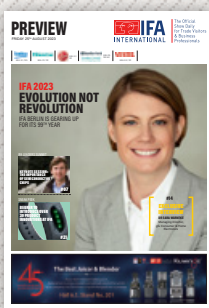
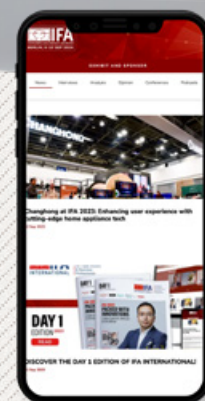


2024 MEDIA KIT

**AN INTEGRAL PART OF
YOUR SHOW COMMUNICATION!**



ifa-berlin.com/content-hub



**NEWS LIVE
FROM THE SHOW**

**SPECIAL
FEATURES**

**REGIONAL
SPOTLIGHTS**

**KEY BENEFITS
FOR EXHIBITORS:**

- ▶ ATTRACT TRADE VISITORS
- ▶ MAXIMISE BUSINESS AT IFA
- ▶ GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED

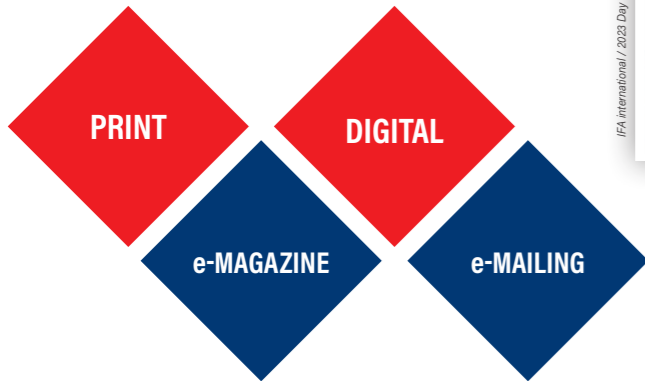
IFA INTERNATIONAL IS THE OFFICIAL
DAILY MAGAZINE OF IFA



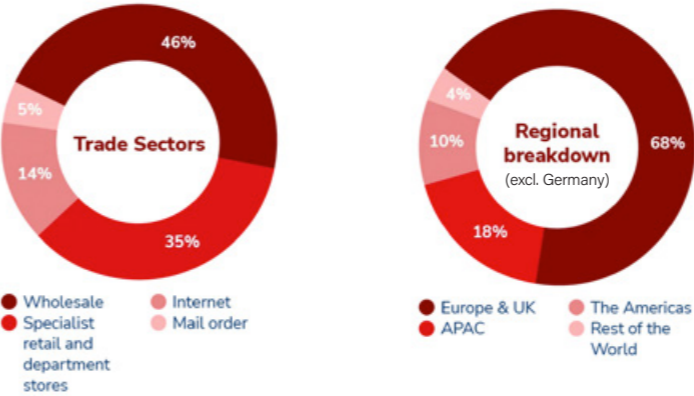
It enables exhibitors to communicate all relevant information, intelligently, directly to their customers (buyers and decision-makers).

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!



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



Source : IFA Management GmbH

TESTIMONIALS*



Jochen Pohle
Chief Retail Officer,
ekServiceGroup

The flood of information at international trade fairs like IFA is difficult to channel, even for industry experts. That's why we look forward to structured and well-prepared news. IFA's media offerings convincingly fulfil this mandate and are a welcome companion during hectic trade fair days. In this way, they round off the overall IFA concept.



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
teler 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.



Yannick Fierling
CEO, Haier Europe

IFA International is a useful tool for every visitor to follow this amazing exhibition and its protagonists with a keen eye.

