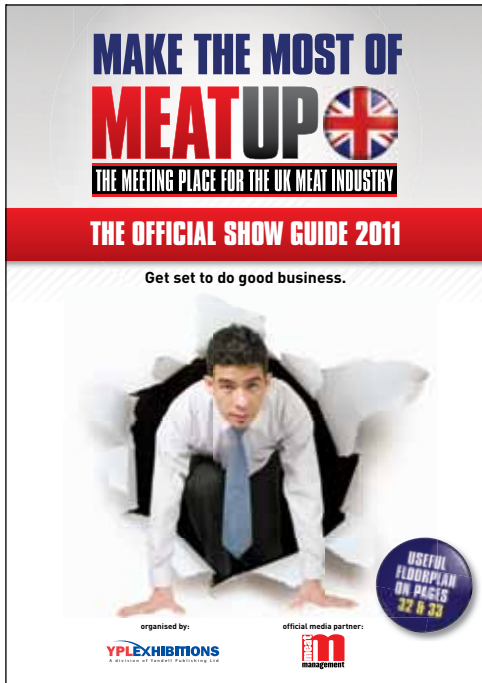


# MEATUP

**THE MEETING PLACE FOR THE UK MEAT INDUSTRY**

HALL 11, NEC • BIRMINGHAM • 2nd & 3rd JULY 2013

## The official catalogue for the MEATUP exhibition 2013



▲ An example of the MEATUP Show catalogue front cover.

**What is it?** Every visitor to the MEATUP Show is given a free A5 size catalogue upon arrival at the exhibition. The catalogue is unique to the show and only available to show visitors and exhibitors.

**What is the circulation?** Over 3,000 copies will be printed for distribution at the exhibition.

**What is the impact from the Show catalogue?** Use the 'double whammy' of exhibiting and advertising to ensure your message is delivered to your customers and potential customers. Effective advertising will direct visitors to your stand and also remind them about your products and services long after the show is over. Rates are very cost effective allowing exhibitors to take advantage of the catalogue without breaking the budget! A range of display advertising is available together with inserts. A small investment can really add substantial impact and maximize your exhibiting opportunities.



▲ How your advert could look in the catalogue.



## Rates

4 colour

Full page	£850.00
Half page	£650.00
Company Logo	£150.00
IFC/OBC	£1,200.00
IBC	£995.00

Guaranteed facing editorial 35% premium.

## Carrier bag inserts:

**A4 Single Sheet from £325.00;**  
**4 pages £400; 6 pages £500.00;**  
**8 pages £600.00**

All subject to availability. Larger inserts will be priced upon application.

All rates subject to VAT

## Specifications

A5 publication saddle stitched (depth first)

Full page (type area)	184mm x 122mm
Full page (bleed)	210mm x 148mm +3mm bleed all round
Half page (horizontal)	89mm x 119mm
Half page (vertical)	184mm x 57mm
Double page spread	210mm x 297mm +3mm bleed all round

Disks must be Apple Mac compatible

Rates effective January 2012. All advertising bookings subject to our standard terms and conditions, available on request.

03/01/2012