

2024 MEDIA KIT

AN INTEGRAL PART OF
YOUR SHOW COMMUNICATION!



KEY BENEFITS FOR EXHIBITORS:

- ▶ ATTRACT TRADE VISITORS
- ▶ MAXIMISE BUSINESS AT IFA
- ▶ GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED



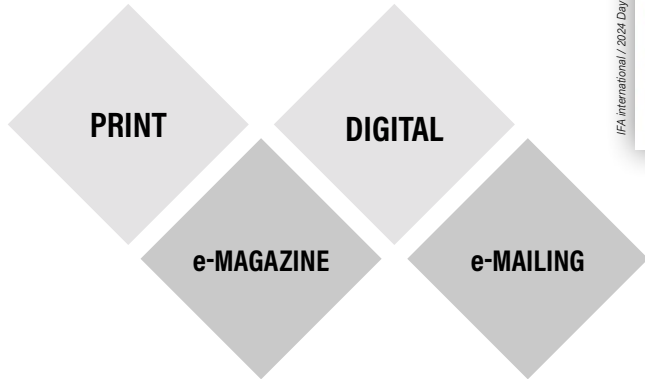
IFA INTERNATIONAL IS THE OFFICIAL
DAILY MAGAZINE OF IFA



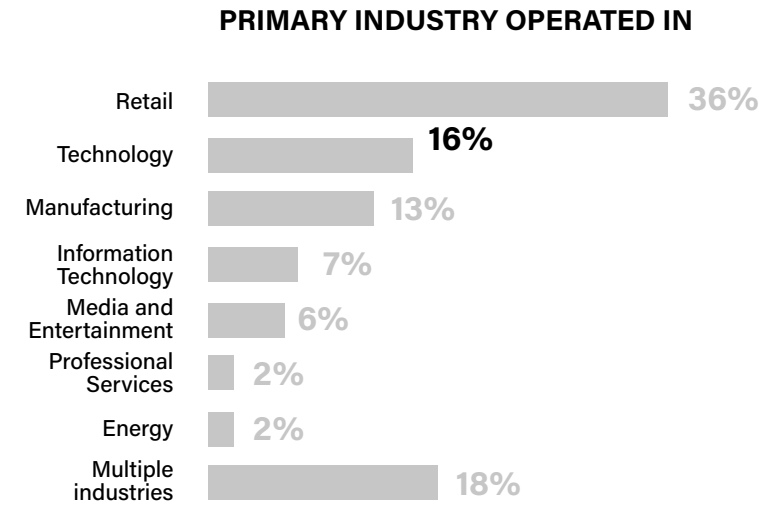
It enables exhibitors to communicate all relevant information, intelligently, directly to their customers (buyers and decision-makers).

It is THE source of information for all trade professionals and international press, and covers the event live from the fair.

Multi - channel communication to ensure maximum visibility and reach your target anytime, everywhere!



FIGURES & READER PROFILE



About IFA Berlin



85%
of trade visitors
said attending IFA
is important to their
business

60%
of trade visitors
said have influence
on buying
decisions

“
TESTIMONIALS*



Jochen Pohle
Chief Retail Officer,
ekServiceGroup

The flood of information at international trade fairs like IFA is difficult to channel, even for industry experts. That's why we look forward to structured and well-prepared news. IFA's media offerings convincingly fulfil this mandate and are a welcome companion during hectic trade fair days. In this way, they round off the overall IFA concept.



Karl Trautmann
Member of the management
board electronic partner –
Electronic partner

I will spend five days minimum at IFA. I still won't be able to discover all trends and visit all industry partners. Therefore IFA International is a perfect magazine to have an overview on highlights and get some inspiration what to visit in my limited spare time.



Yannick Fierling
International CEO, board member

IFA International is a useful tool for every visitor to follow this amazing exhibition and its protagonists with a keen eye. Reading the daily is very interesting for us, to see the growing convergence between Domestic Appliances and Consumer Electronics, the Web and the Digital Economy.



Hans Carpels
Euronics International - President

We are big fans of IFA, and it isn't IFA without IFA International – it is how we start each day at the fair, orienting ourselves and catching up on what is going on around us.