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

CIRCULATION / PRINT

DAY 1
9,000
copies

WEEKEND
8,000
copies

DAY 4
8,000
copies

DAY 5
7,000
copies

STRATEGIC DISTRIBUTION POINTS*

- Main entrances
- All IFA information counters
- Trade visitors' reception & lounge
- Press centre
- Conference stages
- 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

WEBSITE / STATISTICS

ifa-berlin.com/content-hub

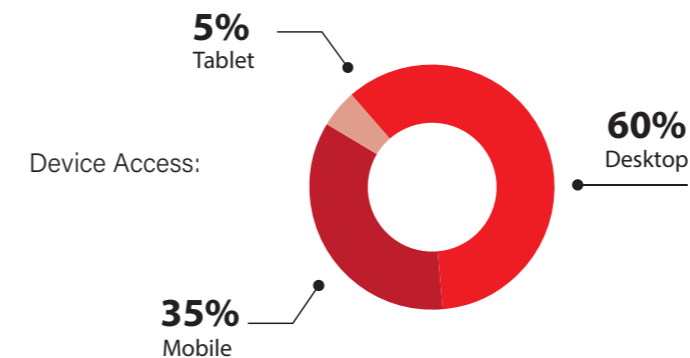
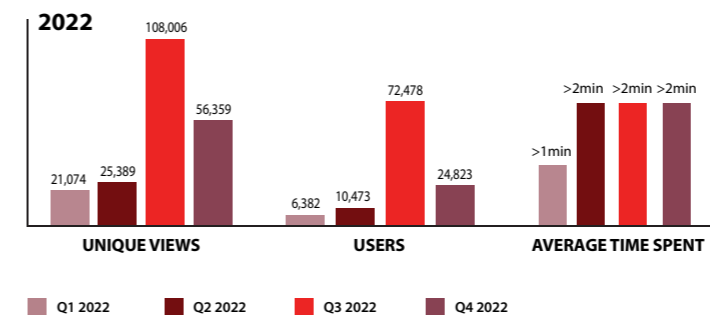
**Full contents
& e-Magazines online**

**Full integration of contents
into digital event tools**

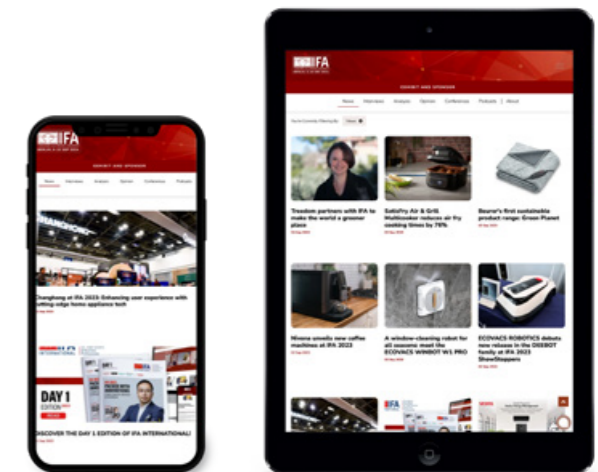
ifa-berlin.com/content-hub is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

WEB STATISTICS*



* Source: Google Analytics



CIRCULATION / ONLINE ifa-berlin.com/content-hub

**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



8,800
FOLLOWERS



11,300
FOLLOWERS



13,900
FOLLOWERS



12,500
MEMBERS

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 100TH ANNIVERSARY

In this special section we trace back key milestones and breakthroughs in the long history of IFA and its key exhibitors.

