



2023 MEDIA KIT

THE OFFICIAL SHOW DAILY FOR TRADE AND PRESS:

*An Integral Part of Your Show
Communication!*



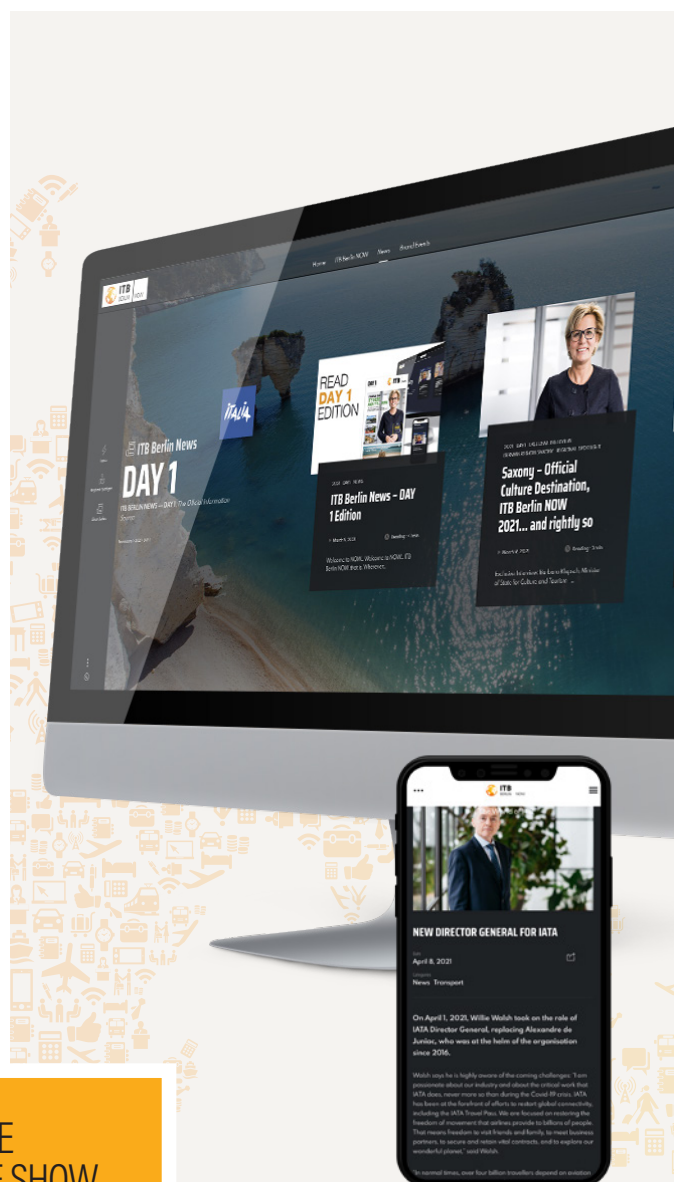
KEY BENEFITS FOR EXHIBITORS:

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

NEWS LIVE
FROM THE SHOW

SPECIAL
FEATURES

REGIONAL
SPOTLIGHTS



itb-asia-news.com

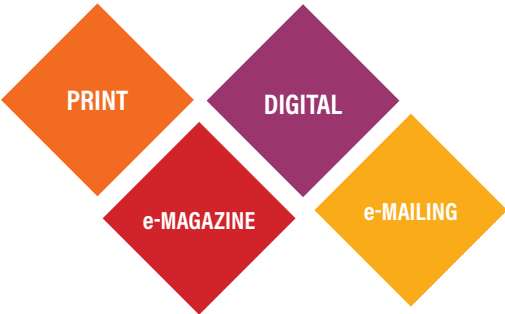
ITB ASIA NEWS IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF ITB ASIA



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!



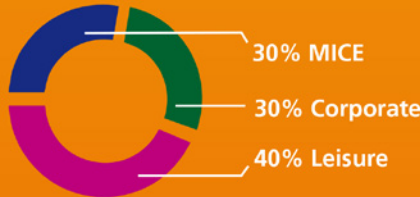
FIGURES & READER PROFILE

Source: ITB Asia 2022

13,000 ATTENDEES

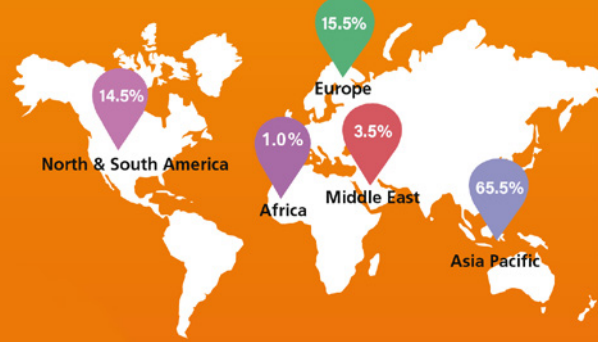
OVER 1,250 BUYERS

PROFILE OF BUYERS



90% of attending buyers are C-level / key decision makers in travel procurement / contracting

