THE OFFICIAL PODCAST OF IFA

IFA TECH TALK

2022 MEDIA KIT

news.ifa-berlin.com
PODCAST

Highlight your News or Brand Message on IFA TECH TALK!

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

In each episode:
- Industry news
- Key figures
- Leading industry insight
- The «Big» Interview

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of IFA TECH TALK

Provide us with your input:

- Coverage of your company’s main announcements and product launches
- A strategic platform for your top management

RATES*

GLOBAL SPONSORING (3 months)
- Co-branding (IFA TECH TALK - brought to you by ...)
- Introduction jingle start & finish podcast
- 1 interview (4 min)
- 2 news (30 sec per news)
- Logo on the cover of the podcast

For Exhibitors: 9 500 €
For non exhibitors: 14 000 €

NEWS SECTION SPONSORING (3 months)
- “IFA TECH TALK - brought to you by...”
- 1 news (30 sec)

For Exhibitors: 4 500 €
For non exhibitors: 6 500 €

INTERVIEW SPONSORING (3 months)
- “The Big Interview brought to you by...”
- 1 news (30 sec)

For Exhibitors: 4 500 €
For non exhibitors: 6 500 €

ADVERTORIAL (30 seconds)
- 1 news (30 sec) - 3 spaces available

For Exhibitors: 1 500 €
For non exhibitors: 2 200 €

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

IFA TECH TALK is the year-round podcast designed for the Consumer and Home Electronics industry. Keep in touch with key decision makers and anticipate market trends thanks to highly relevant contents presented in a compact and efficient format.

The monthly podcasts allow 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 announcement, news or strategy update the IFA TECH TALK allows you to get your message across in an efficient, targeted, and powerful way.
IFA TARGET PROFIL

IFA 2019 TRADE SHOW FIGURES

154,996
TRADE VISITORS
Source: 2019 - Messe Berlin GmbH

5,361
MEDIA REPRESENTATIVES
Source: IFA 2019 - Voluntary information supplied by trade visitors - Survey conducted by IPSOS

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

International: 82,739
From Germany: 72,257

Geographical Coverage:

- Europe (EU & Switzerland): 62.7%
- USA & Canada: 10.3%
- Asia & Australia: 8.0%
- Africa: 1.7%
- South America & Central America: 0.7%
- Other trade: 3.6%
- Internet trade: 9.0%
- Mail order business: 2.4%
- Wholesale trade: 4.1%
- Specialist retail trade: 6.0%
- Other: 3.0%

Distribution within the trade sector

Source: Survey conducted by IPSOS

Order Volume during the show:

4.7 billion €

WEB STATISTICS Q2 2022

10,000
UNIQUE USERS

25,000
VIEWS

> 2.0 MIN
AVG TIME SPENT

CIRCULATION / ONLINE

Podcast available at news.ifa-berlin.com

Sent out each month in the IFA Newsletter

Direct listeners on IFA Tech Talk section:
2,600

Listeners (Apple, Google & Spotify):
8,200

Average consumption:
> 8.0 MIN

LISTENERS

LISTENERS

NEWSLETTER

15,000+
RECIPIENTS

Source: 2020 - Messe Berlin GmbH

Source: 2019 - Messe Berlin GmbH

Social Media:

- Facebook: 6,476 FOLLOWERS
- Instagram: 3,987 FOLLOWERS
- Twitter: 13,055 FOLLOWERS
- LinkedIn: 3,037 MEMBERS
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