



PRINT ADVERTISING

NEWS

MAPIC NEWS

The ONLY daily newspaper at the market. It includes breaking news, big projects announcements, special features, and news about what is happening at MAPIC.

Delivered every day before breakfast in main Cannes hotels, is available in the daily shuttle buses and is distributed on exhibitor stands.

Reach the 8.500 + delegates at MAPIC, One Daily News magazine per day.



Format 240 x 310 mm

KEY FACTS

9.000 copies,
distributed over 3 days of MAPIC

3 Editions hosting

50+ advertisers

91+ News pages (MAPIC industry news)

20 industry features pages



10 Dedicated hostesses
at the 6 MAPIC entrances



A dedicated team of **10**
International journalists



Distribution in main Cannes hotels



Room-services and distribution
in palaces



Copies available in
the Official bus shuttles



Nice Airport distribution
in both hubs every morning

+ Copies distributed on each stand

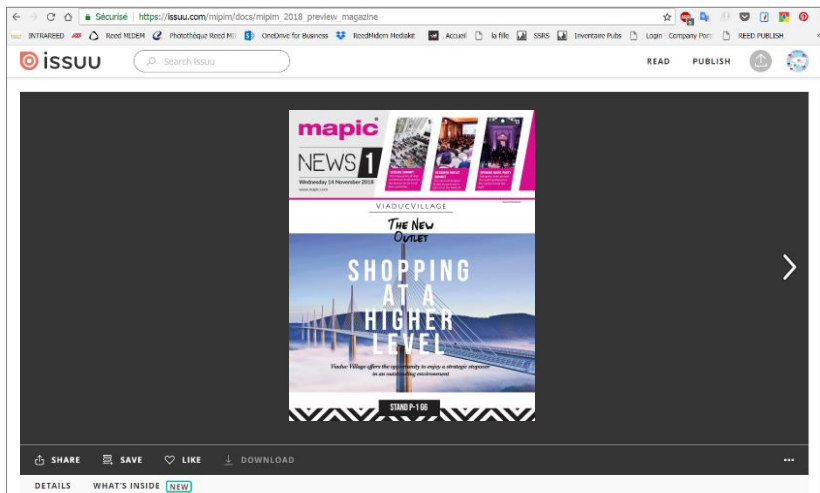
62 % of the readers
take the news back
to their office

