper € 920.—

Fair Trade Magazine € 2,079.—



1/3 page 4-colour broadside

Type Area: 184 mm wide x 90 mm high
Bleeded*: 210 mm wide x 105 mm high



1/4 page 4-colour high

Type Area: 43 mm wide x 270 mm high
Bleeded*: 56 mm wide x 297 mm high

Fair Newspaper € 695.—

Fair Trade Magazine € 1,701.—



1/4 page package 4-colour broadside

Type Area: 184 mm wide x 67 mm high
Bleeded*: 210 mm wide x 82 mm high



PROFACHHANDEL

Eine Initiative von **AGRAR
TECHNIK** und **GRANIT**

*Bleeded Ads: Plus 3 mm bleed on all sides, font / text should be at least 5 mm away from the bleed edge

All advertisements are no longer eligible for discount, but are eligible for agency commission (15 % agency fee). The formats will be adapted to Fair Newspaper (slightly enlarged) and Fair Trade Magazine (slightly reduced). ■ The terms and conditions of Deutscher Landwirtschaftsverlag GmbH apply.



PARTS & SERVICE WORLD 2018

Our cross-media product range - also individually selectable!



1/8 page 4-colour 2-column
Type Area: 90 mm wide x 67 mm high

Fair Newspaper € 350.—
Trade Fair Magazine € 852.—

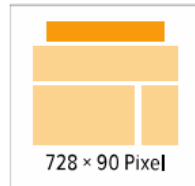


728 x 90 Pixel oder
Bild- und Textanzeige

**Exclusive
Newsletter**

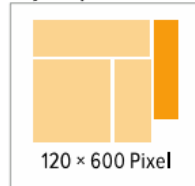
€ 1,590.— (5,900 E-Mail-adresses)

Leaderboard



728 x 90 Pixel

Skyscraper



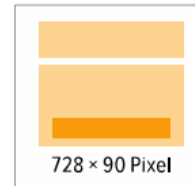
120 x 600 Pixel

Rectangle



300 x 250 Pixel

Content Ad



728 x 90 Pixel

Ad Bundle

(all formats have to be delivered, depending on
the place one will be played out)

€ 750.— (Duration 4 weeks)



Logo + short text (20 characters)
in the list of exhibitors

€ 225.—

**We look forward to your advertising
placement:**
Fair Newspaper until 13/08/2018!
Trade Fair Magazine until 03/09/2018!



PROFACHHANDEL

Eine Initiative von **AGRAR
TECHNIK** und **GRANIT**
QUALITY PARTS

All advertisements are no longer eligible for discount, but are eligible for agency commission (15 % agency fee). The formats will be adapted to Fair Newspaper (slightly enlarged) and Fair Trade Magazine (slightly reduced). ■ The terms and conditions of Deutscher Landwirtschaftsverlag GmbH apply.



PARTS &
SERVICE
WORLD

PARTS & SERVICE WORLD 2018

Your contact persons



Head of Agricultural Engineering and Forest Media, Media Consulting

Thorsten Krull

Tel. +49(0)89-12705-271

Fax +49(0)89-12705-841271

thorsten.krull@dlv.de



Media Consulting

Stefanie Niedermeier

Tel. +49(0)89-12705-437

Fax +49(0)89-12705-841437

stefanie.niedermeier@dlv.de



Media Disposition

Jessica Hauke

Tel. +49(0)511-67806-161

Fax +49(0)511-67806-168

jessica.hauke@dlv.de