

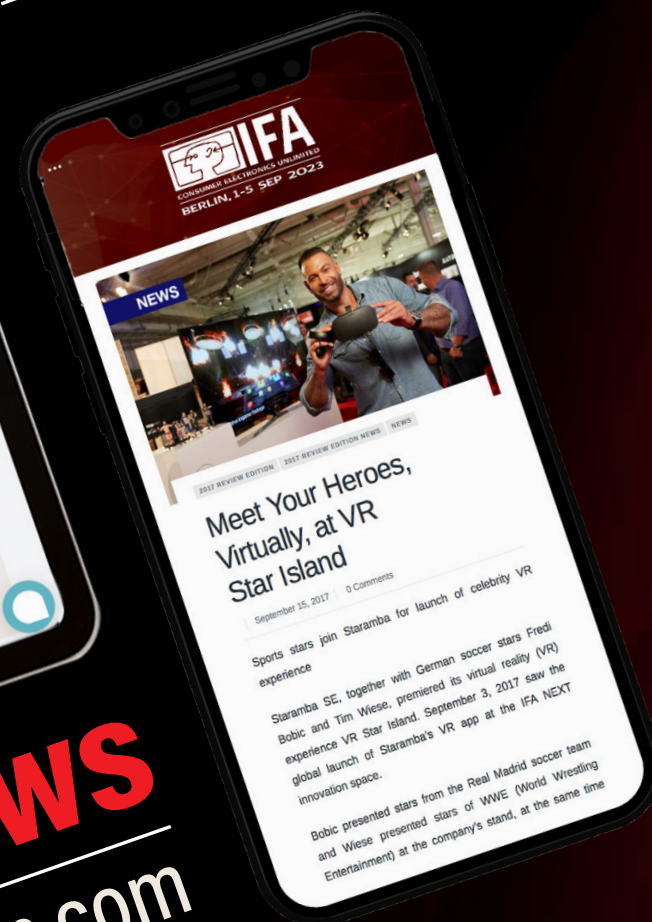


THE OFFICIAL YEAR-ROUND NEWS PLATFORM



IFA NEWS
news.ifa-berlin.com

2023
MEDIA KIT





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.

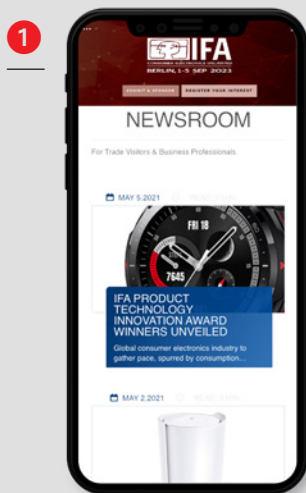
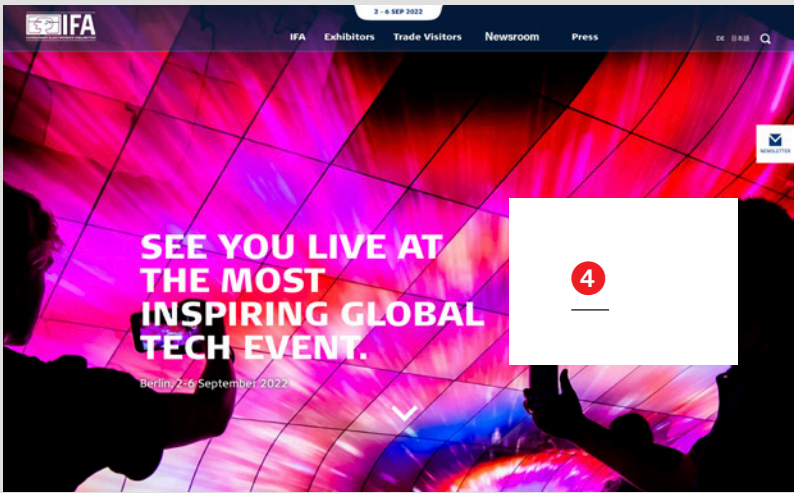
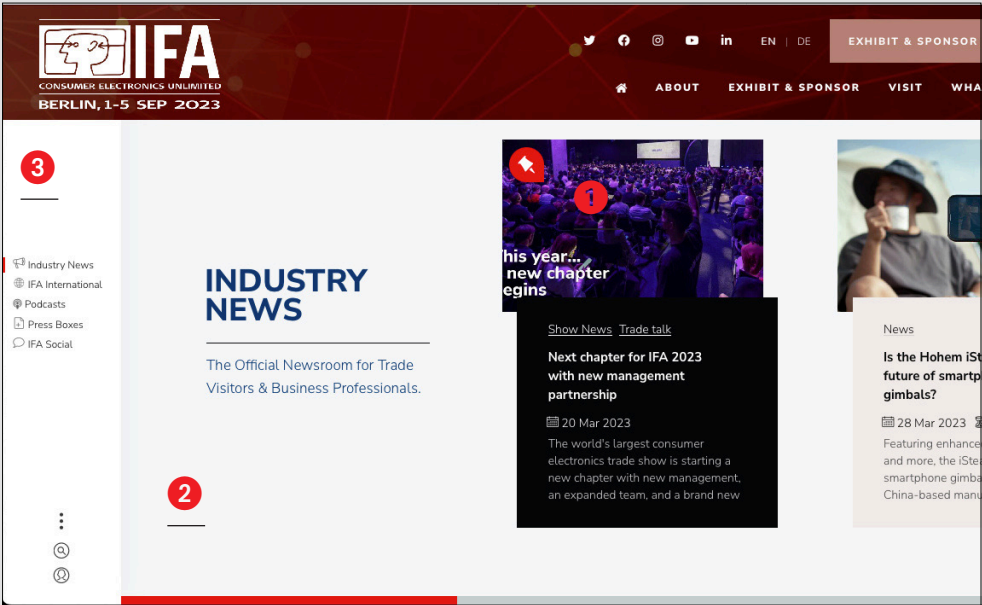
Whether it be a product or campaign launch, management announcement, news or strategy update, if you are a vendor or manufacturer, the IFA newsroom allows you to get your message across in an efficient, targeted, and powerful way.

