

MEDIAKIT

The direct access to the European taxidermy community
On PC, Tablet, Smartphone, Print and “Face-to-Face”

2021

BUDAPEST HUNGARY

European Taxidermy Championships®



ABOUT THE ETC.

The European Taxidermy Championships® (ETC®) have been existing for over 20 years now with continuous growing popularity. ETC® is an organization with the aim to help and support the whole European taxidermy community.

Every 2nd or 3rd third year we invite taxidermists from all over the world to participate in the European Taxidermy Championships®(ETC®) where they can meet with their colleagues, learn new techniques, new technologies, experience new products for taxidermy, compete and enjoy "state of the art" taxidermy work.

The next championship is the "12th Open European Taxidermy Championships® 2021" and will be held in partnership with and during the world exhibition "One with Nature" in Budapest, Hungary from 20 -27 September 2021. Please see the video about "One with Nature" under the following link:

<https://vimeo.com/375432767> or visit:
<https://www.onewithnature2021.org/en>

Never in the history of taxidermy competitions worldwide, a show got the chance to be organized in the frame of a world exhibition, so this will indeed be a tremendous new milestone! Imagine, the organizers of the fair are counting with up to 1 million (!) visitors!

www.eurotaxidermy.eu is a 100% targeted communication platform for advertising to the estimated 2.500* European taxidermists



Between each championship, the website www.eurotaxidermy.eu serves as the most comprehensive communication platform to the 2.500 taxidermists that we estimate are located in Europe. Plus of course, also a big number of taxidermists outside Europe.

We finance our large events "European Taxidermy Championships®" through donations, sponsorships, entry fees, selling of seminars, show pass, exhibition stands and we offer digital advertising at www.eurotaxidermy.eu and print/digital advertising in the "ETC Magazine"

* There is no official statistics about the number of taxidermists in Europe. The estimated number is done from various sources and can be +/- 10-20% in both directions.

ONLINE ADVERTISING

We offer 2 options for advertising

1. Banner adverts at our website www.eurotaxidermy.eu
2. Adverts in our ETC Magazine (both a print and digital version)

Banner adverts www.eurotaxidermy.eu

The banners are active during the following time periods

- Up to the “12th European Taxidermy Championships®”, September 2021
- Competition days during the “12th European Taxidermy Championships®”, September 2021
- 2 months after the “12th European Taxidermy Championships®”, September 2021

Banner Advert Sizes & prices

Banner Type	Position on Website	Web Link	Banner Size	Price Per Month
Header-Banner	Top of page	Yes	1980 x 194px	€350 (min. 3 months)
Footer-Banner	Bottom of page	Yes	1980 x 194px	€275 (min. 3 months)
Side-Banner (L)	Right-hand side of page	Yes	300 x 500px	€200 (min. 3 months)
Side-Banner (S)	Right-hand side of page	Yes	300 x 250px	€150 (min. 3 months)

ETC® Website Example Guide

The screenshot shows the website <https://eurotaxidermy.eu> with several banner placement areas highlighted in brown. A central black box contains the text: *These positions are not to scale but merely as a guide reference*. The highlighted areas are:

- ADVERT BANNER TOP AREA**: (This banner sits below ETC® Slider) 1980 x 194 Pixels
- ADVERT BANNER SIDE**: 300 x 500 Pixels
- ADVERT BANNER SIDE**: 300 x 250 Pixels
- ADVERT BANNER BOTTOM AREA**: (This banner sits below ETC® Page Content & Above the footer) 1980 x 194 Pixels

SALES CONTACT:

Carsten Skakkebæk
E-mail: carsten@eurotaxidermy.eu
Tel: +45 40415158

TECHNICAL SPECIFICATIONS:

Format: JPG or GIF/Animated GIF
Resolution: 72dpi
Compression: Max 250 kilobyte
URL: Click-through link

