

2020 MEDIA KIT

AN INTEGRAL PART OF YOUR SHOW COMMUNICATION!



ifa-international.org



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

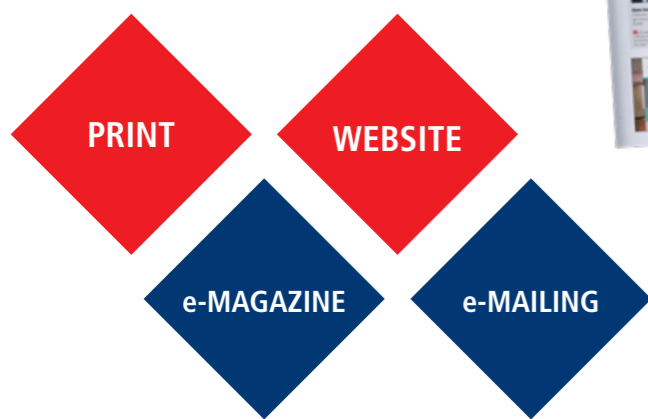
IFA INTERNATIONAL IS THE OFFICIAL DAILY MAGAZINE OF IFA



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!



CIRCULATION / PRINT

DAY 1 15,000 copies	WEEKEND 15,000 copies	DAY 4 12,000 copies
DAY 5 10,000 copies	DAY 6 10,000 copies	

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

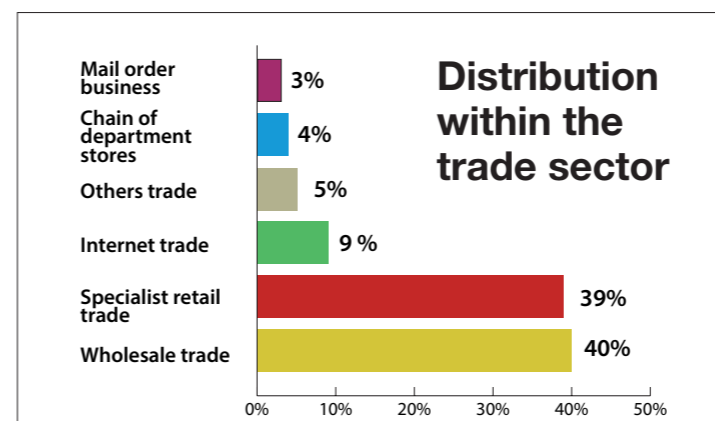
FIGURES & READER PROFILE



4,7 billion € order Volume during the show



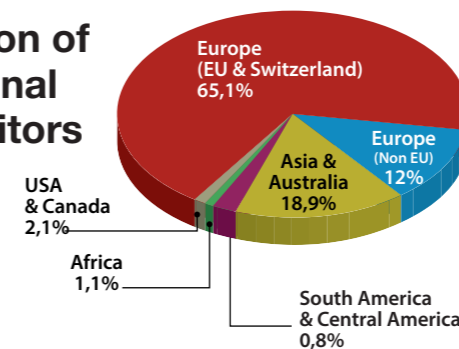
5,807 total media representatives



Reach over 152,000 IFA trade visitors from 129 countries!



Distribution of international Trade Visitors



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

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
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.



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 for time-pressed people, and I like the fact that it is also online for much broader availability.

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

EDITORIAL CONTENT

Content is designed to be highly **relevant** and useful for trade visitors & press, helping them define their priorities and **set their show agenda**. It gives the **"big picture"** with market data and strategy outlines of key market players.

DAILY SECTIONS

HEADLINE NEWS

The top stories of the day of interest to IFA trade visitors, including major product launches, industry announcements, new company roadmaps, visits by state officials, etc.



CONFERENCE SPOTLIGHT

As international trade visitors hop from one stand to another, they may regret not being able to attend some of the top conferences. We cover all keynotes and conferences of interest to international visitors, giving a simple and synthetic overview. Given the calibre of many of those presenting conferences & 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 TALK

Exclusive interviews and news from the leading trade organisations at IFA. Key buyers at IFA also give their personal views and opinions about why they are here, what they have seen that interests them the most, and what product trends they find to be the most important.

MARKET & TECHNOLOGY TRENDS

Important new industry trends and interviews with leading analysts.

EXCLUSIVE INTERVIEWS

In-depth interviews with the industry's thought leaders. Presidents and CEOs of the world's top electronics and appliance manufacturers outline their current strategies, and announce their roadmaps for the coming months and years.

