



Advertising in proActive

Introduction

Make your company's products and/or services known to a high profile network of Management Assistants active throughout Europe!

The advantages of advertising in proActive are:

- q Uncluttered advertising for better visibility (maximum 18% of space dedicated to advertisements).
- q Maximum flexibility thanks to a vast range of formats.
- q Highly targeted readership.
- q Bright, modern magazine appearance.
- q High level of contribution from individual members.
- q Up-to-date job-related features and information.
- q Regular business themes
- q Online-Editions and a December Yearly & Conference special.

Readership and circulation

Approx. 1.800 copies are made for the print issue, and are distributed to the members of EUMA in 25 European countries. Approx. 20.000 HITS for the website, where the digital-edition is published.

Tailor-made web-based communication and promotion

We are of course also ready to discuss any creative idea you might have to make our journal more attractive to its readers, on top of increasing your communication power.

Publication dates

- q Online-edition: April and August
- q Print-edition: December

Advertising rates 2008:	FORMAT/ MM	EUR/ Issue	Advertising rates 2008:	FORMAT/ MM	EUR/ Issue
1/1 page – inside pages	200x287	899	1/1 page – 2 nd /3 rd /4 th cover	200x287	950
1/2 page	143x200	450	1/3 page	95x200	310
1/4 page	143x100	250	1/8 page	50x72	199

Technical details

300 dpi • preferably Illustrator, Freehand files or EPS files

Powerful mix

- q Combination with standard-website-banner (see FAQ4) - **20 % off the basic rates**
- q Package: Pay for 2 editions (1 print and 1 digital) – get the **2nd digital-edition FREE**

Advertisement for print-edition there will be an extra charge of 30 % of the proactive-rates.

Contact:

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