92 % of the readers
share the MAPIC News
with colleagues

The MAPIC DAILIES
are available online,
2.000 +
readers

Online readings figures

Datas extracted from issuu.com



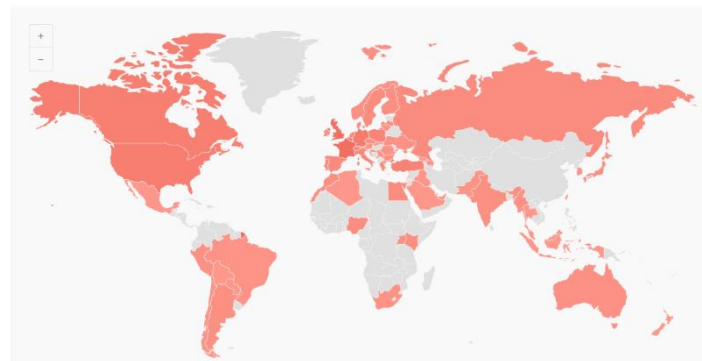
2,059
Reads

24,036
Impressions

0:05:20
Average time spent

2.6 days
Read time

Readers Around the World



Top 5 countries

France	543
United Kingdom	318
United States	135
Germany	111
Italy	90

Reading devices

70 %
Desktop

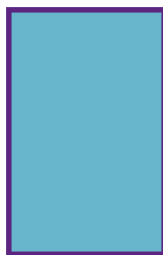
30 %
Mobile Devices

MAPIC NEWS

Regular Advertising formats



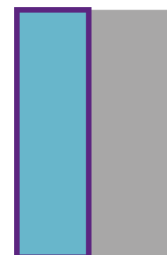
Double Page



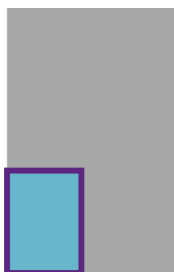
Full Page



Horizontal Half Page



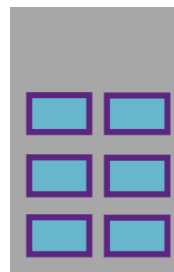
Vertical Half Page



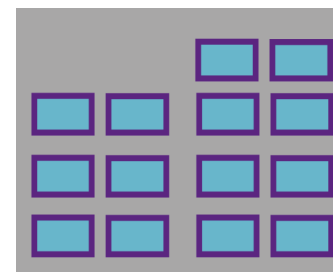
Quarter Page



Advertorial



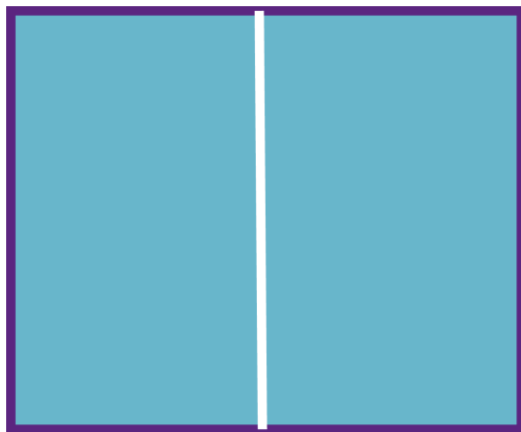
Regional focus simple page



Regional focus double page

DOUBLE PAGE

€ 4.850



SIZES

460 x 285 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum

PDF HD / 300 DPI

4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

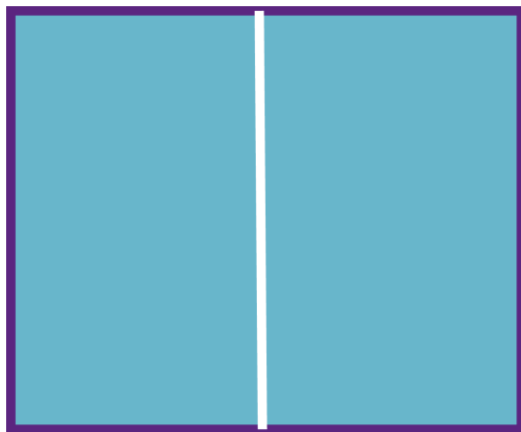
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

DOUBLE PAGE (All issues)

€ 9.700



SIZES

460 x 285 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum

PDF HD / 300 DPI

4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

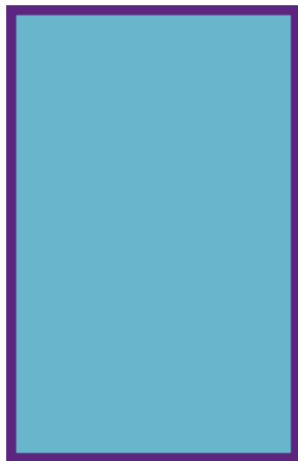
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

FULL PAGE (One issue)

€ 3.020



SIZES

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

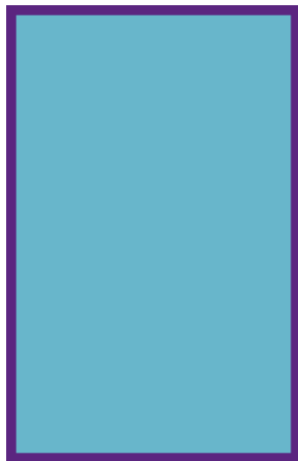
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

FULL PAGE (all Issues)

€ 6.040



SIZES

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

HORIZONTAL HALF PAGE (one issue)

€ 2.100



SIZES

208 x 135 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

HORIZONTAL HALF PAGE (All issue)

€ 4.200



SIZES

208 x 135 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

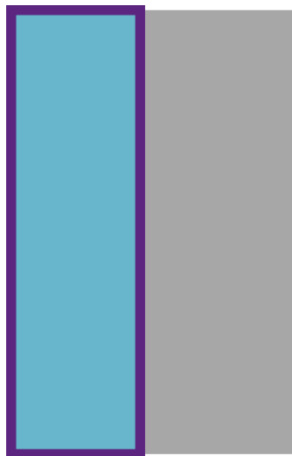
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

VERTICAL HALF PAGE (One issue)

€ 2.100



SIZES

115 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

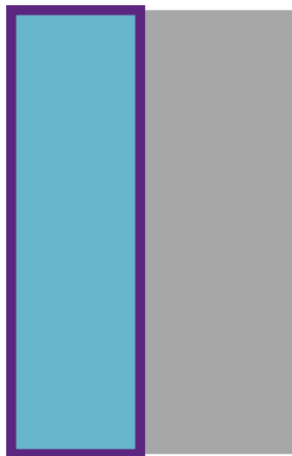
- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

VERTICAL HALF PAGE (All issue)