* Leading actors of the consumer electronics industry -
Readers of IFA International

CIRCULATION / PRINT

DAY 1
9,000
copies

WEEKEND
8,000
copies

DAY 4
8,000
copies

DAY 5
7,000
copies

STRATEGIC DISTRIBUTION POINTS*

- Main entrances
- All IFA information counters
- Trade visitors' reception & lounge
- Press centre
- Conference stages
- VIP cars
- International trade press stand
- Top 50 partners' & participants' stands
- IFA Global Markets
- Over 100 leading Berlin hotels

* May be subject to change according to up-to-date Health & Safety regulations

WEBSITE / STATISTICS

**Full contents
& e-Magazines online**

**Full integration of contents
into digital event tools**

Find all IFA International daily news as well as exclusive online contents online!

RESPONSIVE & POWERFUL

WEB STATISTICS*

2024 FORECAST

Unique views: **75K**

Users: **50,000**

Average spent time: **>1min**



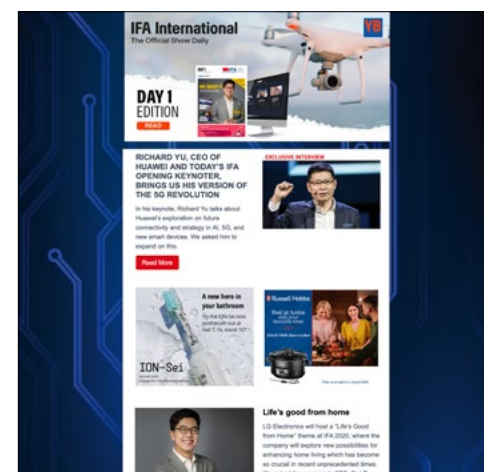
CIRCULATION / ONLINE

**Daily e-Mailing to
> 15,000+ contacts**

Newsletter promotions the edition of the day sent out every morning to trade visitors, exhibitors and press before, during and after the fair for a full media coverage.

6 e-mailings

(PREVIEW - DAY 1, WEEKEND, DAY 4, DAY 5 - REVIEW)



SOCIAL MEDIA

IFA International contents are promoted through the IFA social media channels



8,800
FOLLOWERS



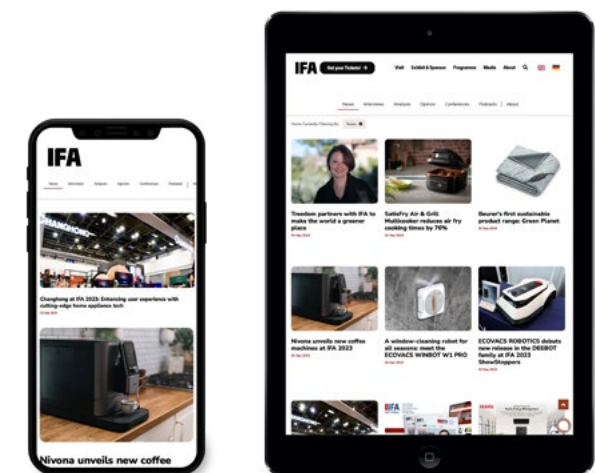
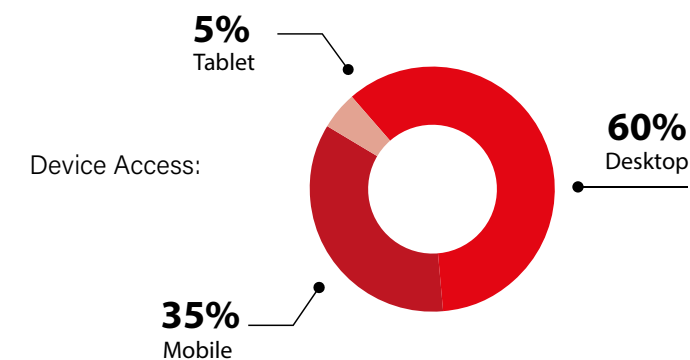
11,300
FOLLOWERS



13,900
FOLLOWERS



12,500
MEMBERS



* Source: Google Analytics

EDITORIAL CONTENT

Content is designed to be highly **relevant** and useful for trade visitors & press, helping them to **set their show agenda** and **define their priorities**, as well as giving them the “big picture” with market data and leaders’ strategies.