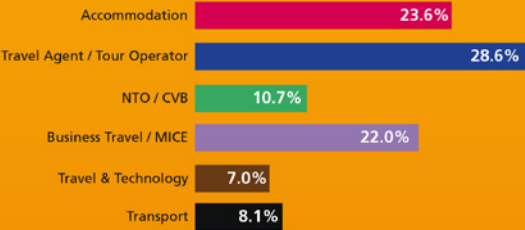
BUYERS GEOGRAPHIC BREAKDOWN



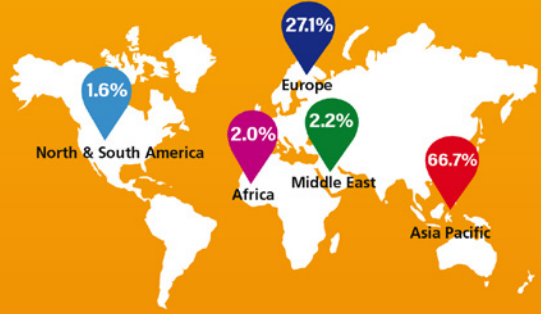
27,000 BUSINESS MEETINGS

OVER 1,300 EXHIBITORS FROM 132 COUNTRIES

PROFILE OF EXHIBITORS



EXHIBITORS GEOGRAPHIC BREAKDOWN



CIRCULATION / PRINT

DAY 1
4,000
copies

DAY 2
4,000
copies

DAY 3
4,000
copies

STRATEGIC DISTRIBUTION POINTS

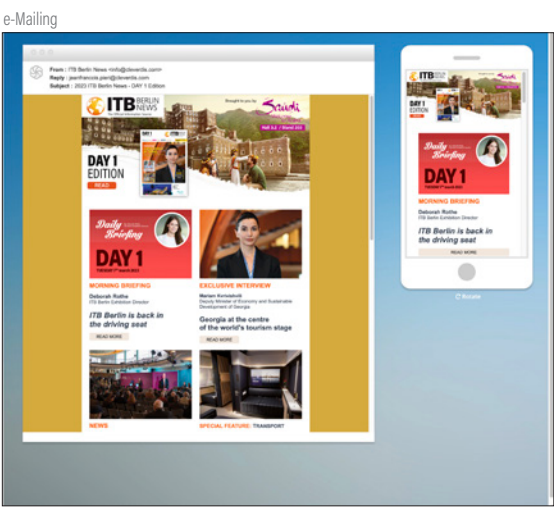
- All main entrances
- All main information counters
- Exhibition show floor
- International press stand
- Media Centre
- Top 50 Partners' & Participants' stands
- Over 20 leading hotels in Singapore

CIRCULATION / ONLINE itb-asia-news.com

Daily e-Mailing to
> 13,600 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.

• 3 e-mailings
(DAY 1, DAY 2 and DAY 3)



SOCIAL MEDIA

ITB Asia News contents are promoted through the ITB social media channels



70,279
FOLLOWERS



3,770
MEMBERS



2,579
FOLLOWERS

WEBSITE / STATISTICS

itb-asia-news.com

Full contents
& e-Magazines online
@ itb-asia-news.com

Full integration of contents
into digital event tools

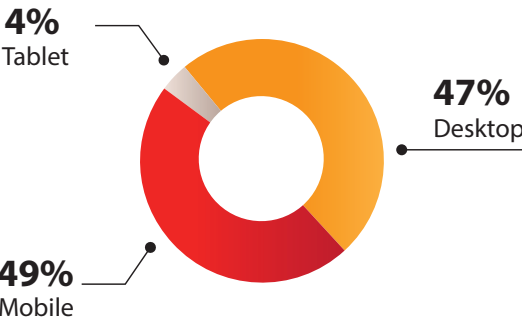
itb-asia-news.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

STATISTICS*

Users 8,570
Sessions 10,675
Avg. Session Duration 1:35
Pageviews 19,856
Pages per Session 1.86

Device Access:



* Google Analytics - itb-berlin-news.com - March 2018

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.

