THE OFFICIAL YEAR-ROUND NEWS PLATFORM

IFA NEWS
news.ifa-berlin.com
IFA Newsroom is the go-to platform for the consumer and home electronics industries, where expert insights and the latest industry news put you ahead of the game.

The newsroom is updated daily, all year round, allowing you to stay in touch with the IFA community, inform your target groups about your latest news and make sure your brand and products are always top of mind... and top of their business agendas.

Whether it be a product or campaign launch, management update, if you are a vendor or manufacturer, the IFA newsroom allows you to get your message across in an efficient, targeted, and powerful way.

**TOPICS**
- Audio
- Mobility
- Communication
- Fitness & Digital Health
- Computing & Gaming
- Household Appliances
- Home Entertainment
- IFA Global Markets
- IFA NEXT
- Imaging

**RATES**

**NEWSROOM**
- **In-Depth Article**: 600 words
  - 1st position during 1 week
    - For exhibitors: €1,400
    - For non-exhibitors: €2,100
- **Short Article**: 200 words
  - Position 3 & 4 during 1 week
    - For exhibitors: €600
    - For non-exhibitors: €900

**GLOBAL SPONSORSHIP**
- Your branding on all sections 3 months (including 2 in-depth articles)
  - For exhibitors: €18,500
  - For non-exhibitors: €29,000

**MENU ENTRY**
- Dedicated Menu Point
- Dedicated Branded Page with your contents
- 6 Articles (3 In-Depth, 3 Short)
- 6 newsletter inclusions (3 x 1st position, 3 x 3rd position)
- 2 social media posts
  - 3 months
  - For exhibitors: €16,500
  - For non-exhibitors: €24,500

**HOMEPAGE**
- Your article highlighted on the Home page
  - 1 week
  - For exhibitors: €600
  - For non-exhibitors: €900

>> Only available to exhibitors having applied for IFA 2022

* Can be used with your IFA Global communications fees

**DIGITAL PRESS BOX**
Your press releases / photos / videos presented in a Digital Press Box

**RATES**
- 3 press releases, 3 photos
  - €200
- **Additional press release + photo**
  - Additional 1:
    - For exhibitors: €600
    - For non-exhibitors: €1,000
- **Add Video**
  - 1 video
    - €200
  - 3 videos
    - €500
  - 10 videos
    - €1,200

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**SOCIAL MEDIA**
1 IFA social media post

**RATES**
- For exhibitors: €700
- For non-exhibitors: €1,050

**NEWSLETTER**
Your article highlighted in one IFA newsletter

**RATES**
- **Your article highlighted in 1 newsletter**
  - 1st position
    - For exhibitors: €1,200
    - For non-exhibitors: €1,800
  - 3rd position
    - For exhibitors: €600
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**READER PROFILE**

**IFA 2019 TRADE SHOW FIGURES**

**154,996 TRADE VISITORS**

**5,361 MEDIA REPRESENTATIVES**

*Source: 2019 - Messe Berlin GmbH*

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**Reach over 154,996 IFA trade buyers from 133 countries!**

- **International:**
  - 82,739
- **From Germany:**
  - 72,257

**Geographical Coverage**

- **Europe (EU & Switzerland)**: 62.7%
- **Asia & Australia**: 20.3%
- **South America & Central America**: 0.7%
- **USA & Canada**: 2.0%
- **Africa**: 1.7%
- **Others**: 13%

**Distribution within the trade sector**

- Mail order business: 3%
- Wholesale trade: 41%
- Internet trade: 9%
- Other trade: 6%
- Chain of department stores: 5%
- Specialist retail trade: 3%

*Source: 2019 - Messe Berlin GmbH - Voluntary information supplied by trade visitors - Survey conducted by IPSOS*

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**WEB STATISTICS Q2 2022**

- **10,000 UNIQUE USERS**
- **25,000 VIEWS**
- **> 2.0 MIN AVG TIME SPENT**
- **> 1.56 MIN TIME ON SITE**

**AVERAGE ANNUAL VALUE ACROSS 2019 AND 2020 FOR IFA WEBSITE**

- **600,000+ VISITORS**
- **1,400,000+ PAGE VIEWS**

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**SOCIAL MEDIA**

- **6,657 FOLLOWERS**
- **13,139 FOLLOWERS**
- **4,259 FOLLOWERS**
- **3,959 MEMBERS**

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**NEWSLETTER**

- **15,000+ RECIPIENTS**

*Source: 2022 - Messe Berlin GmbH*