

FIDI

THE VOICE OF THE
INTERNATIONAL
MOVING INDUSTRY

FOCUS



MEDIA
OPPORTUNITIES
2022

FIDIFOCUS.ORG



ABOUT FIDI FOCUS

For more than 30 years, FIDI Focus has been the voice of the international relocation and global mobility industry.

Through its print, online and digital platforms, FIDI Focus delivers updates on the industry, news and reviews, profiles of key people and companies, as well as issues and features of interest to professionals working in and alongside the industry.

With input from industry experts, key representatives of our membership and partners, FIDI Focus has become a reference of quality content and opinion.

FIDI Focus magazine is published quarterly and is exclusively mailed directly to our members – FIDI Affiliates – senior key decision-makers in the global moving and relocation industry from more than 100 countries.

The **FIDI Focus online content hub**, launched in 2021, brings curated magazine features, news, industry updates, interviews and opinions to a global audience, and shows the world that our FIDI Affiliates are the best in their game.

ABOUT FIDI

Headquartered in Brussels, the **FIDI Global Alliance** is the largest international organisation of its kind. It has a membership made up of more than 600 recognised quality movers and relocation businesses in more than 100 countries.

FIDI MISSION AND VISION

FIDI's mission is to develop and promote best practice for FIDI companies. FIDI's vision is to position FIDI Affiliates as the 'movers of choice' for international relocation.

GLOBAL QUALITY STANDARDS

All FIDI affiliated companies have to be **FAIM certified**. FAIM is the most stringent, all-encompassing quality programme and has been recognised for more than two decades as a supreme seal of quality by customers of the international moving industry.

DO YOU HAVE A PRESS RELEASE...

or story to share that you would like to see in **FIDI Focus**? If so, please contact our Editor, Dominic Weaver, on editor@fidifocus.org

TO GET IN TOUCH WITH OUR ADVERTISING TEAM...

please contact Krishan Parmar, on **+44 (0) 1223 378 051**
krishan.parmar@cpl.co.uk

FIDI FOCUS – MULTI-CHANNEL ECOSYSTEM

We can create bespoke packages to suit your marketing ambitions, using the portfolio of FIDI Focus channels, which includes a quarterly print magazine, an online content hub with news and features, and an **e-newsletter** sent directly to members' and non-members' inboxes. Showcase your business and reach an engaged audience of international moving and relocation professionals.

FIDI FOCUS REPORTS

- Advertising
- Sponsorship

FIDI FOCUS E-NEWSLETTER

- Advertising
- Sponsored content
- Sponsorship

FIDI FOCUS MAGAZINE

- Advertising
- Sponsored content
- Section sponsorships
- Belly-bands and wraps

FIDI FOCUS WEBSITE

- Banner advertising
- Sponsored content
- Sponsorship
- Webinar sponsorship

FIDI FOCUS EVENTS

- Webinar sponsorship
- FIDI Conference sponsorship

ADVERTISING OPPORTUNITIES

FIDI FOCUS MAGAZINE

FIDI Focus magazine is published quarterly in print and is exclusively mailed directly to all FIDI Affiliate members, as well as being accessible and viewable [online](https://www.fidifocus.org).

Readers are senior key decision-makers in the global moving and relocation industry from more than 100 countries.

Based on the responses to our reader survey, the estimated audience of each issue is 3,360, with an average of 3-4 readers per company. In addition, 30 per cent read the print and the online magazine, while 20 per cent read only the online version.

FIDI Focus continues to reach new readers with each issue, with a growing online audience. The magazine is an invaluable way for you to promote your organisation to FIDI Affiliates.

REPORTS - INSIGHTS INTO THE INTERNATIONAL RELOCATION WORLD

The international relocation world is complex and always changing. FIDI Focus regularly publishes reports and papers on specific topics, in close collaboration with partners and key experts, to shed some light on the complexities and diverse issues affecting our industry. Contact us to learn how you can get involved.

FIDI Focus advertising opportunities include: display advertising throughout the magazine; sponsored native editorial content, enabling you to promote yourselves as thought leaders and experts on your chosen area or topic; sponsorship of editorial sections; and belly bands and custom covers. Contact us to explore more.

ARTWORK FILE REQUIREMENTS

PDF, EPS and TIFF files are accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/CMYK. All sizes in mm.

All locations listed on FIDI Affiliate adverts must be FIDI-FAIM, unless otherwise indicated on the advert. You must list all FIDI-FAIM locations that are part of your group.



[FIDIFOCUS.ORG](https://www.fidifocus.org)

FIDI
FOCUS



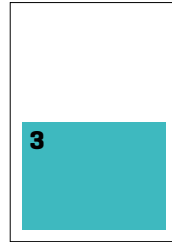
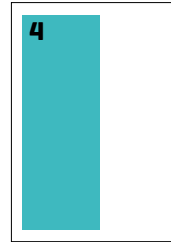
RATES AND SPECIFICATIONS

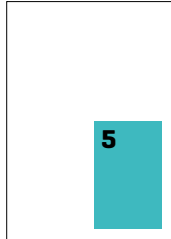
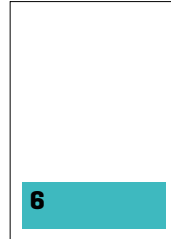
FIDI FOCUS MAGAZINE

