

# PLANET DAILY

Daily newsletter covering CeBIT and Planet Reseller



## PLANET DAILY 2007 Discount rates for anniversary edition

Watch the CRN writing team in action at the Planet Reseller pavilion in Hall 25! CRN's onsite glass offices will be the site of daily interviews with prominent guests, exhibitors and visitors.

Apart from your own press releases and product news, these interviews will serve as the source for CRN's daily television broadcasts from CeBIT, as well as the Planet Daily newsletter.

Every day this paper will carry coverage of new and exciting developments in the industry!

The CRN writing team will report on highlights and press conferences at CeBIT as well as the latest trends and market developments.

Planet Daily will also contain the daily schedule of events, including scheduled interview times with prominent guests in the new CRN TV studio at the Planet Reseller pavilion.

Some 10,000 copies of the newsletter will be distributed daily to visitors at the Planet Reseller pavilion and other partner stands.

Take advantage of our low anniversary rates in this attractive medium to insert your channel-relevant ads including, of course, a mention of your stand location at CeBIT 2007.



### Publisher's data

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## Target groups

Recognized journalistic quality, solid reporting and coverage of all the relevant retailing avenues guarantees this publication will reach key channel decision-makers.

Planet Daily reaches traditional IT and telecom retailers as well as the latest retailing target groups concentrating on digital consumer electronics. Furthermore, Planet Daily will continue to address itself to systems and network integrators, system houses, VARs, ASPs, ISPs, web agencies, OEMs/manufacturers, assemblers and distributors.

## Formats & prices

Magazine format: 210 x 297 mm (A4)

### Ad formats / prices

1/1 page, 4c	210 x 297 mm	in one issue	900.00 €
		in all seven issues	4,200.00 €
1/2 page across, 4c	210 x 139 mm	in one issue	550.00 €
		in all seven issues	2,450.00 €

All ads are trimmed, overleaf 4 mm bleed.

Add statutory German VAT to all prices at applicable rate on invoicing date.

The invoicing party is CMP-WEKA Verlag.

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## Schedule

Issue Date	Daily during CeBIT 2007
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