ITB ASIA CONFERENCE

As international trade 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 to international visitors.

PRESS & BLOGGER CORNER

Top journalists at ITB Asia explain why they’re here and what their personal “ITB highlights” are.

PRODUCT INNOVATIONS GUIDE Each day, trade visitors at ITB Asia are offered a highly synthetic “Product Innovations Guide” in a number of major tourism sectors. In this way, ITB Asia News is even more useful as a purchasing tool providing buyers with the ultimate guide on “what sells in 2018/2019”.

MARKET TRENDS

Important industry trends and interviews with leading analysts from organisations such as UNWTO, WTTC, IPK, PhocusWright, Deloitte, etc.

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

Tour Operators and Travel Agents explain their current key concerns and discuss some of the most interesting offers they have seen at the show..

WHERE TO GO IN SINGAPORE

A definitive guide on where to go out in Singapore to make the international visitors feel much more “at home” in this exciting city.

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of ITB Asia News?

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

SPECIAL FEATURES & REGIONAL SPOTLIGHTS

PRINT & ONLINE EDITION

DAY 1 EDITION

[25th October 2023]

NATURE & ADVENTURE TOURISM

CITY BREAKS

TRANSPORT

mice

SHOW ASIA

ASIA

MIDDLE EAST

PRINT & ONLINE EDITION

DAY 2 EDITION

[26th October 2023]

LUXURY TRAVEL

HOTELS

WELLNESS

MEDICAL TOURISM

TRAVEL TECH ASIA

EUROPE

PRINT & ONLINE EDITION

DAY 3 EDITION

[27th October 2023]

FAMILY DESTINATIONS & RESORTS

CULTURAL TOURISM

mice

SHOW ASIA

OCEANIA

PRINT / AD OPPORTUNITIES



ITB Asia News / 2022 Day 3 Edition

ADVERTISING RATES* (€)

Advertising space is only available for exhibitors of ITB Asia

ADVERTISEMENT	All Editions	Day 1 or Day 2 (25 th Oct.) (26 th Oct.)		Day 3 (27 th October)
		Print & Online Versions		
• 1/4 page	2,100	850		650
• 1/3 page	2,650	1,050		850
• 1/2 page	3,900	1,550		1,250
• Full page	7,000	2,800		2,250
• Double page	12,500	5,000		4,000

* + 15% for highlight placement / Right-hand page
+ 30 % for in-house design services

HIGHLIGHT POSITIONS ALL EDITIONS (€)

• Logo & stand N° on front cover	3,150
• 1/5 page banner on front cover	10,600
• 1 full page advertisement, first 12 pages	8,000
• 1 double page advertisement, first 12 pages	14,300
• Inside front cover	11,700
• Inside front cover, double page	22,900
• Inside back cover	10,400
• Back cover	12,500
• Insert in the magazine	on demand



Logo & stand N° on front cover - Example



ADVERTORIAL (IN ONE EDITION) (€)

• 1/2 page	2,100
• 1 full page	3,600
• 1 double page	6,300

HALL PLAN (€)

Photo, description, 3 USPs & Stand N°

• Large logo & Stand N°	2,000
• Standard-sized Logo & Stand N°	only 500
• Standard-sized Logo & Stand N° + QR code	1,000

PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1/2 PAGE ADVERTORIAL 1 STANDARD LOGO ON THE HALL PLAN FREE BONUS	1/2 PAGE ADVERTISEMENT 1/2 PAGE ADVERTORIAL 1 STANDARD LOGO + QR CODE ON THE HALL PLAN FREE BONUS	1 FULL PAGE ADVERTISEMENT 1 FULL PAGE ADVERTORIAL 1 FEATURED SHORT DIGITAL ARTICLE IN DAY 3 EDITION FREE BONUS	1 FULL PAGE ADVERTISEMENT ALL EDITIONS - FIRST 12 PAGES 1 FULL PAGE ADVERTORIAL 1 LARGE LOGO ON THE HALL PLAN FREE BONUS
1,600 €	3,650 €	6,400 €	11,600 €

SMARTGUIDE (€)

Customized publication (24 pages).
Insertion into 1 edition of ITB Asia News from 37,000

