

# iba INSIGHT

TOP advertising medium  
for the trade fair



Present your products and  
services in **iba.INSIGHT** –  
the TOP advertising medium of **iba 2023!**

## REACH

Benefit from the extensive reach of **iba.INSIGHT** and gain access to more than 50,000 premium contacts before and during the world's leading trade fair for the baking and confectionery industry from 22 – 26 October 2023 in Munich.

## CONTENT

Our specialist media editors cover the focal topics of **iba 2023** as well as the most important baking trends and new products presented at the number one trade fair for the sector. Its insights make **iba.INSIGHT** indispensable for **iba** participants.



# ABZ

Allgemeine Bäcker Zeitung

[www.abzonline.de](http://www.abzonline.de)

## TOP advertising media for the trade fair

Impress iba 2023 visitors with your ads in a high-quality journalistic setting.

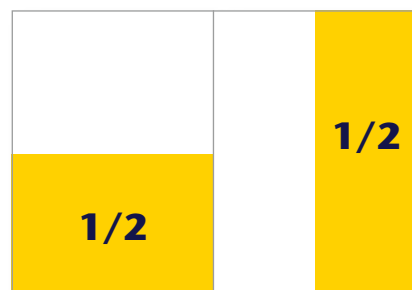
- In the run-up to iba, **30,000** copies of the **pre-trade fair magazine** will be sent out to the entire mailing list of the trade fair and it is also distributed digitally.
- The **on-site magazine** will be distributed to over **20,000** trade fair visitors and exhibitors on each day of the iba.

Take advantage of the extensive reach – and be visible for your target group at the iba, the industry highlight of the year.

## DATES & FORMATS

### Pre-Trade Fair Magazine

**Publication date:** 11.9.2023  
**Ad booking deadline:** 21.8.2023  
**Magazine format:** DIN A5 (148 x 210mm)



**148 x 102mm** horizontal  
**71 x 210mm** vertical



**148 x 210mm**

### On-Site Magazine

**Publication date:** 22.10.2023  
**Ad booking deadline:** 15.9.2023  
**Magazine format:** DIN A4 (210 x 297mm)



**210 x 149mm** horizontal  
**102 x 297mm** vertical



**210 x 297mm**



# PACKAGES OF SUCCESS

## PACKAGE 1 / BASIC



Place an advert in the  
**Pre-Trade Fair Magazine**  
**OR**  
**On-Site Magazine**



## PACKAGE 2 / PREMIUM



Place an advert in the  
**Pre-Trade Fair Magazine**  
**AND**  
**On-Site Magazine**



All prices are subject to VAT.

## Your personal contacts



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