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

CONSUMER LIFESTYLE

- IFA 2024 SNEAK PEEK

TAIWAN

DAY 1 EDITION

NOMADIC LIFESTYLE

- MOBILE DEVICES
- GAMING & ESPORTS
- FITNESS & ACTIVITY
- VR
- AUDIO

KOREA

WEEK -END EDITION

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

HOME LIFESTYLE

- IFA HOME & ENTERTAINMENT ELECTRONICS
- ROBOTICS (THE HOUSE OF ROBOTS & ROBOTIC BAR)
- SMART HOME
- AUDIO

CHINA

DAY 5 EDITION

IFA HOME APPLIANCES - PART 2

- LAUNDRY CARE
- CLEAN FLOORS

NORTH AMERICA

REVIEW EDITION

- OUTLOOK
- A LOOK BACK AT KEY HIGHLIGHTS OF IFA 2024

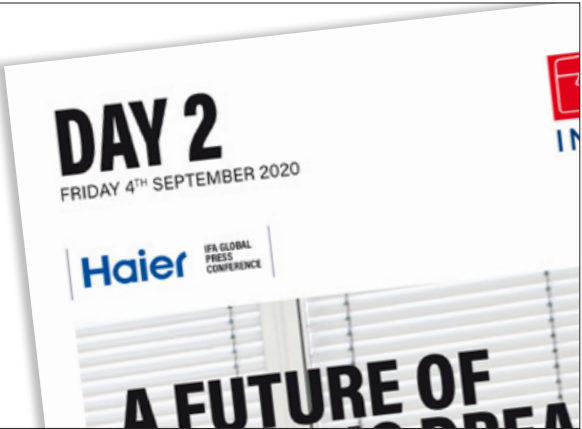
PRINT / AD OPPORTUNITIES



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	6,100	750	1,400	1,100
▪ 1/3 page	7,900	950	1,800	1,600
▪ 1/2 page	10,800	1,250	2,450	2,150
▪ 1 full page	17,800	2,100	4,200	3,550
▪ 1 double page	32,500	3,750	7,600	6,550

* + 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	8,500
• 1/5 page banner on the front cover Sold out	25,000
• 1 full page advertisement, first 12 pages	20,500
• 1 double page advertisement, first 12 pages	36,500
• Inside back cover	22,000
• Inside front cover, double page	48,000
• Back cover Sold out	39,000
• Insert in the magazine	on demand
• Bookmark - Insertion into 1 edition	9,900

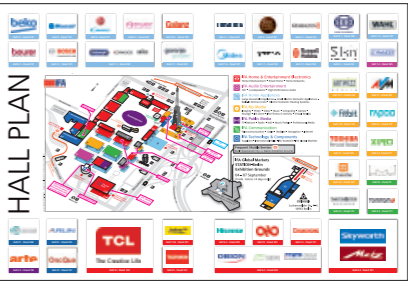


ADVERTORIAL (IN ONE EDITION)	(€)
• 1/4 page	1,700
• 1/2 page	2,900
• 1 full page	5,000
• 1 double page	8,900

PRODUCT SPOTLIGHT	(€)
Photo, description, 3 USPs & Stand N°	
• 1/4 page	1,700

IFA INTERNATIONAL - QR CODE CARD

IFA INTERNATIONAL QR Code Card
(5,000 units):
Logo on card, exclusive position from € 7,500€



HALL PLAN	(€)
4 PAGE BOOKLET - ALL EDITIONS (EXCEPT REVIEW)	
Inserted into all editions of IFA International (except Review)	
• 1 full page advertisement, back cover	24,500
• Logo & Stand N°, Large size	3,350
• Logo, Stand N° + QR-Code	1,700
• Logo & Stand N°, Standard size	850

SMARTGUIDE	(€)
Customized publication (24 pages). Insertion into 1 edition of IFA International from	38,000

PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1 PRODUCT SPOTLIGHT 1 STANDARD LOGO HALL PLAN FREE BONUS € 1,700	1/2 PAGE ADVERTORIAL 1/2 ADVERTISEMENT 1 STANDARD LOGO ON THE HALL PLAN FREE BONUS € 5,350	1 FULL PAGE ADVERTISEMENT 1 FULL PAGE ADVERTORIAL 1 PRODUCT SPOTLIGHT FREE BONUS 1 STANDARD LOGO & QR CODE ON THE HALL PLAN FREE BONUS € 9,200	2 FULL PAGE ADVERTISEMENTS 2 FULL PAGE ADVERTORIALS 2 PRODUCT SPOTLIGHTS FREE BONUS 1 LARGE LOGO ON THE HALL PLAN FREE BONUS € 18,400
CONTENT HUB SUBSCRIPTION* 3 ARTICLES / YEAR € 99/month	CONTENT HUB SUBSCRIPTION* 3 ARTICLES / YEAR € 99/month	CONTENT HUB SUBSCRIPTION* 6 ARTICLES / YEAR € 179/month	CONTENT HUB SUBSCRIPTION* 12 ARTICLES / 2 YEARS € 169/month