PRINT ADVERTISING

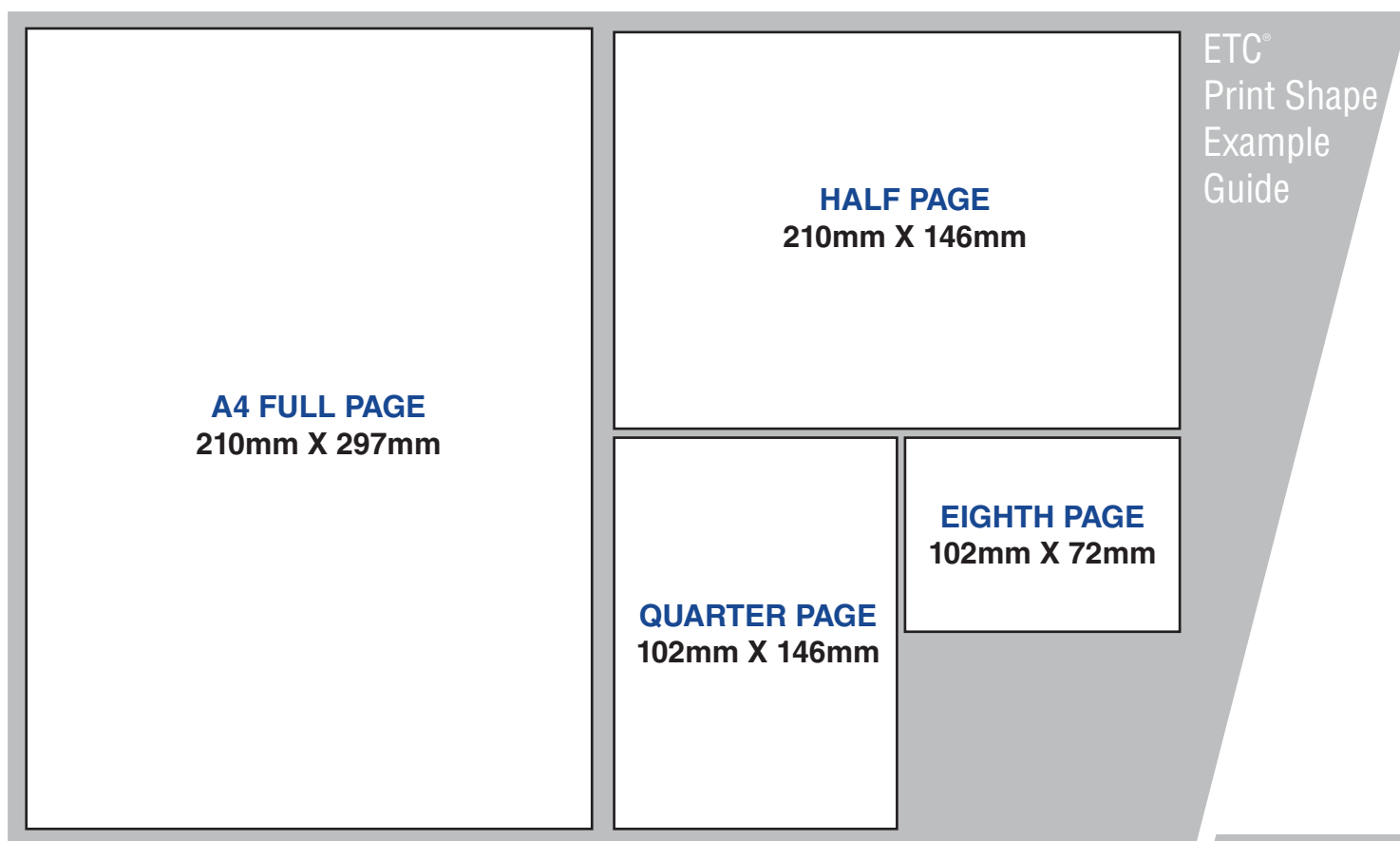
Advertising in the “ETC Competition Magazine”

The digital version of the Magazine will be available from 1st February and the printed version (3.000 copies) will be available from the start of the “12th Open European Taxidermy Championships® 2021”

Deadline for adverts: 15th January 2021

Print advert options & pricing:

Description	Size	Price
1/1 Page	210mm x 297mm (Portrait layout)	€600
1/2 Page	210mm x 146mm (Landscape layout)	€350
1/4 Page	102mm x 146mm (Portrait layout)	€200
1/8 Page	102mm x 72mm (Landscape layout)	€100



SALES CONTACT:

Carsten Skakkebæk

E-mail: carsten@eurotaxidermy.eu

Tel: +45 40415158

TECHNICAL SPECIFICATIONS:

Format: PDF / Adobe Illustrator

Finishing: 300dpi, 3mm Bleed all round, CMYK colour, Fonts embedded or converted to paths.

Images: 300dpi, CMYK.

12th European Taxidermy Championships®

EXHIBITION STANDS

There is a limited number of stands available to accommodate exhibitors.

Stand Sizes & Prices

Price: €80* per square meter (sqm) for floor-space.

Stand Size Options	Square meter	Price
2 x 2 meter*	4 sqm	€320*
3 x 3 meter*	9 sqm	€540*
3 x 4 meter*	12 sqm	€960*
3 x 5 meter*	15 sqm	€1200*
3 x 6 meter*	18 sqm	€1440*

* Stand prices and sizes are estimated. These are to be confirmed as soon as possible

The above prices are exclusive of all walls, building of the stand, tables/chairs/desk or any other items of furniture, decoration, power outlet, logo/graphic panels etc.

BOOKINGS & GENERAL INFORMATION:

Information about prices for exhibitor services please contact:

Sales contact person

Orsolya Nagy

E-mail: orsi@eurotaxidermy.eu

Tel: +36 70 278 2234

SPONSORSHIPS & DONATIONS:

Please see more about our options on below links and fill out the contact form. We will then revert to you.

<https://www.eurotaxidermy.eu/sponsorship-options/>

<https://www.eurotaxidermy.eu/donation-options/>

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European Taxidermy Championships®

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EUROPEAN TAXIDERMY CHAMPIONSHIPS