Benefit from this **unique communication platform** to get YOUR message across. Contact our editorial team for themes and interview.



DAILY SECTIONS

SHOW NEWS

The top stories of the day of interest to international trade visitors, including major announcements & debates.

IFA LEADERS' SUMMIT / CONFERENCE HIGHLIGHTS

As trade visitors hop from one stand to another, they no doubt regret not being able to attend some of the top conferences. We cover selected conferences of particular interest to trade visitors.

PRESS & BLOGGER CORNER

Top journalists at IFA explain why they're here and what their personal “IFA highlights” are.

MARKET TRENDS

Important new industry trends and interviews with leading analysts.

EXCLUSIVE INTERVIEWS

Given the calibre of many of those presenting conferences and keynotes, where possible we not only give a précis of their conference, but also field exclusive comments that are specifically destined to our readers.

TRADE TALKS

Top retailers and trade organisations at IFA explain their current key concerns and discuss some of the most interesting trends and products they have seen at the show.

PRODUCT SPOTLIGHTS

We highlight the most innovative new products at the show and present each one's three Key Selling Points. This pre-analysis allows buyers to gain a simple and synthetic overview very rapidly.

IFA NEXT

Stay abreast of information and business ideas that are exchanged at this global innovation hub bringing together researchers, industry professionals, start-ups and retailers.

IFA 100TH ANNIVERSARY

In this special section we trace back key milestones and breakthroughs in the long history of IFA and its key exhibitors.

IFA GLOBAL MARKETS

We track the latest trends at the “sourcing platform” for consumer electronics and digital products in the field of technical consumer goods.

STAND OF THE DAY / DESIGN SPOTLIGHT

Highlight your stand through a 1-page photo report, or spotlight your company's design philosophy.

WHERE TO GO IN BERLIN

A definitive guide on where to go out in Berlin to make the international visitors feel much more “at home” in this exciting city.

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of IFA International?

Provide us with your input:

- Coverage of your company's main news, events and press conferences
- A strategic platform for your Top management / Government officials
- Contributions and thought leadership for our Regional Spotlights and Special Features

EDITIONS

SPECIAL FEATURES

REGIONAL SPOTLIGHT

PREVIEW EDITION

[2 September 2024]

IFA - INNOVATION FOR ALL

▪ IFA 2024 SNEAK PEEK

TAIWAN

DAY 1 EDITION

[6 September 2024]

- COMMUNICATION & CONNECTIVITY
- AUDIO
- COMPUTING & GAMING
- FITNESS & DIGITAL HEALTH
- MOBILITY

KOREA

WEEK -END EDITION

[7 & 8 September 2024]

HOME APPLIANCES - PART 1

- MAJOR & SMALL DOMESTIC APPLIANCES (KITCHEN: COOKING, CLEANING & REFRIGERATION)
- HEALTH & WELL-BEING
- CARE & BEAUTY

GERMAN SPEAKING COUNTRIES

DAY 4 EDITION

[9 September 2024]

- HOME & ENTERTAINMENT
- SMART HOME
- PHOTO, VIDEO & CONTENT CREATION

CHINA

DAY 5 EDITION

[10 September 2024]

HOME APPLIANCES - PART 2

- MAJOR & SMALL DOMESTIC APPLIANCES (LAUNDRY CARE & CLEANING)
- AIR SOLUTIONS
- HEATING & COOLING SYSTEMS

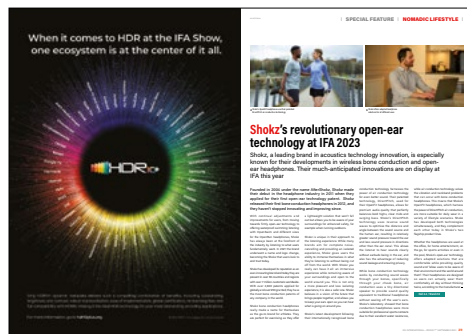
NORTH AMERICA

REVIEW EDITION

[17 September 2024]

