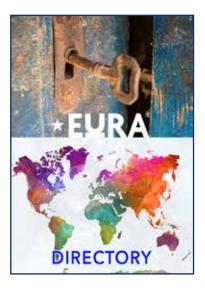


# Celebrating 20 amazing years in global mobility services

Media Information 2018/19 (rate card in €)

# World experts in global mobility services - all in one handy place.



16 PAGES CELEBRATING EuRA'S 20th ANNIVERSARY

> EXTRA DISTRIBUTION AT THE EURA CONFERENCE DUBROVNIK 2018

## What is the EuRA Directory?

The EuRA Directory is one of the world's best, most comprehensive and widely read sources of information about global mobility and relocation services. Thousands of clients use it to find the best professional services across Europe and around the globe.

The forthcoming EuRA Directory (2018/19) will again be setting a high standard with a big new editorial theme. In addition to the printed book, there will be a PDF version – including all editorial and advertisements – downloadable from the EuRA website.

## What's inside?

2018 is the 20th anniversary year of EuRA. From small beginnings to a global network of specialist businesses in all corners of the world, EuRA has never stopped growing and improving – and the best is yet to come. We'll be celebrating this milestone with major editorials in 16 fact and picture-packed pages.

In the main section of the Directory, all of Europe's best specialist DSPs and RMCs will be featured, plus most of the world's other leading organisations involved in global mobility. Each will be listed according the the countries and regions in which they operate, including all the information clients need to make choices and make contact.

You'll find details of the services offered by companies representing more than 40 European countries from Albania to the United Kingdom, plus major organisations from 56 of the most influential countries in the Americas, Far East, Australasia, Africa and the Middle East.

Though published in English, our 'icon search' format means that clients of any nationality can quickly find the services they are seeking for without having to read through pages of descriptive text.

The popular layout launched in 2016 has been further enhanced, ensuring users can find what they are looking for even more quickly.

## Who needs it?

EuRA is Europe's premier organisation for the relocation services industry. The Directory will be the main source of information for thousands of businesses across Europe and other parts of the globe looking for quality relocation services. It is also used for networking among EuRA's 500+ members.

## How can I benefit?

GEORGIA . GERMANY

Advertising in this prestigious publication will put your company's message across in the most effective way to many thousands of prospective buyers and specifiers. Demand for advertising space is always high - so to ensure your company gets a good placement, we recommend you contact the sales team without delay.

## When will it be published?

The EuRA Directory is due to be published in April 2018 and will be strongly promoted by the Association throughout Europe and around the globe, particularly by distributing to HR specilaists in multinational companies, government departments and NGOs, and to companies enquiring directly to EuRA about specific services. It will also be handed out to companies at special events such as international conferences where EuRA is represented.

## How do I get further information?

For information about how to advertise in the EuRA Directory and to find out about additional advertising opportunities, please contact Sarah Blake today on +44 (0)1525 370013 or email: sarah@impact-now.co.uk

For all matters relating to editorial and member listings, please contact EuRA on +44 (0)1379 640 883 or email: enguiries@eura-relocation.com

REACHING THOUSANDS **OF POTENTIAL CUSTOMERS** IN 98 **COUNTRIES** 

**\*EURA** 

BUSINESS CARD STYLE LAYOUT WITH EASY TO FIND LISTINGS

GERMAN

**ICONS** MAKE IT EASY TO FIND THE **SERVICES** REQUIRED

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## Media Information 2018/19

BIG DISCOUNTS FOR EURA MEMBERS

### Advertisement Rates (in euros)

		Members	Non-members
Standard Positions:			
<b>\</b>	Full page colour	€2450	€2745
	Full page mono	€1920	€2150
	Half page colour	€1495	€1675
	Half page mono	€1240	€1390
	Quarter page colour	€950	€1065
	Quarter page mono	€800	€895
Special Positions (subject to availability):			

Back Cover	€3425	€3835
Inside Front Cover	€2925	€3275
Inside Back Cover	€2755	€3085
Early Right Hand Page	€2755	€3085

#### Agency discount: 10%

Unless you have booked a special position, advertisements will appear in the country section that corresponds with the company address. Proximity to actual company listings cannot be guaranteed.

#### MAKE YOUR ADVERT WORK HARDER

#### Premium position: + €160



Premium position guarantees your advertisement will appear on the same two page spread as your listing. (Please note thus applies to EuRA members only).

#### ENHANCE YOUR FREE CORPORATE LISTING

## Logo placement and highlighted colour border: €140



To ensure your EuRA member listing stands out from the crowd, include a **corporate logo in full colour** with your free entry. This will include a **thicker border** surrounding your entry that matches a colour from your logo. (Applies to EuRA members only).

12 MONTHS SHELF LIFE IN OFFICES OF POTENTIAL CLIENTS

For more details and to make a booking, please email Sarah Blake: sarah@impact-now.co.uk or call Impact! on +44 (0)1525 370013

## Media Information 2018/19

## **Mechanical Data**

FULL PAGE (with bleed)

(height x width)

210 x 148 mm + 5mm bleed area on all sides

HALF PAGE QUARTER PAGE

Horizontal88 x 130 mmVertical60 x 190 mmHorizontal43 x 130 mm

Vertical

43 x 130 mm 60 x 93 mm

ARTWORK SUPPLY: In order of preference – (a) press-optimised pdf file; (b) tiff/eps with all fonts and images embedded; (c) InDesign file with all fonts and images collected. All artwork must be to the correct dimensions @ 300dpi. Charges may be incurred for all artwork that does not meet these criteria.

If you wish to include your corporate logo with your entry listing, please supply a press-optimised PDF, EPS or JPG file with the logo area measuring at least 300 pixels wide or 300 pixels deep (whichever is the greater).



\*FUR

FREE ONLINE VERSION INCLUDES ALL ADVERTS

## Please complete the form on the right and either:

FAX to +44 (0)1525 382487

#### or SCAN and email to sarah@impact-now.co.uk

## You will be contacted by email to confirm your booking.

**Payment** must be made in £ sterling by credit card or by bank transfer (we will supply full details). If payment is by bank transfer, any charges made by client bank must be paid by the advertiser.

**Cancellations** will only be accepted in writing not less than 21 days in advance of booking deadlines shown. After this date a 50% cancellation fee will be charged.

Acceptance: Publishers have the right to reject and/or not publish any advertisement if they believe it contravenes current UK Advertising standards, legal or discrimination guidelines, or for any other reason.

Full terms and conditions available on request.

## Booking Form 2018/19 (payment in € euros)

Name	Date				
Company					
Country	Tel				
Email					
I would like to book: (please tick)					
Full Page Colour	Full Page Mono				
Half Page Colour	Half Page Mono				
Quarter Page Colour	Quarter Page Mono				
Special Position (specifty, subject to availability)					
Premium Position	Logo + Special Border				
EuRA Member? YES	NO				
Payment: Credit Card	BANK TRANSFER				
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