PRODUCT INNOVATION GUIDES

Each day, trade visitors at IFA are offered highly synthetic guides to a selection of major product segments. We give the key elements to look for when buying products in just-evolving categories.

PRESS & BLOGGER CORNER

Top journalists at IFA explain why they're here and what their personal "IFA highlights" are.

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.



Stay abreast of information and business ideas that are exchanged at this global innovation hub bringing together researchers, industry professionals, start-ups and retailers.



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, making IFA 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 announcements and product launches

- A strategic platform for your top management

- Contributions and thought leadership for our Product Innovations Guides, Special Features and Regional Spotlights.

EDITIONS

SPECIAL FEATURES

REGIONAL SPOTLIGHT

PREVIEW EDITION

CONSUMER LIFESTYLE

- IFA 2020 Sneak Peek

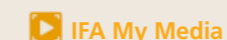
Taiwan

DAY 1 EDITION

NOMADIC LIFESTYLE



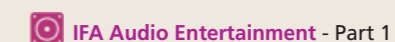
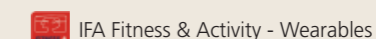
- 5G, Smartphones, IoT, Accessories & Cases



- Gaming
- ▶ Product Innovations Guide: Gaming Hardware

- VR, Drones & Action cams

- E-Mobility
- ▶ Product Innovations Guide: E-Mobility



- Mobile Audio
- ▶ Product Innovations Guide: Headphones

Korea

WEEK -END EDITION

IFA HOME APPLIANCES - PART 1

Large Kitchen Appliances

- Ovens, Hobs
- ▶ Product Innovations Guide: Fridges

Small Kitchen Appliances

- Coffee machines, Juicers, Blenders
- ▶ Product Innovations Guide: Food Processors

Small Appliances

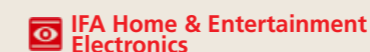
- Lifestyle & Wellness, Digital Health, Sleep

>> SHOWSTOPPERS @ IFA

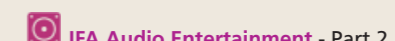
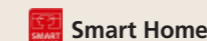
German Speaking Countries

DAY 4 EDITION

HOME LIFESTYLE



- TV
- ▶ Product Innovations Guide: TV



- Home Audio: Hifi, Loudspeakers, Multiroom

>> AWARDS
EISA AWARDS, UX Design, IFA Product Technical Innovation Awards

China

DAY 5 EDITION

IFA HOME APPLIANCES - PART 2

- Laundry Care
- ▶ Product Innovations Guide: Washing Machines

- Clean Floors
- ▶ Product Innovations Guide: Vacuum Cleaners

North America

DAY 6 EDITION

SHIFT AUTOMOTIVE

Japan

REVIEW EDITION

KEY TRENDS
SEEN AT IFA 2020

PRINT / AD OPPORTUNITIES



IFA International Daily / 2018 Day 1 Edition

ADVERTISING RATES*

Advertising space is only available for exhibitors of IFA

ADVERTISEMENT OR ADVERTORIAL	All Editions	Online Preview	Print & Online Versions					Online Review
			Day 1	Week end	Day 4	Day 5	Day 6	
• 1/8 page	€ 4,800	€ 720	€ 720	€ 720	€ 720	€ 680	€ 680	€ 720
• 1/4 page	€ 7,800	€ 1,330	€ 1,330	€ 1,330	€ 1,330	€ 1,020	€ 1,020	€ 1,330
• 1/3 page	€ 11,000	€ 1,750	€ 1,750	€ 1,750	€ 1,750	€ 1,500	€ 1,500	€ 1,750
• 1/2 page	€ 14,800	€ 2,350	€ 2,350	€ 2,350	€ 2,350	€ 2,050	€ 2,050	€ 2,350
• 1 full page	€ 25,500	€ 4,000	€ 4,000	€ 4,000	€ 4,000	€ 3,400	€ 3,400	€ 4,000
• 1 double page	€ 47,950	€ 7,250	€ 7,250	€ 7,250	€ 7,250	€ 6,250	€ 6,250	€ 7,250
• Special Sections "Stand of the Day" / "Design Spotlight":								
1 Full page report		€ 4,000	€ 4,000	€ 4,000	€ 4,000	€ 3,400	€ 3,400	€ 4,000

SPECIAL OFFER!

