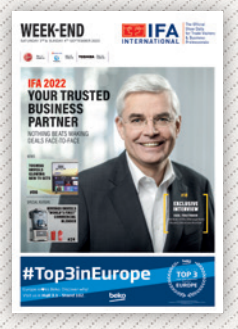
IFA INTERNATIONAL

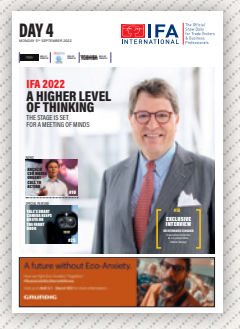
The Official Show Daily for Trade Visitors & Business Professionals

IFA CONSUMER ELECTRONICS UNLIMITED BERLIN, 1-5 SEP 2023

2023 MEDIA KIT

AN INTEGRAL PART OF YOUR SHOW COMMUNICATION!





- NEWS LIVE FROM THE SHOW
- SPECIAL FEATURES
- REGIONAL SPOTLIGHTS

news.ifa-berlin.com

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!

PRINT

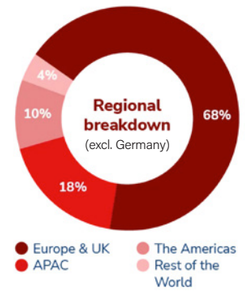
DIGITAL

e-MAGAZINE

e-MAILING

IFA international / 2022 Day 4 Edition

FIGURES & READER PROFILE



Top 10 countries represented

1. Germany	**6.** Netherlands
2. Italy	**7.** Spain
3. UK	**8.** Sweden
4. Turkey	**9.** Poland
5. France	**10.** Denmark

About IFA Berlin

500 startups

180,000 attendees

2,000 exhibitors

1.5M meetings

€4B generated

5,000 press & influencers

Source : IFA Management GmbH

TESTIMONIALS*

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.

Franz Schnur
telering Marketing GmbH & Co. KG – Managing Director

For me IFA International is not only the must-read during the show, but I use it also as a comprehensive information source afterwards

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.

Thierry de la Tour d'Artaise
SEB Group – CEO

I actually believe it's the best quality I've seen. (...) The magazines are very, very high quality and bring to the readers a lot of insights and knowledge on the groups, the products, and the trends.

Harald Friedrich
BSH Hausgeräte
Executive Vice President

At IFA, IFA International is the most powerful way to reach out to the industry, it's concise and therefore quick to read which is important to for time-pressed people, and I like the fact that it is also online for much broader availability.

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

CIRCULATION / PRINT

DAY 1	WEEKEND
10,000 copies	**10,000** copies
DAY 4	**DAY 5**
10,000 copies	**9,000** copies

STRATEGIC DISTRIBUTION POINTS*

- Main entrances
- All IFA information counters
- Trade visitors' reception & lounge
- Press centre
- Keynote area
- IFA Leaders Summit
- 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

CIRCULATION / ONLINE news.ifa-berlin.com

Daily e-Mailing to
> 15,000+ contacts

E-mailing to launch the edition of the day that is 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

7.442 FOLLOWERS	**6.269** FOLLOWERS
13,599 FOLLOWERS	**6,406** MEMBERS

WEBSITE / STATISTICS news.ifa-berlin.com

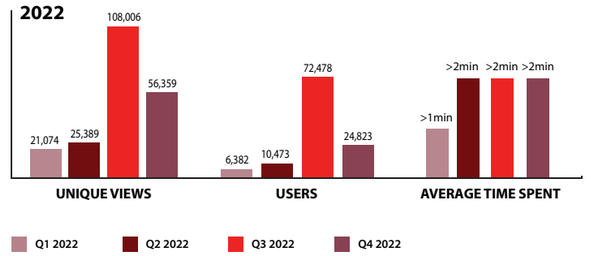
Full contents
& e-Magazines online
@ news.itb.com

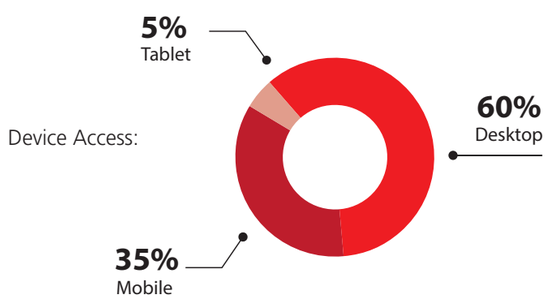
Full integration of contents into digital event tools

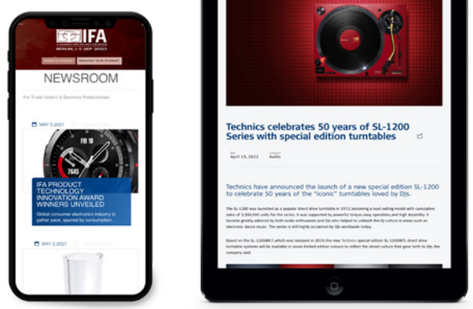
news.ifa-berlin.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

WEB STATISTICS*







* Source: www.ifa-international.org - Google Analytics of September 2018

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 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 [25 August 2023]	**CONSUMER LIFESTYLE** • IFA 2023 SNEAK PEEK	TAIWAN
DAY 1 EDITION [1 September 2023]	**NOMADIC LIFESTYLE** • MOBILE DEVICES • GAMING & ESPORTS • FITNESS & ACTIVITY • VR • AUDIO >> SHIFT MOBILITY	KOREA
WEEK -END EDITION [2-3 September 2023]	**IFA HOME APPLIANCES** - PART 1 • LARGE KITCHEN APPLIANCES • SMALL KITCHEN APPLIANCES • SMALL APPLIANCES >> THE SUSTAINABILITY VILLAGE >> #BERLINTECHWEEK >> SHOWSTOPPERS @ IFA	GERMAN SPEAKING COUNTRIES
DAY 4 EDITION [4 September 2023]	**HOME LIFESTYLE** • IFA HOME & ENTERTAINMENT ELECTRONICS • ROBOTICS (THE HOUSE OF ROBOTS & ROBOTIC BAR) • SMART HOME • AUDIO >> AWARDS EISA AWARDS, UX Design, IFA Product Technical Innovation Awards	CHINA
DAY 5 EDITION [5 September 2023]	**IFA HOME APPLIANCES** - PART 2 • LAUNDRY CARE • CLEAN FLOORS	NORTH AMERICA
REVIEW EDITION [12 September 2023]	OUTLOOK A LOOK BACK AT KEY HIGHLIGHTS OF IFA 2023	

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	5,800	700	1,350	1,050
• 1/3 page	7,600	900	1,750	1,500
• 1/2 page	10,300	1,200	2,350	2,050
• 1 full page	17,000	2,000	4,000	3,400
• 1 double page	31,000	3,600	7,250	6,250

* + 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	8,100
• 1/5 page banner on the front cover	24,000
• 1 full age advertisement, first 12 pages	19,500
• 1 double page advertisement, first 12 pages	35,000
• Inside back cover	21,000
• Inside front cover, double page	46,000
• Back cover	37,200
• Insert in the magazine	on demand

ADVERTORIAL (IN ONE EDITION) (€)

• 1/4 page	1,600
• 1/2 page	2,800
• 1 full page	4,800
• 1 double page	8,500

PRODUCT SPOTLIGHT (€)

Photo, description, 3 USPs & Stand N°

• I/4 page	1,600

HALL PLAN (€)

4 PAGE BOOKLET - ALL EDITIONS (EXCEPT REVIEW)

Inserted into all editions of IFA International (except Review)

• 1 full page advertisement, back cover	23,500
• Logo & Stand N°, Large size	3,200
• Logo, Stand N° + QR-Code	1,600
• Logo & Stand N°, Standard size	800

SMARTGUIDE (€)

Customized publication (24 pages).
Insertion into 1 edition of ITB Berlin News from 37,000

IFA INTERNATIONAL - QR CODE CARD

IFA INTERNATIONAL QR Code Card (5,000 units):

Logo on card, exclusive position from €€ 7,500€

STARTER
- **1** PRODUCT SPOTLIGHT
- **1** STANDARD LOGO HALL PLAN
  FREE BONUS

€ 1.600

ADVANCED
- **1/2** PAGE ADVERTORIAL
- **1/2** ADVERTISEMENT
- **1** STANDARD LOGO & QR CODE ON THE HALL PLAN
  FREE BONUS

€ 5.150

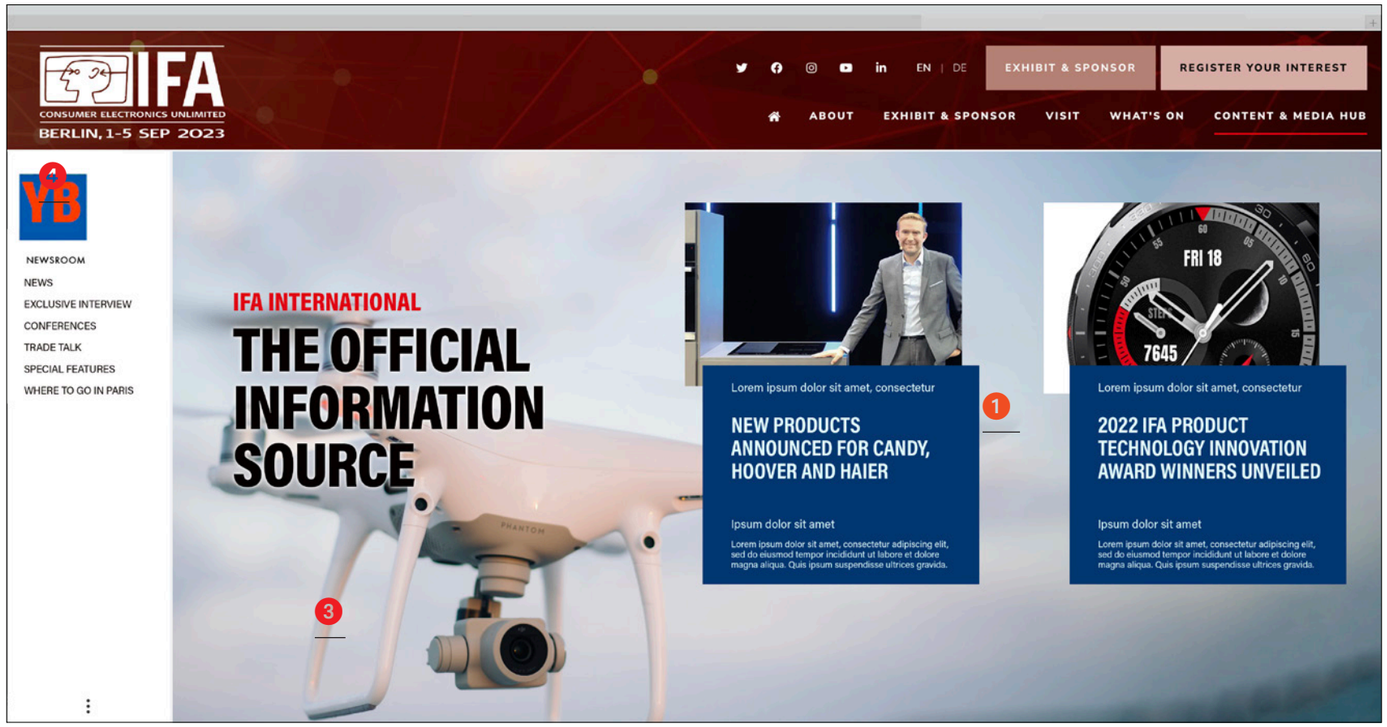
PREMIUM
- **1** FULL PAGE ADVERTISEMENT
- **1** FULL PAGE ADVERTORIAL
- **1** PRODUCT SPOTLIGHT
  FREE BONUS
- **1** STANDARD LOGO & QR CODE ON THE HALL PLAN
  FREE BONUS