- OUTLOOK
- A LOOK BACK AT KEY HIGHLIGHTS OF IFA 2024

PRINT / AD OPPORTUNITIES



ADVERTISING RATES* (€) Advertising space is only available for exhibitors of IFA

ADVERTISEMENT	All Editions	Online Preview or Review	Day 1 or Weekend or Day 4		Day 5
			Print & Online Versions		
▪ 1/4 page	6,100	750	1,400		1,100
▪ 1/3 page	7,900	950	1,800		1,600
▪ 1/2 page	10,800	1,250	2,450		2,150
▪ 1 full page	17,800	2,100	4,200		3,550
▪ 1 double page	32,500	3,750	7,600		6,550

* + 15% for highlight placement / Right-hand page
+ 30 % for in-house design services



HIGHLIGHT POSITIONS ALL EDITIONS (PREVIEW AND REVIEW INCLUDED)	(€)
• Logo & Stand N° on the front cover	8,500
• 1/5 page banner on the front cover	Sold out 25,000
• 1 full page advertisement, first 12 pages	20,500
• 1 double page advertisement, first 12 pages	36,500
• Inside back cover	22,000
• Inside front cover, double page	Sold out 48,000
• Back cover	Sold out 39,000
• Insert in the magazine	on demand
• Bookmark - Insertion into 1 edition	9,900



ADVERTORIAL (IN ONE EDITION)	(€)
• 1/4 page	1,700
• 1/2 page	2,900
• 1 full page	5,000
• 1 double page	8,900

PRODUCT SPOTLIGHT	(€)
Photo, description, 3 USPs & Stand N°	
• 1/4 page	1,700

IFA INTERNATIONAL - QR CODE CARD	
IFA INTERNATIONAL QR Code Card (5,000 units):	
Logo on card, exclusive position from	€ 7,500€