GET THE PREVIEW FOR 20% MORE
Example: 1 full page in the Day 1 + Preview
only € 4,800

GET THE PREVIEW & THE REVIEW FOR 30% MORE
Example: 1 full page in the Day 1 + Preview + Review
only € 5,200

* +15% for highlight placement / Right-hand page

HIGHLIGHT POSITIONS ALL EDITIONS (PREVIEW AND REVIEW INCLUDED)

• Logo & stand N° on front cover	€ 8,450
• 1/5 page banner on front cover	€ 24,500
• 1 full page advertisement, first 12 pages	€ 31,600
• 1 double page advertisement, first 12 pages	€ 57,000
• Inside back cover	€ 31,600
• Inside front cover, double page	€ 62,750
• Back Cover	€ 37,250
• 4-page insert on special paper in centre of magazine	€ 73,450

ADVERTISING ON HALL PLAN 4 PAGE BOOKLET - ALL EDITIONS (EXCEPT REVIEW)

• 1 full page advertisement	€ 25,500
• Large logo & Stand N°	€ 3,400
• Logo, Stand N° + QR-Code	€ 1,500
• Standard size Logo & Stand N°	only € 800



NEW! VISITOR BAG

Sponsoring of IFA International Visitor bag (6,000 units)
from €10,500

PRINT / TECHNICAL SPECIFICATIONS

STANDARD POSITIONS

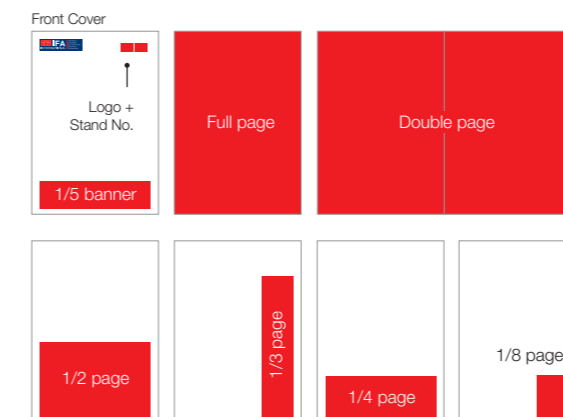
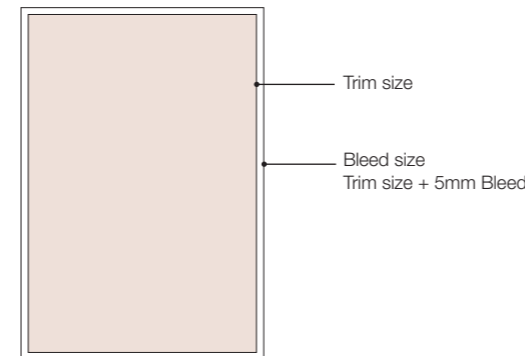
	Trim size	Bleed size
Full page	250 x 353 mm	260 x 363 mm
Double page	500 x 353 mm	510 x 363 mm
1/2 page	230 x 160 mm	
1/3 page	86 x 300 mm	
1/4 page	230 x 80 mm	
1/8 page	90 x 100 mm	

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

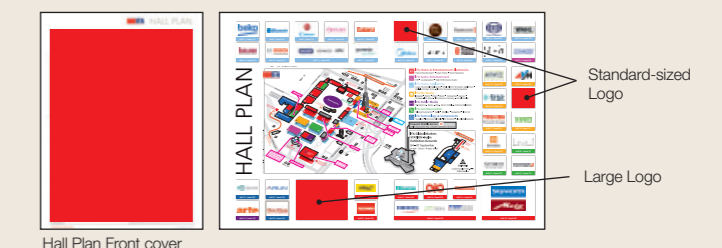
>> **Material Deadline: 14th of August 2020**

Contact: Jean-Guy Bienfait
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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



WEBSITE / STATISTICS

www.ifa-international.org

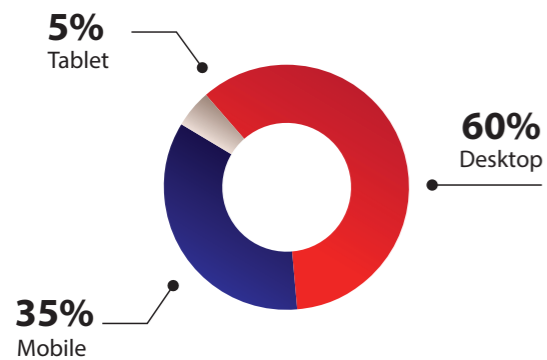
ifa-international.org is updated daily with articles and interviews live from the show.

