



The Networked Economy: **How technology, innovation and venture capital are transforming life, design and fashion**

Informilo, the technology news site that links business with innovation, is an official media partner at DLD in Munich, an annual gathering of the digital elite en route to Davos.

It will produce a print magazine that will be distributed inside the conference center and the articles will also be visible to a broader business audience as they will be posted on Informilo's own web site.

The publication will focus on how technology, innovation and venture capital are transforming daily life, design and fashion.

Informilo's print and Web editions will be overseen by Jennifer L. Schenker, a journalist who has worked full-time, at various points in her career, covering technology in Europe for the Wall Street Journal Europe, Time Magazine, International Herald Tribune, Red Herring and BusinessWeek.

The reporting will be done by first-rate independent journalists who are committed to Informilo's mission to uphold the highest standards of journalistic integrity.

A range of opportunities are available for sponsors wishing to effectively reach and influence the key players in the global mobile industry. To advertise please contact Luke Vernon on 447818186068 or by emailing luke@informilo.com.

Sincerely,
Jennifer L. Schenker
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EDITORIAL SYNOPSIS

TOP 25

At look at Europe's top 25 hottest digital media, fashion and design start-ups

NEW ECOMMERCE MODELS:

Consumers are snapping up products that people thought they would never buy online, whether it be shoes or eyeglasses, allowing a host of new e-commerce companies in Europe to thrive. Some are smartly integrating social shopping.

HOT TECH HUBS:

*Tel Aviv: An insider's guide to the heart of the Start-up Nation, plus a profile of Yossi Vardi, the father of Israel's tech industry.

*Berlin is Buzzing: Start-ups such as Soundcloud and Amen are attracting attention and investment from Hollywood star Ashton Kuchner as well as European and Silicon Valley investors.

*Fashion Start-ups Use London's Tech City As Their Run/Way

HOW TECHNOLOGY IS TRANSFORMING EDUCATION:

Tech start-ups like Israel's Time to Know, the U.S.'s Knewton, London's Quipper and Norway's It's Learning are transforming classrooms and the way students learn.

FUTURE OF MONEY:

Mobile payments and alternative currencies such as Ven, Bitcoin, Ripple and Flattr are gaining traction, shaping the future of money and widening the way the world determines and trades value

DIGITAL IDENTITY:

Banks and a whole chain of other actors are preparing to play a key role in securing and disseminating personal data.

A LOOK AT HOW NEW TECHNOLOGIES ARE TRANSFORMING THE CAR INDUSTRY.

THE WAY COMPANIES ARE GETTING FINANCED IS COMPLETELY CHANGING

Informilo looks at crowd funding, super angels and late stage private equity.

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ADVERTISING OPTIONS

Advertisements (Full Color)

Full Page: 10,000 euros

Back Page: 12,000 euros

Half Page: 5,000 euros

Front page banner: 8,000 euros (bottom of the page)

Dimensions (height x width)

Full Page: 300mm x 230mm

Back Page: 300mm x 230mm

Half Page: 130mm x 202mm

Front page banner: 40mm x 206mm

Editorial Policy: Informilo does not produce or accept advertorials
Informilo also does not sanction “pay for play”. Buying an advertisement is not a
guarantee of editorial coverage and does not give the sponsor any editorial control.

Format: glossy with color photography

Readers: 800 invitation only attendees, including 150 who will travel on to the World
Economic Forum in Davos, and 150 journalists, plus a broader business audience that
reads the Informilo web site.

Pages: 16-20

Publication Date: January 22, 2012

Copy Deadline: January 10, 2012

Size (h x w): 300mm x 230mm

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TECHNICAL SPECIFICATIONS

Resolution

All images must be a minimum of 300dpi at the used size.

Colour format

Colour images should be CMYK. If artwork (including any images and adverts) is not compliant to the above, we will endeavour to correct. However, we will not be held responsible for any result different to what was expected.

Fonts

Please ensure all fonts are Postscript, OpenType or outline.
TrueType & CID fonts can not be accepted. If in doubt please convert all fonts to outline.

Delivery

Files should be emailed to informilo@thedesignsurgery.co.uk
For larger than 20mb files please contact The Surgery on +44 (0)7940 283570 or email informilo@thedesignsurgery.co.uk.

File Dimensions

All adverts except full page or double page ad files must be constructed to the exact dimensions of the booked space. NB* No bleed, crop marks or additional whitespace.
Full and double page ads must have a minimum of 3mm bleed on all sides.
Any adverts that have white or light colour background will be given a black key line border of 0.5pt to separate advertisement from the page.