



IFA international

Official Daily News Source for International Visitors at IFA

MEDIA KIT

Information on Editorial Themes & Advertisement Rates



MEDIA KIT

2009



Hall N
Stand N logo

Hall N
Stand N logo

Hall N
Stand N logo

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WHAT THE EXPERTS SAY



Dr. Christian Göke,
COO of Messe Berlin

"The partnership with Cleverdis, who have more than 12 years' experience in specialised high technology communication, creates excellent communication opportunities for exhibitors."



Peter Weber,
Head of the Press Working Group for ZVEI

"English is the language most of our visitors speak, so IFA International as a magazine is a very good instrument to get our information to our international guests!"

Advertising Space

It is not too late... Reach the Trade Visitors at IFA 2009!

Contact us directly at the show to sign up for an advertisement or order a customised video about your stand or press conference!

Phone us at the show: +49 (0)30 38 81 136

IFA INTERNATIONAL - Concise and Exciting...



Editorial information

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, leaders' strategies and technology features. Benefit from this unique communication platform to get YOUR message across. Contact our editorial team to plan ahead themes and interviews.

- **HEADLINE NEWS:** The biggest stories of the day of interest to international trade visitors, including major product launches, announcements, major debates and keynotes, visits by state officials, etc.
- **MARKET AND TECHNOLOGY TRENDS:** Important new industry trends and interviews with leading analysts from organisations such as GfK/Compario, Displaysearch, Infotrends, Canalys + spotlights on new trends in technologies and applications.
- **VISIONARY INTERVIEWS:** Given the calibre of many of those presenting conferences & keynotes, where possible we not only give a précis of their conference, but also field some exclusive comments that are more specifically destined to our readers.
- **CONFERENCE SPOTLIGHT:** As international visitors hop from one stand to another, they no doubt regret not being able to attend some of the top conferences. We

cover all conferences of interest for international trade visitors.

- **PRODUCT TRENDS:** We pick and choose between the myriad of new products on show, to highlight those we feel are the most innovative, which will subsequently create new sales potential for retailers. In a special product spotlight section, we list key SELLING POINTS and CUSTOMER BENEFITS of each new product. In addition, we may highlight new bundling ideas and marketing value added.
- **GREEN PAGE:** This section highlights new ideas, initiatives and products aiming to reduce our impact on the planet.
- **TRADE NEWS:** A specific column that outlines the evolution of key exhibitors' philosophies with regard to sales channels. We thus enable, enhance and sometimes clarify relations between vendors and their current and potential channel partners.
- **BUYER'S VOICE:** In this section, key buyers at IFA give their personal views and opinions about why they're here, what they've seen that interests them the most, and what product trends they find to be the most important.
- **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.



Distribution

PRINT VERSION

- All IFA Information counters
- Trade visitors' reception
- Keynote area
- International Trade Press stand
- Press Centre
- Main entrances
- Cleverdis stand
- Partners' & Participants' stands
- Leading Berlin Hotels & Airport

ONLINE VERSION

- The Online version is available for download on IFA & IFA International websites – including links to exclusive audio and video streams & IFA International TV.
- Daily E-mailing of Online version to pre-registered international trade visitors: (48,000 contacts x 6 mailings), resulting in 288,000 Hits for one advertisement in each issue!

QUANTITIES

Number of Issues: 1 preview issue (Online version only) + 5 live show issues
Print run: 75,000 copies (15,000 x 5 days)
Online Version: 288,000 impacts



Advertising Rates

PRINT

PRESENCE IN	5 LIVESHOW EDITIONS	1 EDITION	2 EDITIONS
1/8 page advertisement	2 362 €	472 €	944 €
1/4 page advertisement	3 862 €	772 €	1 544 €
1/2 page advertisement	7 612 €	1 522 €	3 044 €
1 full page advertisement	13 275 €	2 655 €	5 310 €

CUSTOM PRINT RUNS

(Available within 72 hours, 2 000 copies, A4 format)

Get a custom print run of your editorial coverage in the Daily for distribution at your stand or mailing to contacts that could not come to IFA

- 2 pages: 1 550 €
- 4 pages: 2 250 €



ONLINE ADVERTISING AT www.ifa-international.org

Get your company's message delivered directly into the trade visitors' inbox! Banner advertising on IFA International website & on 6 e-mailing shots of Online version:

PRESENCE ON WEBSITE* & 6 E-MAIL SHOTS

- Banner – large – top of the page: 9,900 €
- Skyscraper – large – right-hand side: 10,500 €
- Banner – large – bottom of the page: 4,500 €
- Banner – Button – side: 3,900 €

* online for 6 months



IFA INTERNATIONAL TV in partnership with



Take visitors on a tour of your stand or your press conference by having our professional TV crew create a custom video report for you. IFA International TV is available on the IFA International website, in the daily emailings and this year on ASTRA HD Demo Channel in Retail outlets & households across Europe.

IFA INTERNATIONAL TV

Video clip presenting your stand, products and people at IFA

- 1,5 minutes: 550 €
- 3 minutes: 1,050 €
- 5 minutes: 1,750 €



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