

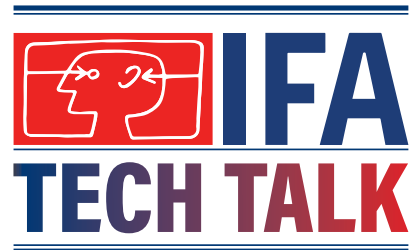
THE OFFICIAL PODCAST OF IFA



2023
MEDIA KIT



IFA TECH TALK
news.ifa-berlin.com



KEEPING UP WITH THE INDUSTRY IN AN INFORMATIVE, COMPREHENSIVE AND RELEVANT AUDIO FORMAT

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.

PODCAST

Highlight your News or Brand Message on IFA TECH TALK!

TOPICS

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

In each episode:

- Industry news
- Key figures
- Leading industry insight
- The «Big» Interview



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

9 500 €

NEWS SECTION SPONSORING

(3 months)

- "IFA TECH TALK - brought to you by..."
- 3 news (30 sec)

4 500 €

ADVERTORIAL (30 secondes)

- 1 news (30 sec) - 3 spaces available

1 500 €

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

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of IFA TECH TALK

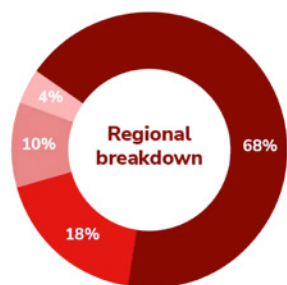
Provide us with your input:

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

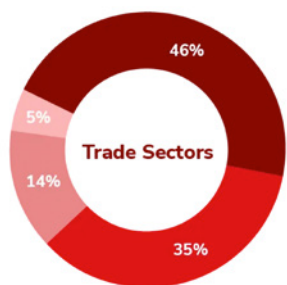


IFA TARGET PROFIL

Source: 2023 IFA Management GmbH



● Europe & UK
● APAC
● The Americas
● Rest of the World



● Wholesale
● Specialist retail and department stores
● Internet
● Mail order



500
startups



180,000
attendees



2,000
exhibitors



1.5M
meetings



€4B
generated

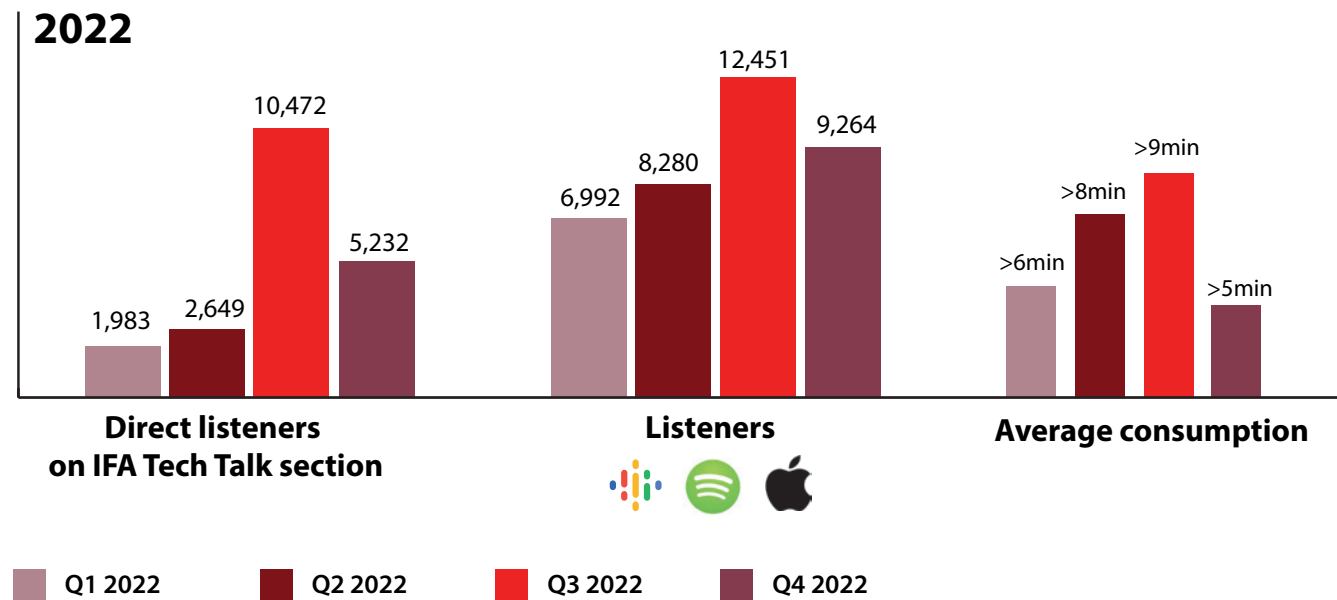


5,000
press & influencers

Top 10 countries represented

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

WEB STATISTICS



SOCIAL MEDIA



7,442
FOLLOWERS



6,269
FOLLOWERS



13,599
FOLLOWERS



6,406
MEMBERS

NEWSLETTER

15,000+
RECIPIENTS

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is the publisher of



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www.cleverdis.com

SAS au capital de 155 750 € - VAT FR 95413604471 - RCS Marseille 413 604 471