* Content Hub Subscription with monthly payment needs to be validated via our payment portal. Alternatively to the monthly payment, 1 single payment can be made (1,069 for 3 articles, 1,925 for 6 articles, 2 x 1,828 for 12 articles)

DIGITAL / AD OPPORTUNITIES ifa-berlin.com/content-hub

RATES (ANNUAL SUBSCRIPTION)

(YEAR-ROUND 2024/25)

Year-round communication on the IFA content hub. Benefit from our NEW annual subscriptions for 365 visibility!

3 ARTICLES* A YEAR

€99/month or one payment of €1,069

Scan to subscribe



6 ARTICLES* A YEAR

€179/month or one payment of €1,925

Scan to subscribe



12 ARTICLES* FOR A TWO YEAR PERIOD

€169/month or one payment of €1,828

Scan to subscribe

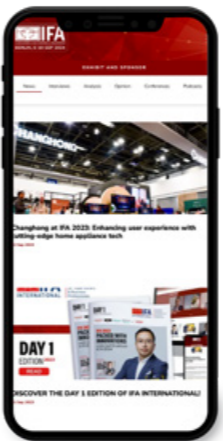
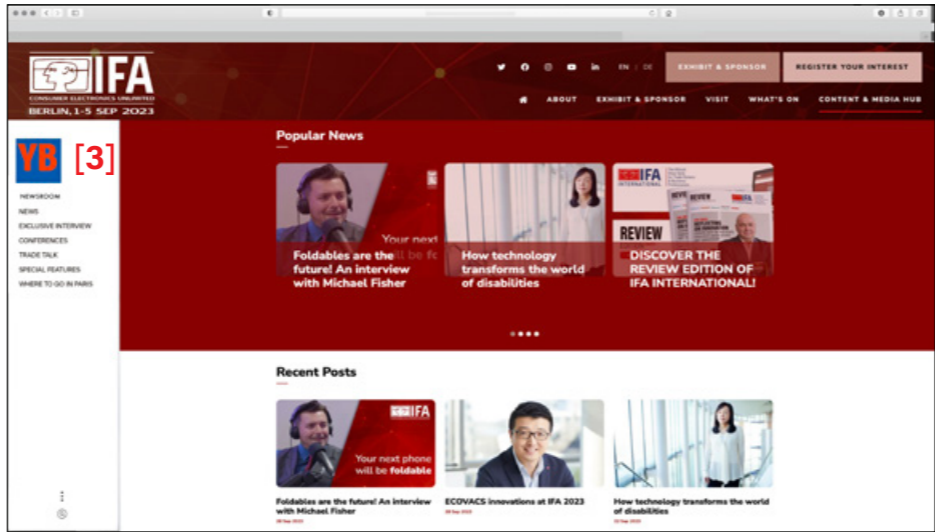


Launching a new product? Making a game-changing announcement? Rolling out a fresh campaign? Partner with the IFA Content Hub, your gateway to year-round exposure on the premier platform for consumer electronics and home appliances. Amplify your brand's presence, resonating with your primary audience and the industry's key players.

YOU ARE THE HEADLINE. MAKE YOUR MARK!

