

# EXHIBITION KEY FACTS & FIGURES F.R.E.E 2025



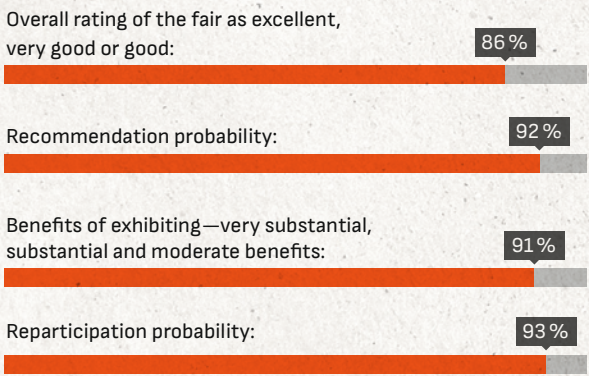
**SAVE THE DATE**  
FEBRUARY 18–22, 2026

Around **125,000**  
Visitors

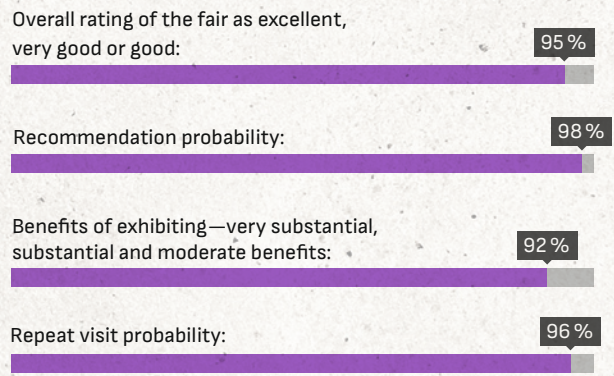
Around **1,000**  
Exhibitors from around 50 Countries

**83,500 m<sup>2</sup>**  
Exhibition Space in 8 Halls

## SATISFIED EXHIBITORS



## HAPPY VISITORS



## EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT



## VISITOR STRUCTURE ANALYSIS







# MARKETING & PR

Targeted advertising ensures that you reach exactly the right audience at f.r.e.e. Through coordinated measures, we guarantee you a high flow of visitors during the trade fair. Here is an overview of some of the measures of f.r.e.e 2025:

## ONLINE

**86.4 million**

banner and ad insertions (Google, Facebook, Instagram, Bing etc.) + organic impressions during the campaign period

**2.1 million**

page views of free-muenchen.de

**99,300**

opened e-mails of the f.r.e.e campaign

**30,500**

followers on Facebook & Instagram

## RADIO

Around **320** adverts on 55 stations with **17.2 million.** gross contacts and a net reach of **70 %**.



## PODCAST

The f.r.e.e talk podcast reached around **40,000** streams and around **21,500** unique listeners in just 2 months.



## PR WORK

Broad-based (Pre-) reporting and interviews with over **100 million** media coverage and more than **400** journalists on site.

Selection:



## OUT OF HOME

High-reach outdoor advertising campaign during the campaign period in Munich and the surrounding area with billboard ads and event posters, including posters on subways and suburban lines — reaching around 285 million contacts.



### YOUR PERSONAL CONTACTS:

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More good reasons  
 for your participation:

