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

news.ifa-berlin.com

2023 MEDIA KIT

NEWS LIVE FROM THE SHOW
SPECIAL FEATURES
REGIONAL SPOTLIGHTS
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!

**TESTIMONIALS**

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

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

**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**
Robert Bosch Hausgeräte GmbH – Managing Director

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.

**Source**: IFA 2018 - Voluntary information supplied by trade visitors - Survey conducted by GfK

**FIGURES & READER PROFILE**

<table>
<thead>
<tr>
<th>Distribution within the trade sector</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail order business</td>
<td>3%</td>
</tr>
<tr>
<td>Other trade</td>
<td>5%</td>
</tr>
<tr>
<td>Chain of department stores</td>
<td>6%</td>
</tr>
<tr>
<td>Internet trade</td>
<td>9%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>36%</td>
</tr>
<tr>
<td>Specialist retail trade</td>
<td>41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach over 152,000 IFA trade visitors from 129 countries!</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
</tr>
<tr>
<td>82,739 trade visitors</td>
</tr>
<tr>
<td>From Germany</td>
</tr>
<tr>
<td>72,257 trade visitors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distribution of international Trade Visitors</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe (EU &amp; Switzerland)</td>
<td>62.7%</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>13.8%</td>
</tr>
<tr>
<td>Asia &amp; Australia</td>
<td>20.3%</td>
</tr>
<tr>
<td>Africa</td>
<td>1.7%</td>
</tr>
<tr>
<td>South America &amp; Central America</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
STRATEGIC DISTRIBUTION POINTS*

- Main entrances
- All IFA information counters
- Trade visitors’ reception & lounge
- Press centre
- Keynote area
- IFA+ 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 / PRINT

<table>
<thead>
<tr>
<th>DAY</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13,000</td>
</tr>
<tr>
<td>WEEKEND</td>
<td>13,000</td>
</tr>
<tr>
<td>4</td>
<td>11,000</td>
</tr>
<tr>
<td>5</td>
<td>9,000</td>
</tr>
</tbody>
</table>

CIRCULATION / ONLINE news.ifa-berlin.com

Daily e-Mailing to > 11,700 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)

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

<table>
<thead>
<tr>
<th>STATISTICS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
</tr>
<tr>
<td>Sessions</td>
</tr>
<tr>
<td>Avg. Session Duration</td>
</tr>
<tr>
<td>Pageviews</td>
</tr>
<tr>
<td>Pages per Session</td>
</tr>
</tbody>
</table>

Device Access:

- 60% Desktop
- 35% Mobile
- 5% Tablet

SOCIAL MEDIA

IFA International contents are promoted through the IFA social media channels

- 6,476 FOLLOWERS
- 3,987 FOLLOWERS
- 13,055 FOLLOWERS
- 3,037 MEMBERS

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

* Source: www.ifa-international.org - Google Analytics of September 2018
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 our unique communication platform to get YOUR message across. Contact our editorial team for themes and interviews.

DAILY SECTIONS

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

IFA Summit IFA Keywords
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.

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
• 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

PREVIEW EDITION
• IFA 2022 Sneak Peek

CONSUMER LIFESTYLE

NOmAdIC LIFESTYLE

DAY 1 EDITION
• IFA Communication
  • 5G, Smartphones, IoT, Accessories & Cases
• IFA My Media
  • Gaming
  ▶ Product Innovations Guide: Gaming Hardware
  ▶ VR, Drones & Action cams
  • Mobile Audio
• IFA Audio Entertainment - Part 1
  • Product Innovations Guide: Headphones

DAY 4 EDITION
• IFA Home Appliances - Part 1
  • Large Kitchen Appliances
    ▶ Ovens, Hobs
    ▶ Product Innovations Guide: Fridges
  • Small Kitchen Appliances
    ▶ Coffee machines, Jaccers, Blenders, Food Processors

DAY 5 EDITION
• IFA Home Appliances - Part 2
  • Smart Home
  • Laundry Care
    ▶ Product Innovations Guide: Washing Machines
  • Clean Floors
    ▶ Product Innovations Guide: Vacuum Cleaners

WEEK-END EDITION

HOME LIFESTYLE
• IFA Home & Entertainment Electronics
  • TV
  ▶ Product Innovations Guide: TV
• IFA Audio Entertainment - Part 2
  • Home Audio: HiFi, Loudspeakers, Multiroom

REVIEW EDITION

OUTLOOK
• A look back at key highlights of IFA 2022

SPECIAL FEATURES

REGIONAL SPOTLIGHT

China

German Speaking Countries

Taïwan

Korea
Europe’s most fought for SDA market segment.

of cordless and with an undiminished battery

flooring and area rugs in one go, with the freedom

Highlight #1:

BISSELL, number 1 Brand in Floor Care

market leadership in Wet & Wash category

cleaning solutions at IFA 2020, underlining European

animals through pet adoption, spay/neuter

reduce the number of animals in shelters

2-in-1 stick, which can easily be transformed to a

households with pets. The stick vacuum cleaner

replies to the consumer request for an affordable

markets in this segment.

140 years, it is BISSELL’s mission to make cleaning

is experiencing significant market growth. For over

INNOVATING THE HOME CLEANING

foundation

expanding activities in partnership with local

Hall 1.2 - Stand 205

Hall 3.1 - Stand 104

PRINT / AD OPPORTUNITIES

ADVERTORIAL (IN ONE EDITION) (€)

• 1/4 page 1,600

• 1/3 page 2,100

• 1/2 page 2,800

• 1 full page 4,800

• 1 double page 8,500

PRODUCT SPOTLIGHT (€)

Photo, description, 3 USPs & Stand N°

• 1/4 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 IFA Berlin News from 37,000

NEW! VISITOR BAG (€)

Sponsoring of the IFA International visitor bag

(6,000 units) from 10,500

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 page 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

ADVERTISING RATES* (€)

Advertising space is only available for exhibitors of IFA

<table>
<thead>
<tr>
<th>ADVERTISEMENT</th>
<th>All Editions</th>
<th>Online Preview</th>
<th>Day 1</th>
<th>Week end Day 4</th>
<th>Day 5</th>
<th>Online Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>5,800</td>
<td>700</td>
<td>1,350</td>
<td>1,350</td>
<td>1,350</td>
<td>1,050</td>
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<tr>
<td>1/3 page</td>
<td>7,600</td>
<td>900</td>
<td>1,750</td>
<td>1,750</td>
<td>1,750</td>
<td>1,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>10,300</td>
<td>1,200</td>
<td>2,350</td>
<td>2,350</td>
<td>2,350</td>
<td>2,050</td>
</tr>
<tr>
<td>1 full page</td>
<td>17,000</td>
<td>2,000</td>
<td>4,000</td>
<td>4,000</td>
<td>4,000</td>
<td>3,400</td>
</tr>
<tr>
<td>1 double page</td>
<td>31,000</td>
<td>3,600</td>
<td>7,250</td>
<td>7,250</td>
<td>7,250</td>
<td>6,250</td>
</tr>
</tbody>
</table>

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

SPONSORING

GLOBAL SPONSORING - EXCLUSIVE POSITION*

Sponsoring of the website, webkiosk (e-magazine) and e-mailings € 22,500

* Except for Special Feature and Regional Spotlight sections

SPONSORING OF THE SECTION OF YOUR CHOICE* - HIGHLIGHT POSITIONS

• Section landing page: your logo, branding & link
• Menu: your brand name on section
• Homepage: your brand name on section entry
• E-mailing: Branding of your section in the e-mailing (day of publication)

• Sponsoring of 1 Section - 1 edition € 4,000

FEATURED ARTICLE - HIGHLIGHT POSITION

> 1 In-Depth Article (Up to 600 words)

WEBSITE: Homepage - 1st positions (day of publication)
E-MAILING: Article highlighted (day of publication)

• In all editions € 17,000
• In 1 edition € 4,000

FEATURED ARTICLE - STANDARD POSITION

> 1 Short Article (Up to 300 words)

WEBSITE: Section landing page: 1st positions - Home page: Standard position (day of publication)

• In 1 edition € 1,350

E-MAILING

Banner in 6 e-mail blasts (only 4 spaces available)