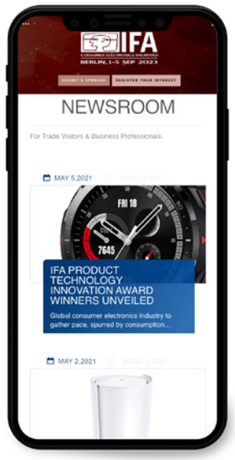
€ 8.800

PREMIUM PRO
- **1** DOUBLE PAGE ADVERTISEMENT
- **1** FULL PAGE ADVERTORIAL
- YOUR 1 MIN NEWS ON IFA TECH TALK PODCAST
  FREE BONUS
- **1** LARGE LOGO ON THE HALL PLAN
  FREE BONUS

€ 12.050

DIGITAL / AD OPPORTUNITIES news.ifa-berlin.com





RATES (SHOW TIME - SEPT 2023)

NEWSROOM

- **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 3

Your branding on all sections during 1 month (25/8-25/9/2023): € 19,500
(including 2 in-depth articles)

MENU ENTRY 4

- Dedicated Menu Point
- Dedicated Branded 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

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 5: € 600
  - Additional 10: € 1,000
- **Add Video**
  - 1 video € 200
  - 3 videos € 500
  - 10 videos € 1,200

* Only available to exhibitors having applied for IFA 2023

OPTIONS

SOCIAL MEDIA

1 IFA social media post

RATES

1 post all 4 platforms € 700

OPTIONS

NEWSLETTER

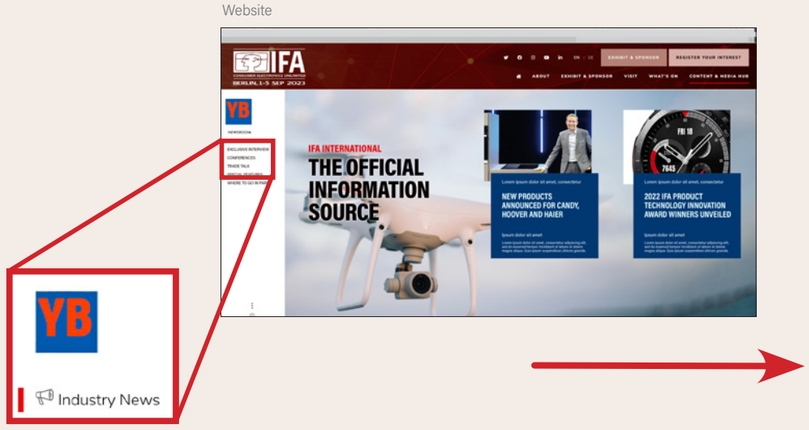
Your article highlighted in one IFA newsletter

RATES

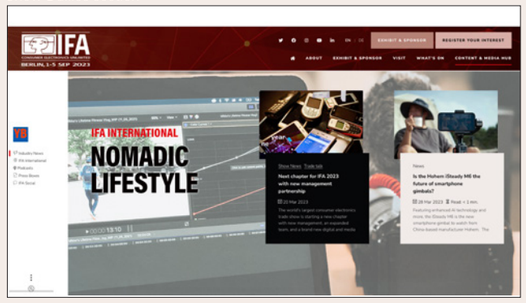
- **Your article highlighted in 1 newsletter** € 1,200

MENU ENTRY

Website



Show Dailies section



e-Mailing

PRINT / TECHNICAL SPECIFICATIONS

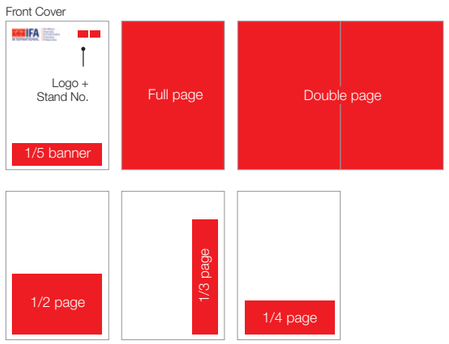
STANDARD POSITIONS	Trim size	Bleed size
Full page	250 x 353 mm	260 x 363 mm
Double page	500 x 353 mm	510 x 363 mm
1/2 page	230 x 160 mm	
1/3 page	86 x 300 mm	
1/4 page	230 x 80 mm	