€ 4.200



SIZES

115 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

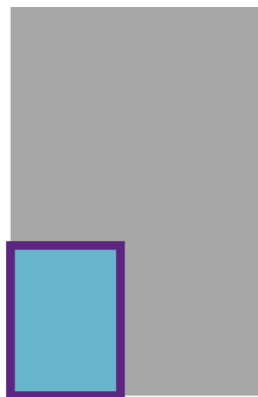
- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

QUARTER PAGE (One issue)

€ 1.150



SIZES

101 x 135 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

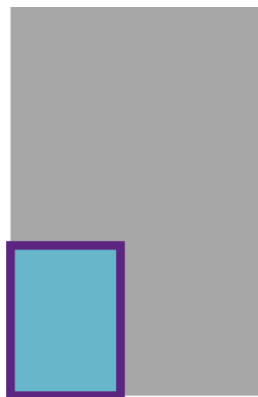
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

QUARTER PAGE (All issues)

€ 2.300



SIZES

101 x 135 mm + bleed

■ Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

ADVERTORIAL /HORIZONTAL HALF PAGE (One issue)

€ 2.350



SIZES

198 x 123 mm

Advertorial made made by our graphic team for you



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

ADVERTORIAL /HORIZONTAL HALF PAGE (All issues)

€ 4.700



SIZES

198 x 123 mm

Advertorial made made by our graphic team for you



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

ADVERTORIAL / REGIONAL FOCUS

Single page (One Issue)

€ 3.020



SIZES

Advertorial made made by our graphic team for you
3 models available



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_202017_20news_201

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

ADVERTORIAL / REGIONAL FOCUS

Single page (All Issues)

€ 6.040



SIZES

Advertorial are made by our graphic team for you
3 models available



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_202017_20news_201

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

ADVERTORIAL / REGIONAL FOCUS

Double page (One Issue)

€ 4.850



SIZES

Advertorial are made by our graphic team for you
3 models available



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_202017_20news_201

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

ADVERTORIAL / REGIONAL FOCUS

Double page (All Issues)

€ 9.700



SIZES

Advertorial are made by our graphic team for you
3 models available



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_202017_20news_201

Delivery

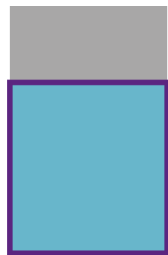
- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

MAPIC NEWS

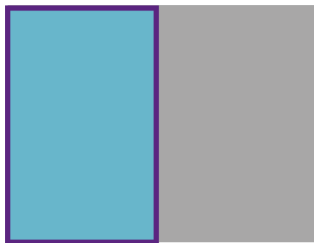
Premium Advertising formats



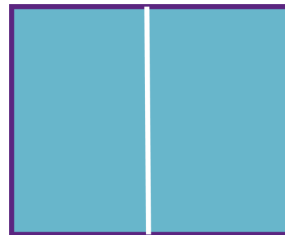
Front cover



back cover



Inside front cover



Inside front cover double page



Inside back cover

FRONT COVER (One issue)

€ 6.350



SIZES

240 x 220 mm + bleed

■ Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

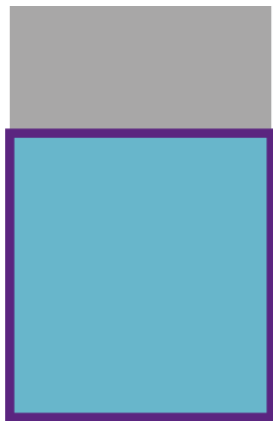
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

FRONT COVER (all issues)

€ 12.700



SIZES

240 x 220 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

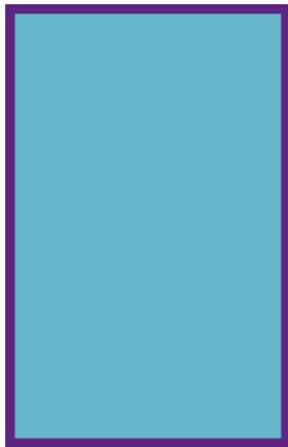
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

BACK COVER (One Issue)

€ 5.900



SIZES

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

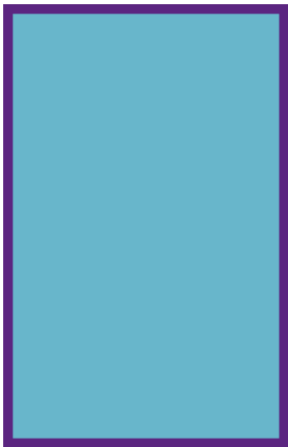
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

BACK COVER (All Issues)

