

**MEDIA  
INFORMATION**

# €uropean★ 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 Development Services, a world leader in franchise publishing, has identified a need for a magazine aimed at promoting franchise opportunities into Europe. *European Franchising* is totally dedicated to promoting new and famous brands to European investors.

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

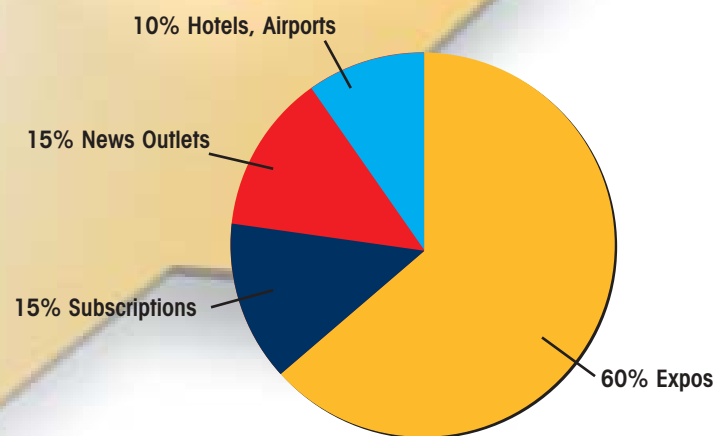
## Readership

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

### Annual European Expo Distribution

Austria	3%	Luxemburg	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	11%	Romania	1%
Estonia	1%	Russia	5%
Finland	1%	Scotland	2%
France	14%	Slovak Republic	1%
Germany	5%	Slovenia	1%
Greece	5%	Spain	9%
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 capitals and business centres across Europe.
- Selected European airports.

### Exhibition Distribution

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

### Subscriptions

- Mailed directly to all known franchise investors, in every country.
- Subscription campaign targeting other key investors.
- E-zine 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: Crowne 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, investors and existing masters.
- Website promotions.
- Investor organisations.

# Publishing Deadlines & Expo Schedule

	SPRING	SUMMER	FALL/AUTUMN	NEW YEAR
<b>EDITORIAL, ADVERTISEMENT, SALES &amp; PAYMENT DEADLINE:</b>	March 1st	May 31st	September 2nd	December 2nd
<b>ON SALE:</b>	March 11th	June 10th	September 9th	December 9th
<b>EXHIBITION DISTRIBUTION:</b>	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

**£5,295**

Price Per Edition

**£2,995**



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

**£2,595**



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

**£1,995**



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.

Price Per Edition

**£1,595**