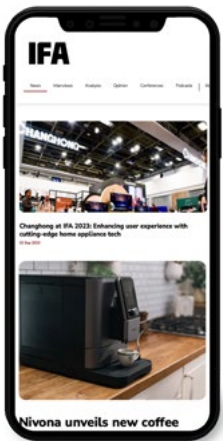
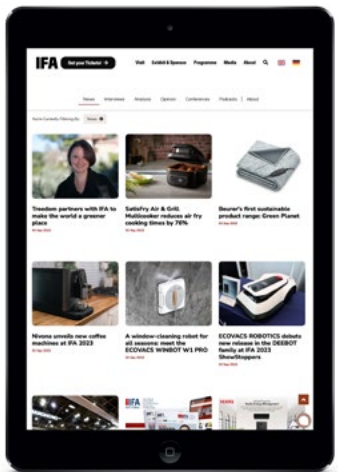
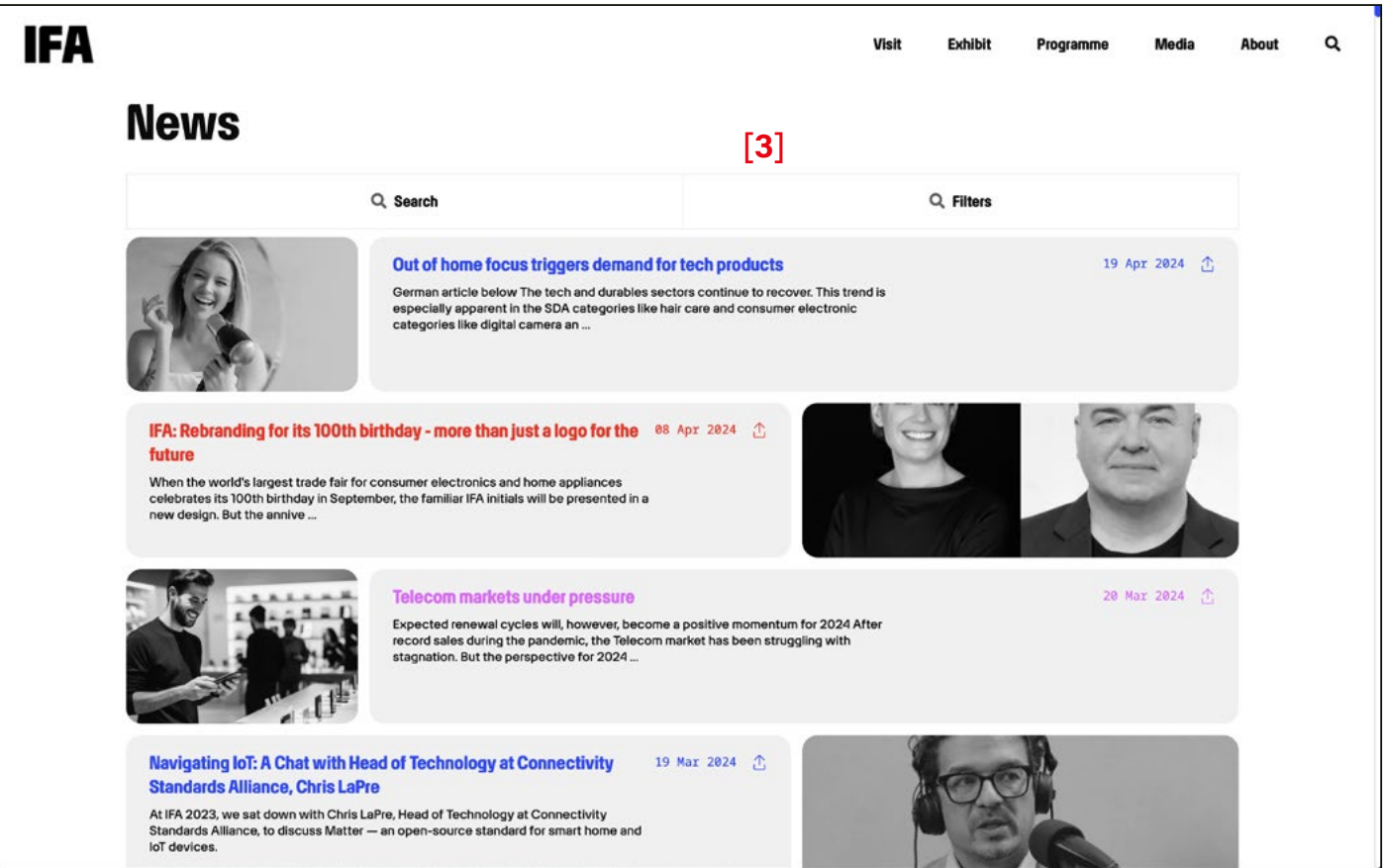
HALL PLAN	(€)
4 PAGE BOOKLET - ALL EDITIONS (EXCEPT REVIEW)	
Inserted into all editions of IFA International (except Review)	
• 1 full page advertisement, back	Sold out 24,500
• Logo & Stand N°, Large size	3,350
• Logo, Stand N° + QR-Code	1,700
• Logo & Stand N°, Standard size	850

SMARTGUIDE	(€)
Customized publication (24 pages).	
Insertion into 1 edition of IFA International from	38,000

PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1 PRODUCT SPOTLIGHT 1 STANDARD LOGO HALL PLAN FREE BONUS	1/2 PAGE ADVERTORIAL 1/2 ADVERTISEMENT 1 STANDARD LOGO ON THE HALL PLAN FREE BONUS	1 FULL PAGE ADVERTISEMENT 1 FULL PAGE ADVERTORIAL 1 PRODUCT SPOTLIGHT FREE BONUS 1 STANDARD LOGO & QR CODE ON THE HALL PLAN FREE BONUS	2 FULL PAGE ADVERTISEMENTS 2 FULL PAGE ADVERTORIALS 2 PRODUCT SPOTLIGHTS FREE BONUS 1 LARGE LOGO ON THE HALL PLAN FREE BONUS
€ 1,700	€ 5,350	€ 9,200	€ 18,400

DIGITAL / AD OPPORTUNITIES



RATES (A LA CARTE) (SHOW TIME - SEPT 2024)

• **In-Depth Article***: 600 words [1]
1st positions on day of publication € 1,400