* Articles 600 words / from 1 to 4 pictures and/or videos

Content Hub Subscription with monthly payment needs to be validated via our payment portal. Alternatively to the monthly payment, 1 single payment can be made (1,069 for 3 articles, 1,925 for 6 articles, 2 x 1,828 for 12 articles)



RATES (A LA CARTE) (SHOW TIME - SEPT 2024)

- 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 [2] Your branding on the E-magazine Download Section (Header & Branded Cover page) - All Editions) € 5,000

MENU ENTRY [3] Dedicated Menu Point Dedicated 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 SOCIAL MEDIA

1 IFA social media post

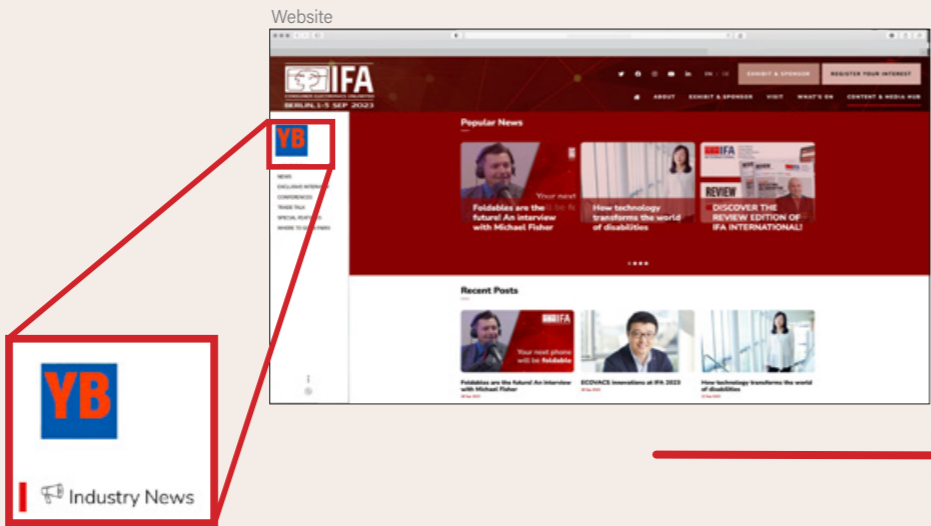
RATES 1 post all 4 platforms € 700

OPTIONS NEWSLETTER

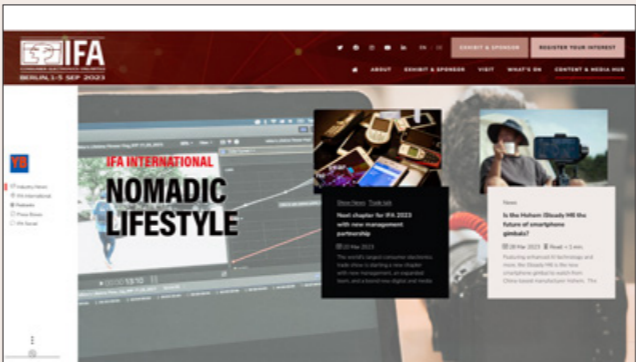
Your article highlighted in one IFA newsletter

RATES Your article highlighted in 1 newsletter € 1,200

MENU ENTRY [3]



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	

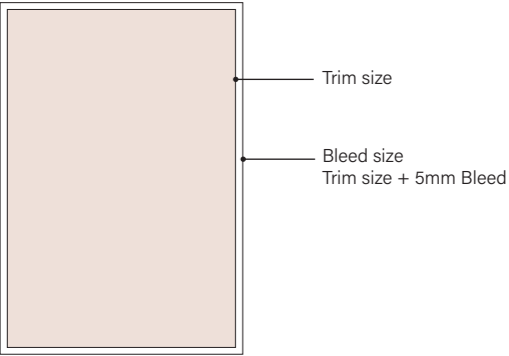
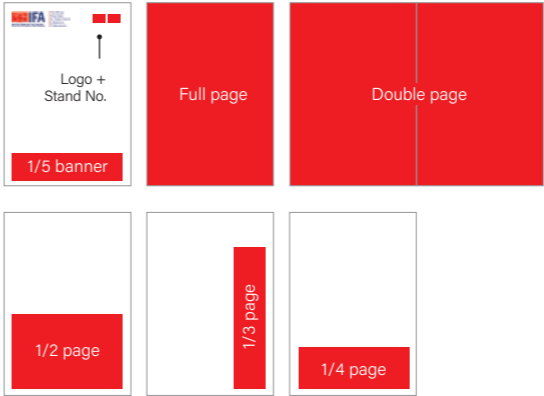
HIGHLIGHT POSITIONS