€ 4,000

GLOBAL SPONSORING

EXCLUSIVE POSITION

Sponsoring of the website, webkiosk and e-mailing

MENU ENTRY

• Dedicated menu point
• Dedicated branded page with your contents
• 10 articles (1 In-Depth, 9 Short)
• 5 e-mailing inclusions - Branding of your section in the e-mailing

€ 20,150

2021 Saxony (Germany) example

SPONSORING OF THE SECTION OF YOUR CHOICE* - HIGHLIGHT POSITIONS

• Section landing page: your logo, branding & link
• Menu: your brand name on section
• Homepage: your brand name on section entry
• E-mailing: Branding of your section in the e-mailing (day of publication)

• Sponsoring of 1 Section - 1 edition € 4,000
PRINT / TECHNICAL SPECIFICATIONS

STANDARD POSITIONS

<table>
<thead>
<tr>
<th>Standard Position</th>
<th>Trim Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>250 x 353 mm</td>
<td>260 x 363 mm</td>
</tr>
<tr>
<td>Double page</td>
<td>500 x 353 mm</td>
<td>510 x 363 mm</td>
</tr>
<tr>
<td>1/2 page</td>
<td>230 x 160 mm</td>
<td>240 x 160 mm</td>
</tr>
<tr>
<td>1/3 page</td>
<td>180 x 300 mm</td>
<td>185 x 300 mm</td>
</tr>
<tr>
<td>1/4 page</td>
<td>230 x 160 mm</td>
<td>238 x 160 mm</td>
</tr>
</tbody>
</table>

HIGHLIGHT POSITIONS

<table>
<thead>
<tr>
<th>Highlight Position</th>
<th>Trim Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo + Stand No. on front cover</td>
<td>230 x 58 mm</td>
<td>235 x 58 mm</td>
</tr>
<tr>
<td>1/5 banner on front cover</td>
<td>230 x 58 mm</td>
<td>235 x 58 mm</td>
</tr>
<tr>
<td>Inside front or back cover</td>
<td>250 x 353 mm</td>
<td>260 x 363 mm</td>
</tr>
<tr>
<td>Back cover</td>
<td>250 x 353 mm</td>
<td>260 x 363 mm</td>
</tr>
</tbody>
</table>

CONTACT:

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

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

Standard-sized Logo
- Hall plan front cover

Large Logo
**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 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.
- **Proofs:** For all printed materials, print file & color proof must be submitted before 18th February 2022. Beyond this deadline, we will accept no more elements, and your content will only be published in our online version.
- **Logo:** Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.
- **URL:** The URL must be included in the email as a hyperlink.
- **Video:** YouTube link.

**Deadline:**
All print elements (print file & colour proof) must be supplied before 18th February 2022. Beyond this deadline, we will accept no more elements, and your content will only be published in our online version.

**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.

**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 practice 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.

**GLOBAL SPONSORING - SECTION SPONSORING**
- **Background image:** 3,409 x 1,500 px - HD
- **Logo:** .svg
- **URL**

**ENTRY MENU PACKAGE**
- **Background image:** 3,409 x 1,500 px - HD
- **Logo:** .svg
- **URL**
- **e-Mailing section banner:** 2,560 x 1,440 px - HD

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. Clients must supply contract proof to Cleverdis/IFA International. IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless.

**DIGITAL / TECHNICAL SPECIFICATIONS**

**GLOBAL SPONSORING - SECTION SPONSORING**
- **Background image:** 3,409 x 1,500 px - HD
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**ENTRY MENU PACKAGE**
- **Background image:** 3,409 x 1,500 px - HD
- **Logo:** .svg
- **URL**
- **e-Mailing section banner:** 2,560 x 1,440 px - HD

Contact:
production@cleverdis.com
Tel: +33 (0)442 77 46 00

>> Material Deadline:
**Website**
- **Format:** 300 x 250 px - jpg or gif
- **Images:** jpg - HD
- **Videos:** YouTube Link

**e-Mailing BANNER**
- **Format:** 300 x 250 px - jpg or gif
- **Images:** jpg - HD
- **Logo:** .svg
- **Background image:** 3,409 x 1,500 px - HD

Webpage
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
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bettina.badon@ifas-international.org

EDITORIAL TEAM
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