• **Short Article***: 200 words
1st positions on day of publication € 600

GLOBAL SPONSORSHIP [2]
Your branding on the E-magazine Download Section (Header & Branded Cover page) - All Editions) € 5,000

MENU ENTRY [3]
• Dedicated Menu Point
• Dedicated Page with your contents
• 6 Articles (3 In-Depth, 3 Short)
• 2 newsletter inclusions
• 2 social media posts
1 month € 16,500

* communication during IFA time (September) is only available to exhibitors of IFA Berlin

OPTIONS SOCIAL MEDIA

1 IFA social media post

RATES

1 post all 4 platforms
€ 700

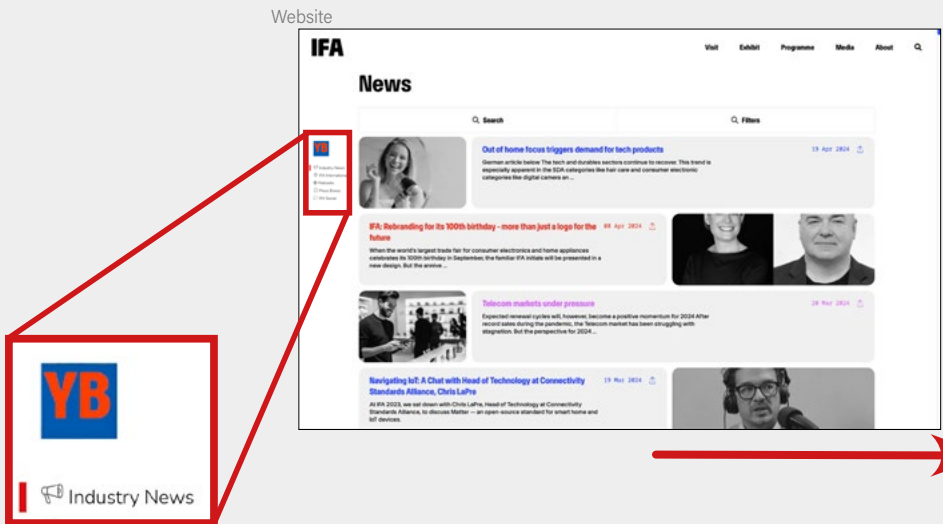
OPTIONS NEWSLETTER

Your article highlighted in one IFA newsletter

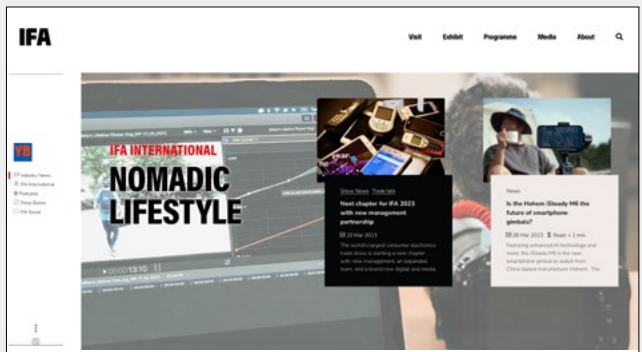
RATES

• Your article highlighted in 1 newsletter
€ 1,200

MENU ENTRY [3]