RATES

	EURO	
Sizes	1x	4-6 x
Double page	€1,380	€1,250
Full page	€799	€699
Half page	€599	€550
Quarter page	€345	€310
Special positions		
Sponsored section	From €550 – please contact us	
Advertorial - full page	€875	
Inside back cover	10% extra	
Outside back cover	15% extra	
Guaranteed position	5% extra	

SIZES

1. DOUBLE-PAGE SPREAD
BLEED: 303mm H X 426mm W
TRIM: 297mm H X 420mm W
TYPE AREA: 277mm H X 400mm W

2. FULL PAGE
BLEED: 303mm H X 216mm W
TRIM: 297mm H X 210mm W
TYPE AREA: 277mm H X 190mm W

3. HALF-PAGE HORIZONTAL
135mm H X 190mm W

4. HALF-PAGE VERTICAL
277mm H X 92mm W

5. QUARTER-PAGE VERTICAL
135mm H X 92mm W

6. QUARTER-PAGE STRIP
65mm H X 190mm W

DEADLINES

Issue	Cover	Booking deadline	Artwork deadline	Date published	Features
304	Mar-May 2022	9 February	16 February	17 March	Main theme: FIDI Conference Issue Regional Focus: International response to global crises Special feature: State of the Industry Report Key events: FIDI Conference
305	Jun-Aug 2022	4 May	11 May	14 June	Main theme: Technology Regional Focus: tbc City on the move: tbc Special feature: tbc Key events: tbc
306	Sep-Nov 2022	10 August	17 August	13 September	Main theme: tbc Regional Focus: tbc City on the move: tbc Special feature: tbc Key events: tbc
307	Dec-Feb 2023	2 November	9 November	13 December	Main theme: tbc Regional Focus: tbc City on the move: tbc Special feature: tbc Key events: tbc

FIDI FOCUS WEBSITE AND NEWS DROP NEWSLETTER

The **FIDI Focus online content hub** offers you an opportunity to complement your print advertising across our digital platform, building awareness with a wider audience and driving traffic to your websites. The website is open to all readers and gives you exposure to FIDI members and other global relocation professionals.

The FIDI Focus website delivers magazine features, news, industry updates, interviews and opinions to FIDI members and the wider global relocation industry.

Advertising opportunities include webinar sponsorships, banner

advertising positions of various sizes across the site, and sponsored native editorial content, enabling you to promote yourselves as thought leaders and experts on your chosen area or topic.

FIDI FOCUS E-NEWSLETTER

Published fortnightly, our e-newsletter delivers our Editor's picks of the essential content from FIDI Focus magazine and online.

Advertising opportunities include banner advertising positions and the opportunity to include sponsored native editorial content.

DIGITAL ARTWORK REQUIREMENTS

All digital advertisements can be supplied as JPEG or GIF files. Please ensure pixel artwork sizes are followed. If you have any questions, or would like artwork created, please contact us.

Channel	Type	Size [pixels] Desk/Mobile	Price
fidifocus.org	Super Leaderboard 1	970 x 90 / 300 x 250	€500
	Super Leaderboard 2	970 x 90 / 300 x 250	€500
	Leaderboard	780 x 90 / 300 x 90	€300
	MPU 1	300 x 250	€300
	MPU 2	300 x 250	€300
	Banner 1	300 x 90	€200
	Banner 2	300 x 90	€200
	Advertorial/ Sponsored content	500 to 1,000 words and accompanying images	€1,200
FF fortnightly e-news	Leaderboard [4 positions per week]	575 x 90	Top position €500 All other positions €400
	Native or sponsored content	70 to 80 words and accompanying image for the e-newsletter	€400



MULTI-CHANNEL PACKAGES

Advertise across all our channels to reach the widest audience possible. We have created a number of packages to help you showcase your business to our audience of international moving and relocation professionals.

Platinum	Gold	Silver	Bronze
<ul style="list-style-type: none"> • Double-page advert/ sponsored content in FIDI Focus magazine • Sponsored content on fidifocus.org for 3 months • Sponsored content on FIDI Focus e-newsletter for 2 editions • Super leaderboard advert on fidifocus.org for 3 months 	<ul style="list-style-type: none"> • Full-page advert/ sponsored content in FIDI Focus magazine • Sponsored content on fidifocus.org for 3 months • Sponsored content on FIDI Focus e-newsletter for 2 editions • Leaderboard advert on fidifocus.org for 2 months 	<ul style="list-style-type: none"> • Half-page advert/ sponsored content in FIDI Focus magazine • Sponsored content on fidifocus.org for 3 months • Sponsored content on FIDI Focus e-newsletter for 1 edition • Banner advert on fidifocus.org for 1 month 	<ul style="list-style-type: none"> • Half-page advert in FIDI Focus magazine • Banner advert on fidifocus.org for 3 months • Banner on FIDI Focus e-newsletter for 1 edition
€3,975	€2,500	€1,600	€1,200



TO FIND OUT MORE ABOUT OUR ADVERTISING OPPORTUNITIES, PLEASE GET IN TOUCH

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Email: info@cpl.co.uk | Web: www.cpl.co.uk

Our office hours are between
09:00 – 17:30 GMT

FINANCE NOTICE

Please note, if you are making international bank transfers, you are responsible for the relevant bank charges and FIDI must receive the advertising value net of these charges.

Additionally, if you are within the European Union, we will require your EC VAT number at the time of booking. We also require remittances for all payments stating the invoice number to be sent to accounts@cpl.co.uk