Your presence in the boe eMagazine

Reach more than 40,000 contacts in the event industry

Visibility that delivers.

International trade fair for innovative event solutions

20 – 21 January 2027
Messe Dortmund
Germany

www.boe-international.com

Boost your company’s visibility

Publication
Early October 2026

boe international is the leading trade fair for the event and exhibition industry and kicks off the events calendar in Dortmund every January. Under the motto “People. Events. Innovations.”, it brings together providers from exhibition stand construction, technology, event IT, catering and venues with trade visitors, agencies and decision-makers from marketing, HR and procurement. The new **boe eMagazine** 2026/2027 combines trending topics and expert features with user-friendly multimedia elements such as image galleries, high-quality videos and numerous links for a more engaging reading experience.

- Latest news from the event industry and key information about the trade fair.
- Insights into industry developments and trends, companies and their range of services.
- The perfect opportunity to reach, grow and engage your target audience simply and efficiently.

A cross-media approach

We place content across a range of channels to extend your reach.

16,300 regular readers of the **boe eMagazine**

7,000 **boe Newsletter** subscribers

14,000 Digital promotion in CIMnews to **14,000 addresses** across 6 issues and on the website

2/3 of **boe eMagazine** readers hold senior positions

On site More than **400 exhibitors** from ten countries; around **10,000 trade visitors**

Social Media

5,267 Contacts	**7,125** Followers	**5,577** Contacts

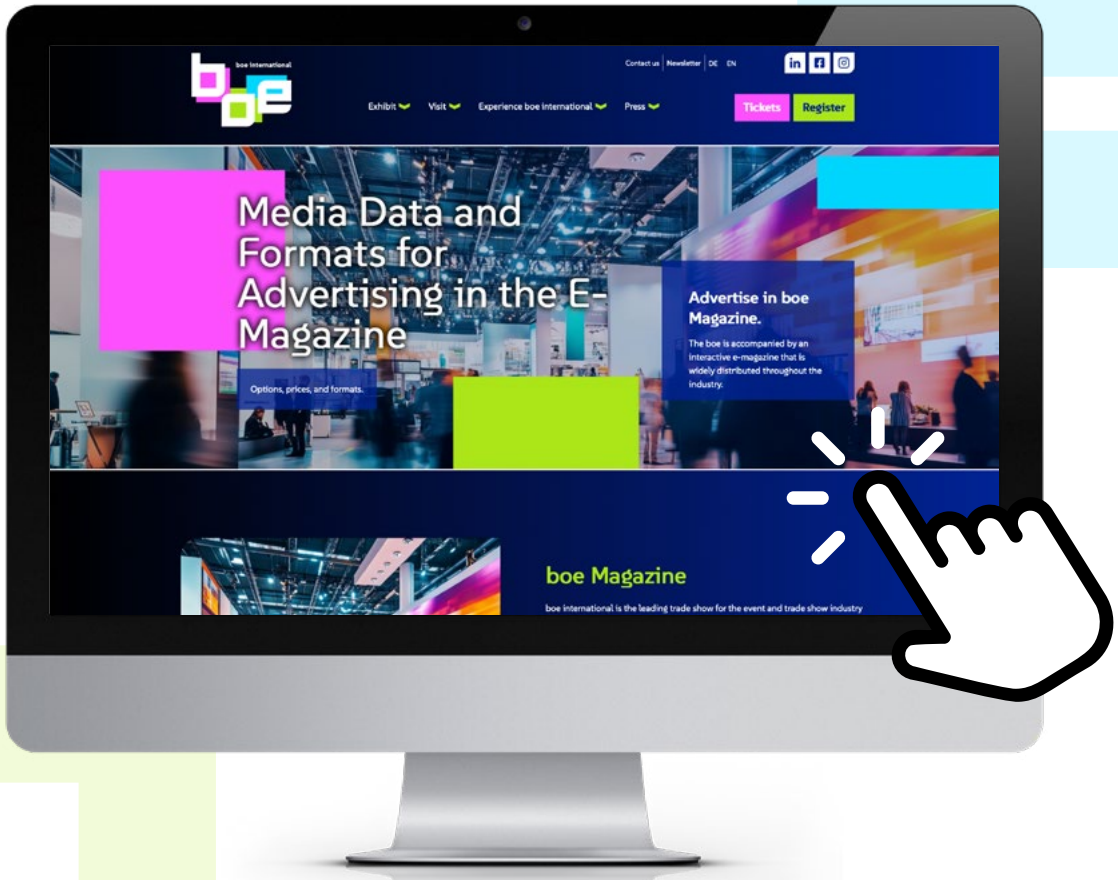
*As at July 2026

International readership and user profile:
80% companies in exhibition stand construction, technology, event IT, catering, venues, marketing, HR and procurement | 13% associations | 5% agencies | 2% other

Media data and formats

Explore our media data and advertising formats for your presence in the **boe international** eMagazine.

- Classic display adverts
- Advertorials with overlay functionality
- Video & audio adverts



Subscribe to our free newsletter!

Formats and prices

Classic display adverts

All prices in euros (€), plus VAT for customers in Germany.

Full-page advert

Desktop:	1920 × 1080 px
Mobile:	750 × 1334 px
	€ 4,000

Half-page advert (landscape)

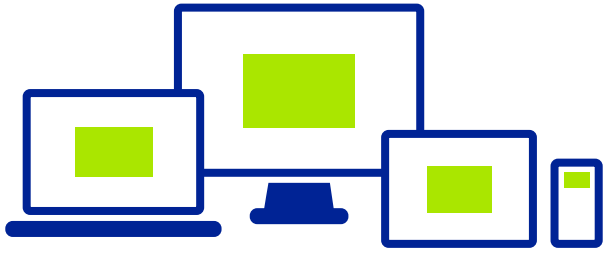
Desktop:	1920 × 540 px
Mobile:	750 × 667 px
	€ 2,000

Half-page advert (portrait)

Desktop:	960 × 1080 px
Mobile:	750 × 667 px
	€ 2,000

Quarter-page advert (landscape)

Desktop:	1920 × 270 px
Mobile:	750 × 335 px
	€ 1,350



Quarter-page advert (portrait)

Desktop:	960 × 540 px
Mobile:	750 × 335 px
	€ 1,350

Find more formats on our website!

Interested?

Would you like to see our advertising offer?
Click here!

Interested in other advertising options?
Click here!

Still have questions?
Click here to get in touch. We're happy to help!

Key dates

Advertising deadline	Editorial deadline	Publication
25 September 2026 (CW 39)	18 September 2026 (CW 38)	Early October 2026

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