Show Dailies section



e-Mailing



PRINT / TECHNICAL SPECIFICATIONS



STANDARD POSITIONS

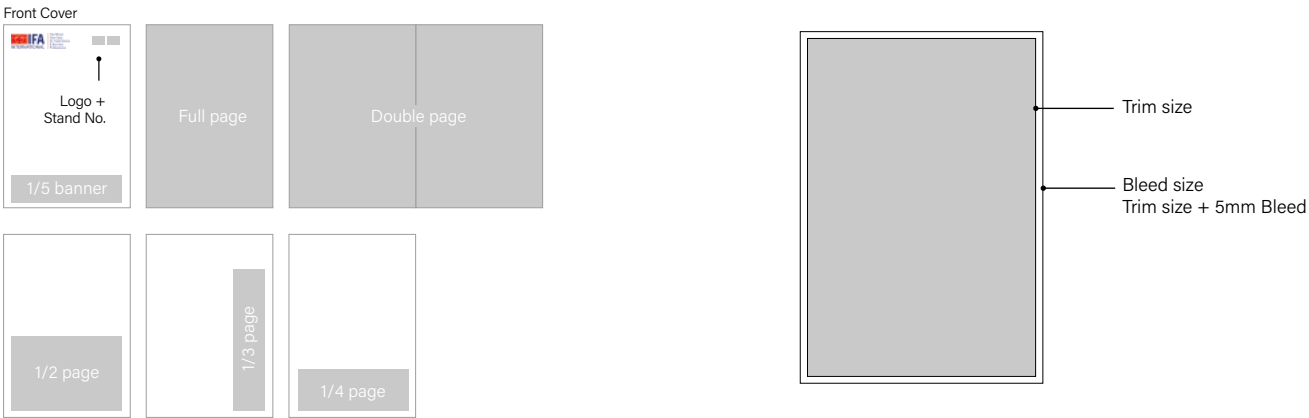
	Trim size	Bleed size
Full page	240 x 330 mm	250 x 340 mm
Double page	480 x 330 mm	490 x 340 mm
1/2 page	220 x 136 mm	
1/3 page	66 x 280 mm	
1/4 page	220 x 68 mm	

HIGHLIGHT POSITIONS

Logo + Stand No. on front cover		
1/5 banner on front cover	220 x 54 mm	
Inside front cover	240 x 330 mm	250 x 340 mm
Back cover	240 x 330 mm	250 x 340 mm
Bookmark (both sides)	110 x 230mm	120 x 240 mm

>> **Material Deadline: 19 August 2024**
Contact: production@cleverdis.com
Tel: +33 (0)442 77 46 00

PRINT / TECHNICAL SPECIFICATIONS



HALL PLAN - 4 PAGE BOOKLET - 230 X 320 mm

	TRIM SIZE	BLEED SIZE
1/2 page - Front cover	210 x 127 mm	
Back Cover	230 x 320 mm	240 x 330 mm
Large logo	75 x 50 mm	
Standard logo	32 x 20 mm	



IMPORTANT INFORMATION FOR PRINT MATERIALS

All ads supplied must be CMYK.
Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

Required Format: PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see [Adobe.com/products/acrobat/pdfs/pdfx.pdf](https://adobe.com/products/acrobat/pdfs/pdfx.pdf) for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Proofs: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a colour bar) for all digital files.

Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless.

Material Requirements for In-House Design Services:
Photos: Colour scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.
Logos: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY.
Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Deadline: All print elements (print file & color proof) must be supplied before the deadline. Beyond this deadline, we will accept no more elements, and your content will only be published in our online version.

Please send colour proof to:
Cleverdis / IFA International
Le Relais du Griffon - 439 route de la Seds
13127 Vitrolles - FRANCE
of file delivery mode. The publisher will not accept responsibility when contract proofs are not submitted.

DIGITAL / TECHNICAL SPECIFICATIONS

GLOBAL SPONSORING - SECTION SPONSORING

- Background image: 3,409 x 1,500 px - HD
- Logo: svg
- URL link

ENTRY MENU PACKAGE

- Background image: 3,409 x 1,500 px - HD
- Logo: svg
- URL link
- e-Mailing section banner: 2,560 x 1,440 px - HD

FEATURED ARTICLE

- In-Depth article: up to 600 words
- Short article: up to 200 words
- Images: jpg - HD
- Videos: YouTube link

>> **Material Deadline: 19 August 2024**
Contact: production@cleverdis.com
Tel: +33 (0)442 77 46 00

ADVERTORIAL GUIDELINES

Regular Advertorials

All advertorials in our publications follow our editorial style guide for format. They are written in the style of an article that discusses the key selling points / benefits of the product / service and ideally will include real-life scenarios or case studies to demonstrate effectiveness. Advertorials are designed to provide trade visitors / professionals with information relevant for their business practise and buying decisions.

Regarding images:

- The advertiser must be the copyright holder of any image provided with copy (with image copyright).
- The advertiser must have written release for images including people.
- Images must specifically relate to the advertorial message or product.
- Featured images should ideally be horizontal orientation with dimensions of 1500pix wide a resolution of 300dpi.