NEWSROOM

Highlight your News or Brand Message!

TOPICS

- Audio
- Communication
- Fitness & Digital Health
- Gaming & Esports
- Home Entertainment
- Household Appliances
- IFA NEXT
- Imaging
- Mobility
- Robotics
- Smart Home
- Sustainability
- VR



RATES (YEAR-ROUND*)

NEWSROOM

• In-Depth Article* : 600 words 1 st positions during 1 week 1	€ 1,400
• Short Article* : 200 words 1 st positions during 1 week	€ 600

GLOBAL SPONSORSHIP **2**

Your branding on all sections 3 months:
(including 2 in-depth articles)

€ 19,500

MENU ENTRY **3**

- Dedicated Menu Point
- Dedicated Branded Page with your contents
- 6 Articles (3 In-Depth, 3 Short)
- 2 newsletter inclusions
- 2 social media posts

3 months

€ 16,500

* October - August

OPTIONS

DIGITAL PRESS BOX

Your press releases / photos / videos presented in a Digital Press Box

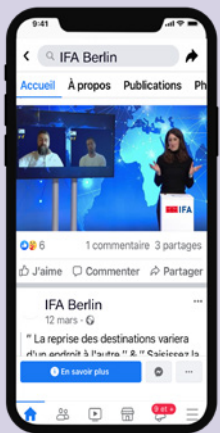
RATES*

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
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OPTIONS

NEWSLETTER

Your article highlighted in one IFA newsletter

RATES

• Your article highlighted in 1 newsletter	€ 1,200
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FIGURES & READER PROFILE



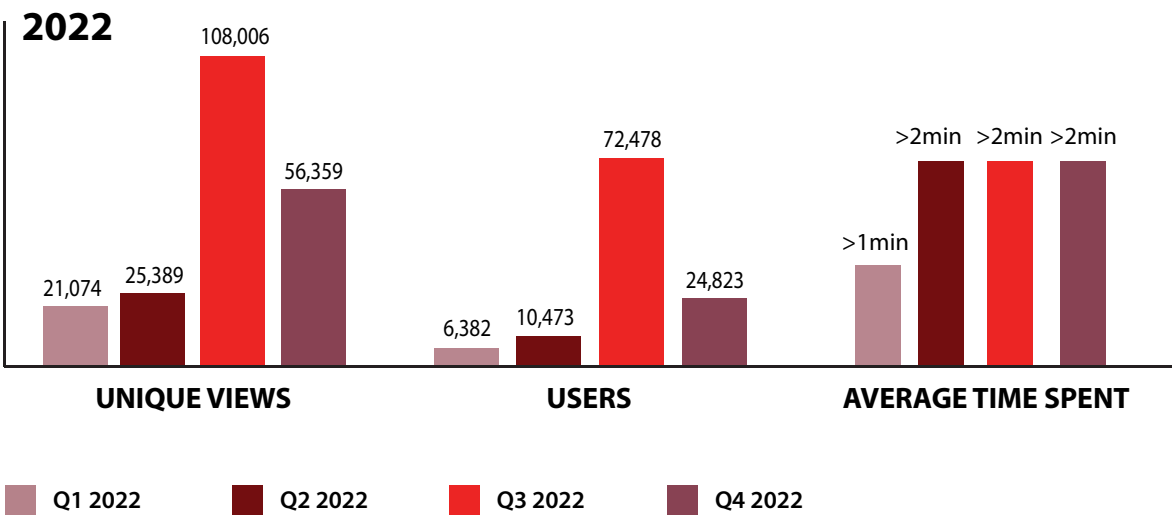
Top 10 countries represented

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

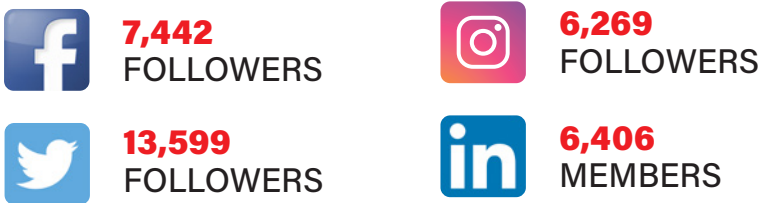
About IFA Berlin



WEB STATISTICS



SOCIAL MEDIA



NEWSLETTER

15,000+
RECIPIENTS

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