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 2024**
Contact: production@cleverdis.com
Tel: +33 (0)442 77 46 00

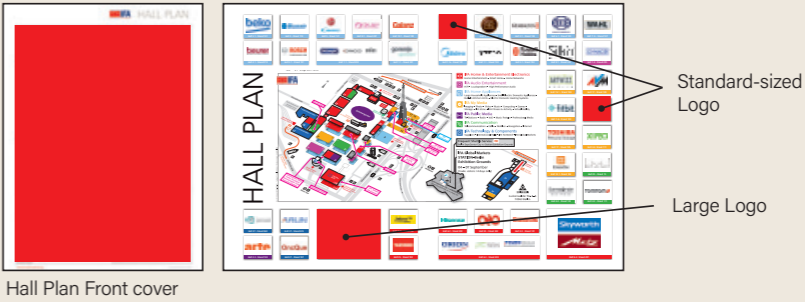
PRINT / TECHNICAL SPECIFICATIONS

Front Cover



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



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](https://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 the deadline. 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.

DIGITAL / TECHNICAL SPECIFICATIONS

ifa-berlin.com/content-hub

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 2024**
Contact: production@cleverdis.com
Tel: +33 (0)442 77 46 00

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 1500px 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

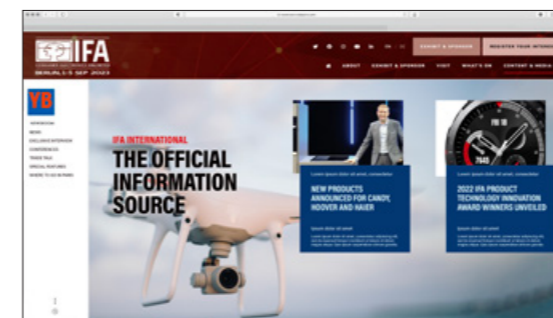
Featured Articles designate a highlighted position for your advertorial online - on the homepage and section landing page or in standard position (only section landing page).

Content

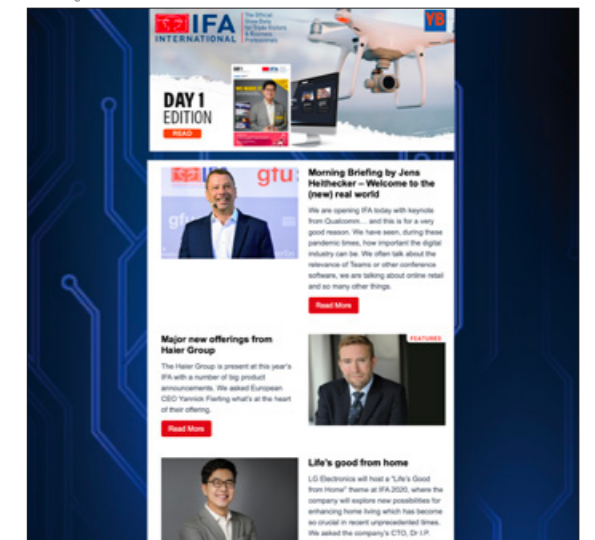
Guidelines for content will be agreed before editing by the Cleverdis team. All basic information must be provided by the client, along with precision of the main points to put forward. When the advertorial piece has been produced, a PDF copy is sent to the client for corrections and / or approval. Changes 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.

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



The Official
Show Daily
for Trade Visitors
& Business
Professionals