RESPONSIVE & POWERFUL

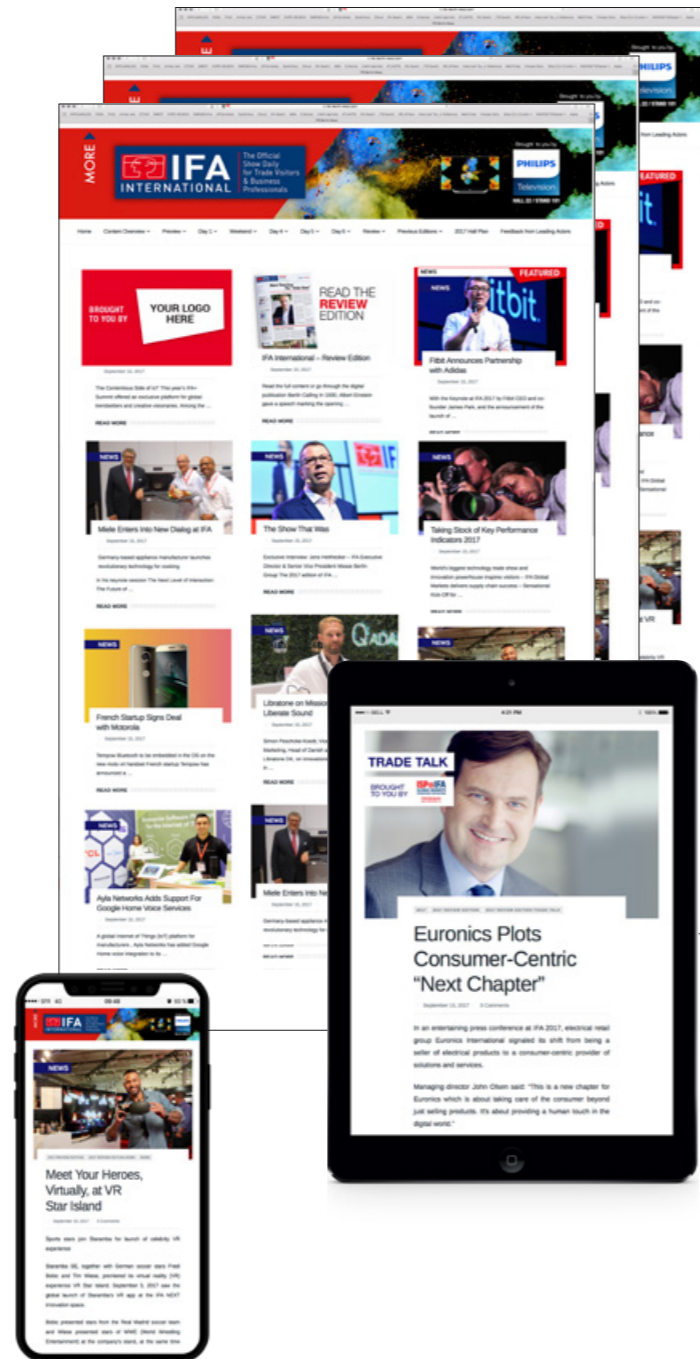
STATISTICS*

Users **11,075**
 Sessions **14,928**
 Avg. Session Duration **2:09**
 Pageviews **35,340**
 Pages per Session **2.37**

Device Access:



IFA International is also published on main Social Media platforms:



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

WEBSITE / AD OPPORTUNITIES

SPONSORING

GLOBAL SPONSORING - EXCLUSIVE POSITION

Sponsoring of the website, webkiosk (e-magazine) and e-mailings € 24,500

SPONSORING OF THE SECTION OF YOUR CHOICE* - HIGHLIGHT POSITIONS

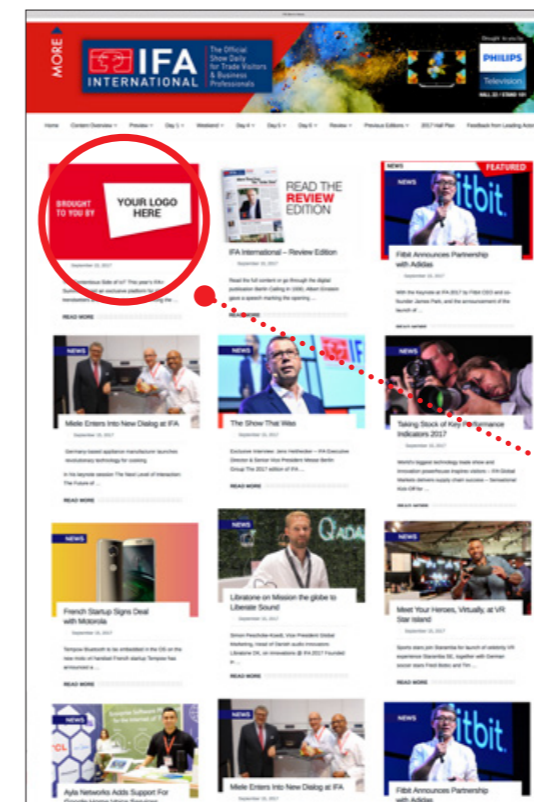
WEBSITE :

- Homepage : your logo + link to your website + your video (day of publication)
- Section landing page - 1st position : your logo + link to your website + your video
- Your brand name in the menu

E-MAILING: Your brand name in the menu (day of publication)

- Sponsoring of 1 daily section (All Editions):
 News, Exclusive Interviews, Trade Talk € 7,950
- Sponsoring of 1 Section of your choice (1 Edition) € 3,750

*PRINT BONUS: +25% to sponsor the same section, special feature or regional spotlight of the print version (your logo on all pages)



Website

GLOBAL SPONSORING
 EXCLUSIVE POSITION
 Sponsoring of the website,
 webkiosk and e-mailing



SPONSORING
 OF A SECTION
 HIGHLIGHT POSITION

WEBSITE / AD OPPORTUNITIES

FEATURED ARTICLE - HIGHLIGHT POSITIONS

WEBSITE:

- Homepage - 1st positions (day of publication)
- Section landing page - 1st positions

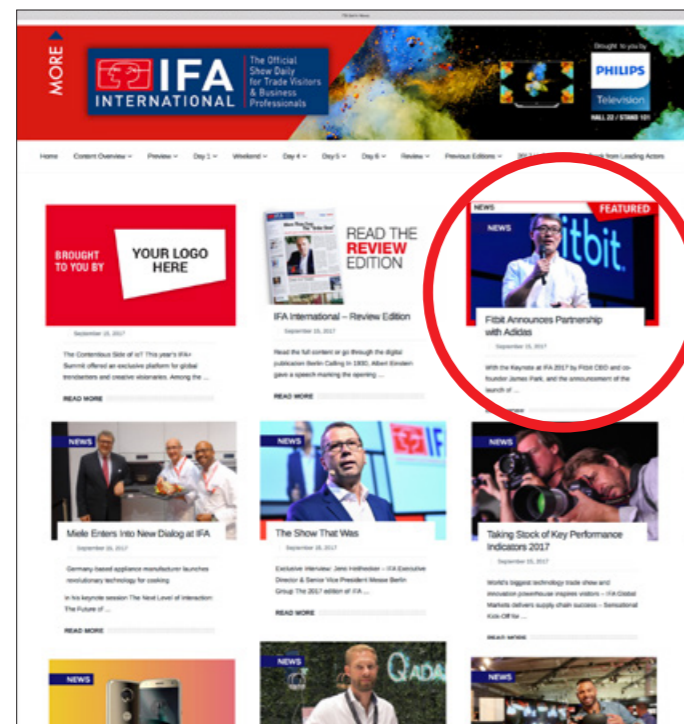
E-MAILING: Article highlighted (day of publication)

- In all editions (7 articles) € 20,900
- In 1 edition (1 article) € 3,750

FEATURED ARTICLE - STANDARD POSITION

WEBSITE: Section landing page - 1st positions

- In 1 edition (1 article) € 1,350



FEATURED ARTICLE HIGHLIGHT POSITION

Website

E-MAILING / AD OPPORTUNITIES

e-MAILING

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.

- **7 e-mailings**
(PREVIEW - DAY 1, WEEKEND, DAY 4, DAY 5 and DAY 6 - REVIEW)
- **11,700 recipients per e-mailing**
(trade visitors, exhibitors and media)

Banner (300x250px) in 7 e-mail blasts
(only 4 spaces available)

€ 6,100

e-Mailing



AN EXPERT COMMUNICATION TEAM AT YOUR DISPOSAL



Thanks to our international team of communication experts
we cover your stand, people, products and key events...
live from Berlin!

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