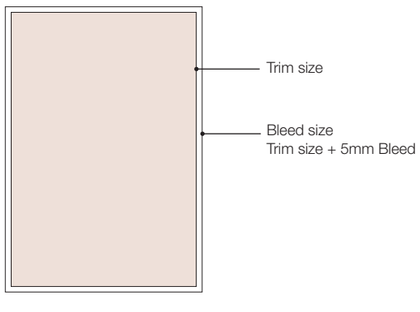
HIGHLIGHT POSITIONS

Logo + Stand No. on front cover		
1/5 banner on front cover	230 x 58 mm	
Inside front or back cover	250 x 353 mm	260 x 363 mm
Back cover	250 x 353 mm	260 x 363 mm

>> Material Deadline: 18 August 2023
Contact: production@cleverdis.com
Tel: +33 (0)442 77 46 00

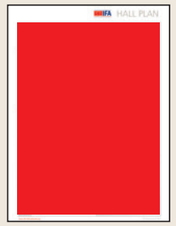
PRINT / TECHNICAL SPECIFICATIONS



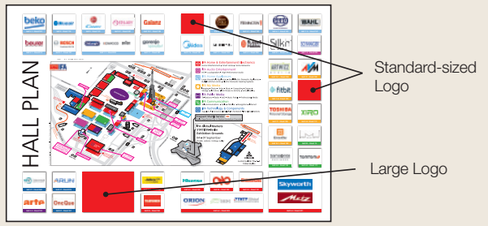


HALL PLAN

	TRIM SIZE
Front cover page	230 x 314 mm
Back cover page	240 x 340 mm
Standard logo	32 x 20 mm
Large logo	74 x 54 mm



Hall Plan Front cover



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 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 18th Auguts 2023. 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.

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: 600 words
- Half-page: 270 words
- Third page: 180 words
- Quarter page: 140 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.

DIGITAL / TECHNICAL SPECIFICATIONS news.ifa-berlin.com

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
- Highlight article: up to 600 words
- Standard article: up to 300 words
- Images: jpg - HD
- Videos: YouTube link

e-MAILING BANNER
- Format: 300 x 250 px - jpg or gif

>> Material Deadline: 18 August 2023
Contact: production@cleverdis.com
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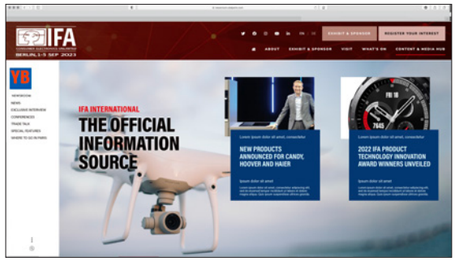
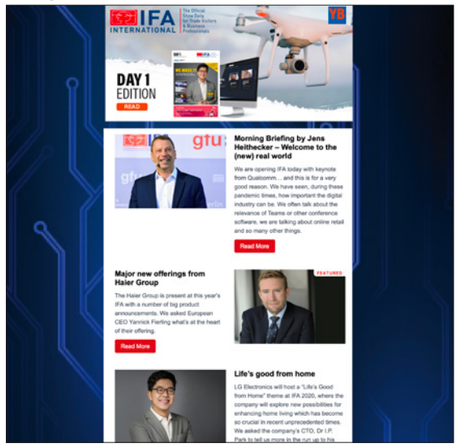
Website



e-Mailing



AN EXPERT COMMUNICATION TEAM
AT YOUR DISPOSAL

100% LIVE DURING THE SHOW

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

CONTACTS

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CLEVERDIS

is the publisher of IFA NEWS · IFA TECH TALK · IFA INTERNATIONAL The Official Show Daily for Trade Visitors & Business Professionals

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