

**MEDIA
INFORMATION**

European Franchising

Europe's only Franchise Magazine
distributed at all major European
Franchise Expos



read by 100,000 european franchise buyers!

Franchising In Europe

Europe is the world's largest single franchise market with the highest density of franchised outlets. Franchise Developments Services, world leader in franchise publishing, have identified a need for a magazine aimed at promoting franchise opportunities into Europe. This publication is totally dedicated to promoting new and famous brands to European investors.

This exciting franchise expansion tool is available both in magazine and electronic format. Promote your brand to reap the genuine rewards of franchise development throughout Europe.

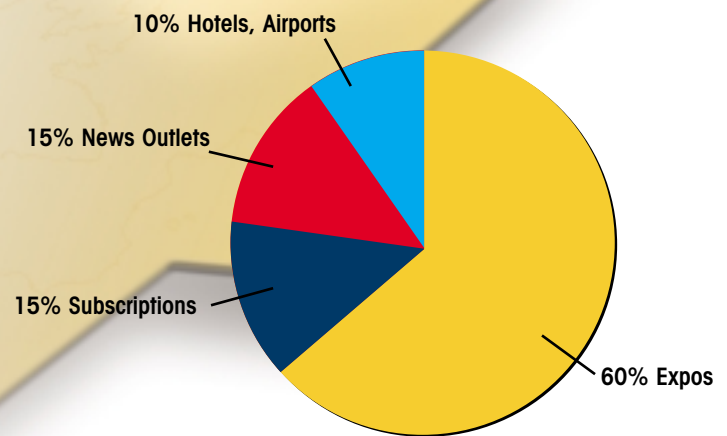
Readership

European Franchising is targeted throughout the European Union to investors seeking master franchise rights, area development agreements and multiple/single unit franchisees.

Annual European Expo Distribution

Austria	3%	Luxembourg	1%
Belgium	5%	Malta	1%
Bosnia-Herzegovina	1%	Monaco	1%
Bulgaria	1%	Netherlands	2%
Croatia	1%	Northern Ireland	1%
Cyprus	1%	Norway	2%
Czech Republic	1%	Poland	3%
Denmark	2%	Portugal	4%
England	3%	Romania	1%
Estonia	1%	Russia	5%
Finland	1%	Scotland	2%
France	14%	Slovak Republic	1%
Germany	5%	Slovenia	1%
Greece	5%	Spain	17%
Hungary	1%	Sweden	2%
Ireland	3%	Switzerland	1%
Italy	5%	Yugoslavia	1%
Latvia	1%		

European Distribution



Distribution

Guaranteed Distribution

- *European Franchising* will be published quarterly and distributed in every European country.
- Comprehensive pan-European marketing campaign.

News Stand Distribution

- *European Franchising* will be available at news stands in the capitals and business centres across Europe.
- Selected European airports.

Exhibition Distribution

- Distributed at all major Business Opportunity and European Franchise and Investor Related Expositions.

Subscriptions

- Mailed directly to all known franchisee investors, in every country.
- Subscription campaign targeting other key investors.
- Ezine version emailed to 12,000 database investors.

Airport Distribution

- In order to reach business leaders across Europe, *European Franchising* will be distributed to airport lounges.

Business Hotel Distribution

- *European Franchising* will be available in business hotels across Europe including: Crown Plaza, Hilton Hotel, Holiday Inn, Intercontinental Marriott

Further Distribution

- British, American, Canadian and cross border embassies.
- Distributed throughout Eastern Europe.
- Distributed to all European Franchise Association members.
- Direct mailed to all known European franchisors and investors and existing masters.
- Website promotions.
- Investor organisations.

Publishing Deadlines & Expo Schedule

	SPRING	SUMMER	FALL/AUTUMN	NEW YEAR
EDITORIAL, ADVERTISEMENT, SALES & PAYMENT DEADLINE:	March 1st	May 31st	September 2nd	December 2nd
ON SALE:	March 11th	June 10th	September 9th	December 9th
EXHIBITION DISTRIBUTION:	Paris, France Madrid, Spain London, England Lisbon, Portugal Zagreb, Croatia Bilbao Spain Brussels, Belgium	Glasgow, Scotland Warsaw, Poland Edinburgh, Scotland Coventry, England Gran Canaria, Canary Islands	Birmingham, England Valencia, Spain Milan, Italy Dublin, Ireland Essen, Germany Moscow, Russia Cannes, France	Athens, Greece Barcelona, Spain Brussels, Belgium Vigo, Spain Manchester, England Warsaw, Poland

note
this is a partial expo schedule,
further details available on request

Print & Electronic Advertising Rates



FIVE PAGES PLUS



FRONT COVER, SHOWCASE ENTRY & THE FRANCHISE BUYER DATABASE

FIVE STAR PACKAGE

Your brand promoted on the front cover of *European Franchising* for one of the four editions.

Five full colour pages of either advertisement or editorial in four editions of *European Franchising*. Plus a 1/4 page promotion in the European Showcase and with immediate lead generation from the Franchise Buyer Database.

Price Per Cover Edition

\$9,995

€7,995

Price Per Edition

\$5,995

€4,595



FOUR PAGES PLUS



SHOWCASE ENTRY & THE FRANCHISE BUYER DATABASE

FOUR STAR PACKAGE

Four full colour pages of either advertisement or editorial in four editions of *European Franchising*. Plus a 1/4 page promotion in the European Showcase and with immediate lead generation from the Franchise Buyer Database.

Price Per Edition

\$4,995

€3,795



THREE PAGES PLUS



SHOWCASE ENTRY & THE FRANCHISE BUYER DATABASE

THREE STAR PACKAGE

Three full colour pages of either advertisement or editorial in four editions of *European Franchising*. Plus a 1/4 page promotion in the European Showcase and with immediate lead generation from the Franchise Buyer Database.

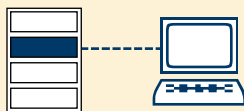
Price Per Edition

\$3,995

€2,995



TWO PAGES PLUS



SHOWCASE ENTRY & THE FRANCHISE BUYER DATABASE

TWO STAR PACKAGE

Two full colour pages of either advertisement or editorial in four editions of *European Franchising*. Plus a 1/4 page promotion in the European Showcase and with immediate lead generation from the Franchise Buyer Database.

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\$2,995

€2,295