Ads within advertorials are not permitted.
No company or brand logos are allowed.
No slogans, no URLs, no contact details (email, telephone number)

Word Count

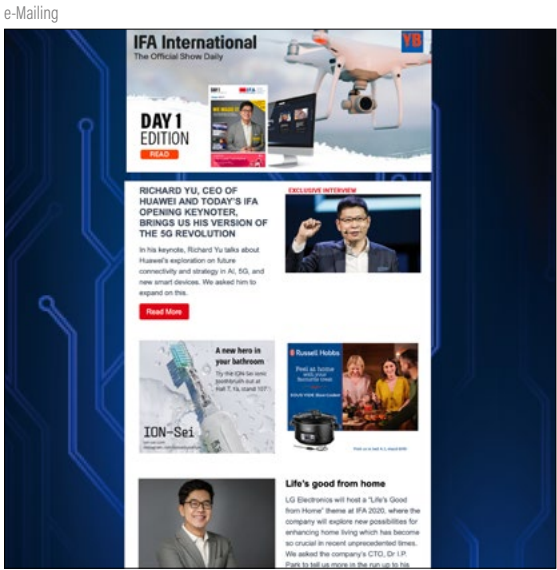
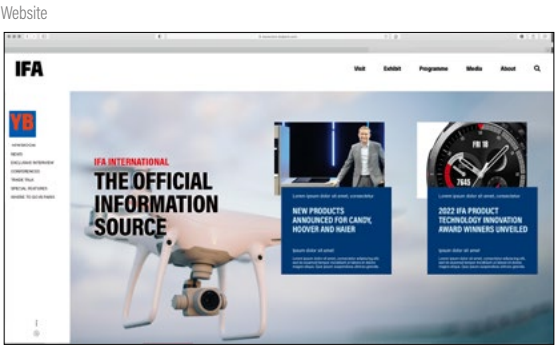
- Full page: 550 words
- Half-page: 250 words
- Third page: 200 words
- Quarter page: 90 words

Featured Article

Featured Articles designate a highlighted position for your advertorial online - on the homepage and section landing page or in standard position (only section landing page).

Content

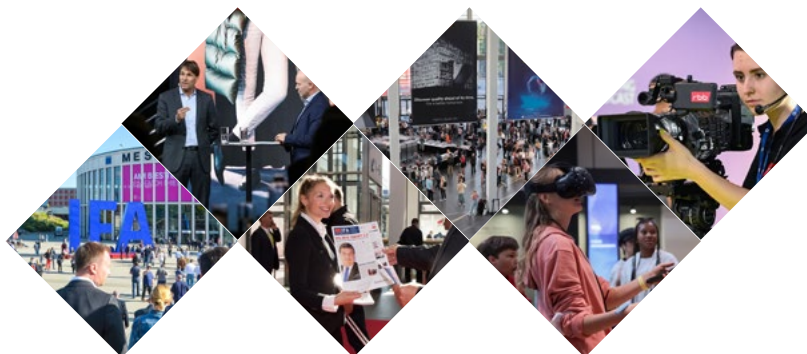
Guidelines for content will be agreed before editing by the Cleverdis team. All basic information must be provided by the client, along with precision of the main points to put forward. When the advertorial piece has been produced, a PDF copy is sent to the client for corrections and / or approval. Changes and corrections must be outlined clearly by the client - in annotations on the PDF.
A final version will then be produced and sent to the client for "OK to Print". This must be marked on the PDF - either scanned or digitally signed.
Any further changes to the advertorial requested by the client, if different to those requested initially, shall be invoiced OVER AND ABOVE the original order, at a rate 10% of the original price invoiced (before any discount), and must be paid by the client prior to publication.



**AN EXPERT COMMUNICATION
TEAM AT YOUR DISPOSAL**

100% LIVE DURING THE SHOW

Come visit us at the IFA press centre during the show!



CONTACTS



ADVERTISING

Bettina Badon
Project Manager
Tel: +33 442 77 46 07
bettina.badon@cleverdis.com



EDITORIAL TEAM

Emiliana Van Der Eng
Head of editorial team
Tel +33 442 774 600
editorial@cleverdis.com



CLEVERDIS