€ 11.800



SIZES

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

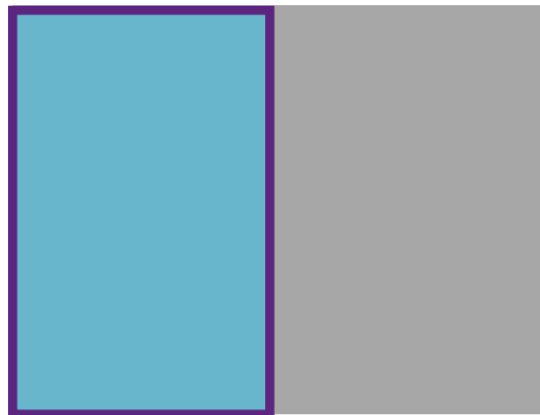
Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

INSIDE FRONT COVER (One Issue)



3.850



SIZES

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum

PDF HD / 300 DPI

4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

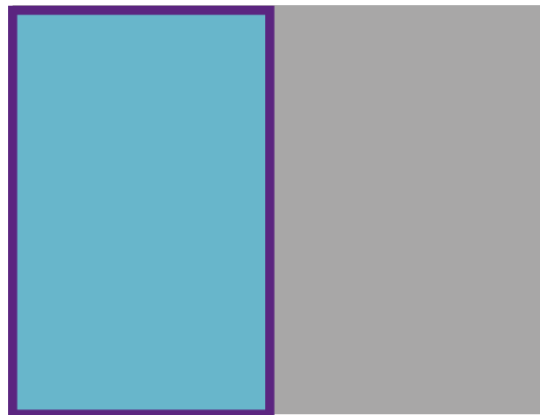
Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

INSIDE FRONT COVER (All Issues)



7.700



SIZES

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum

PDF HD / 300 DPI

4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

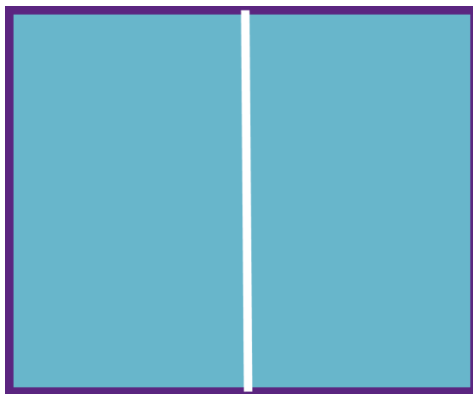
Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

INSIDE FRONT COVER DOUBLE PAGE (One issue)



5.500

**SIZES**

460 x 310 mm + bleed
Bleed: 5 mm

Type: 9 points minimum
PDF HD / 300 DPI
4 CMYK colours

**ARTWORK DEADLINE**

Wednesday 06 November 2019

**DEMO**

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)
- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb
- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

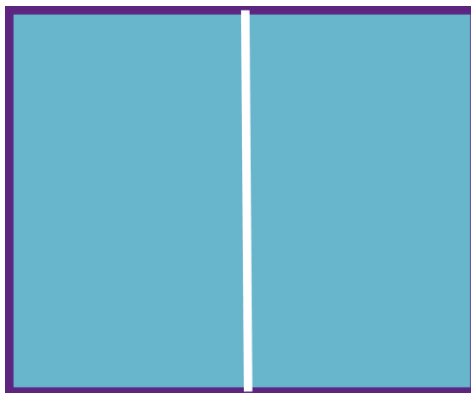
Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

INSIDE FRONT COVER DOUBLE PAGE (All Issues)



11.000



SIZES

460 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum

PDF HD / 300 DPI

4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

INSIDE BACK COVER (One Issue)



3.500

**SIZES**

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum

PDF HD / 300 DPI

4 CMYK colours

**ARTWORK DEADLINE**

Wednesday 06 November 2019

**DEMO**https://issuu.com/mipim/docs/mapic_2018_news_1**Delivery**

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com

INSIDE BACK COVER (All Issues)



7.000



SIZES

240 x 310 mm + bleed

 Bleed: 5 mm

Type: 9 points minimum

PDF HD / 300 DPI

4 CMYK colours



ARTWORK DEADLINE

Wednesday 06 November 2019



DEMO

https://issuu.com/mipim/docs/mapic_2018_news_1

Delivery

- By FTP
ftp://rmp2.reedmidem.com
Login: ftp.advertiser.mapic
Password: mapic
(Please use a FTP software as Filezilla or Cyberduck)

- By e-mail
Mapic.publishing@reedmidem.com
Maximum file size: 5Mb

- By wetransfer
Recipient e-mail
mapic.publishing@reedmidem.com

Contact

Amrane Lamiri
+33 1 79 71 95 92
mapic.publishing@reedmidem.com