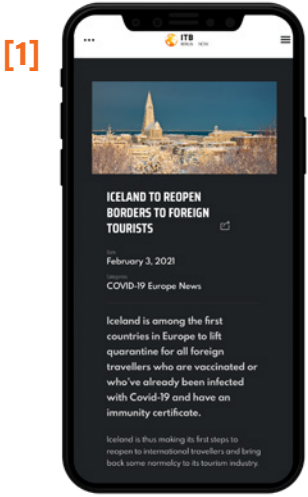
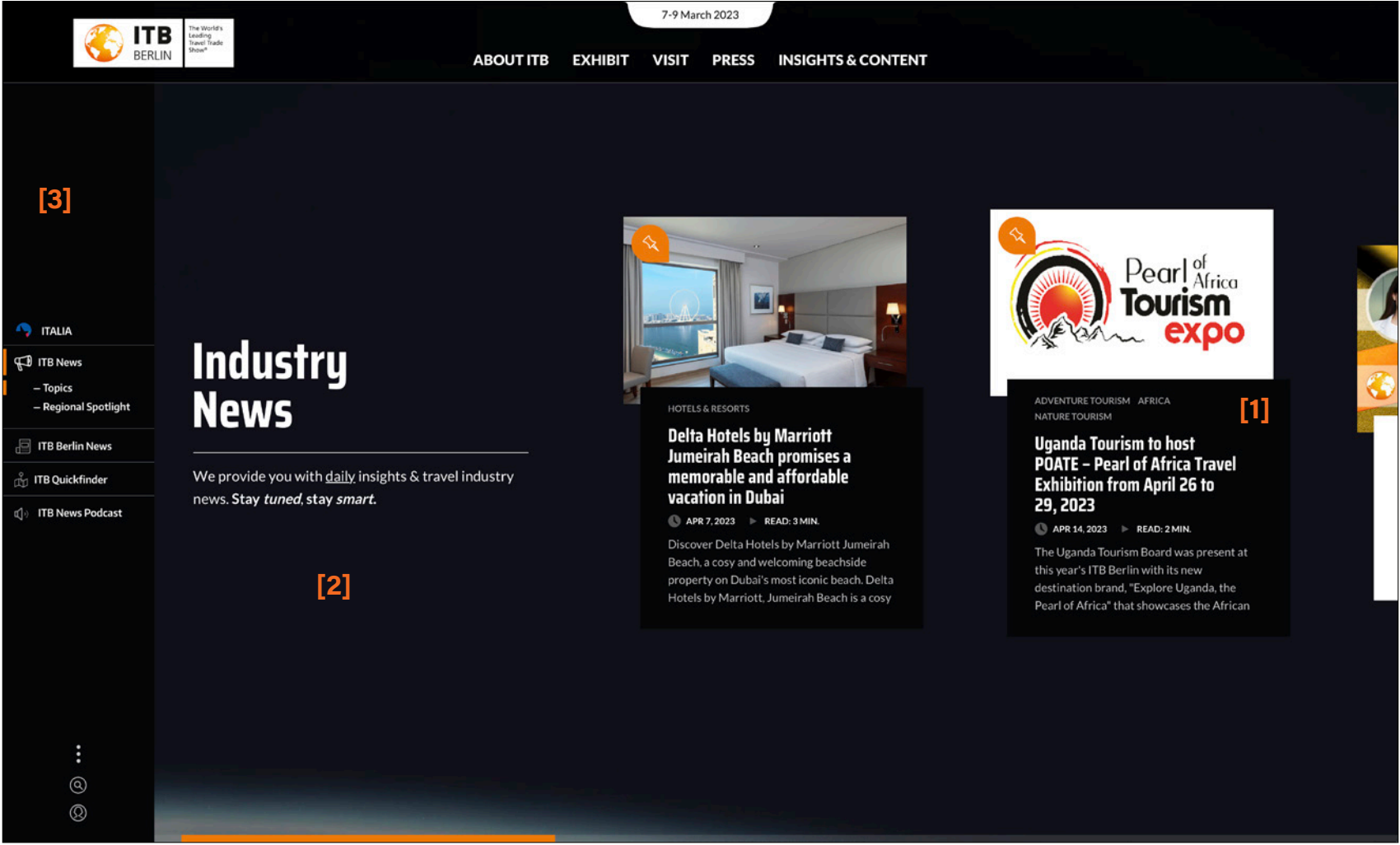
NEW!

ITB ASIA NEWS QR CODE CARD

ITB Asia News QR Code Card (3,000 units):

Logo on card, exclusive position from € 1,500





RATES (SHOW TIME - OCTOBER 2023)

NEWSROOM

- **In-Depth Article:** 600 words [1]
1st positions during 1 week (2 spaces available) € 1,400
- **Short Article:** 200 words
1st positions during 1 week (2 spaces available) € 600

OPTION
Global Sponsorship [2]

Your branding on all sections 3 months:
(including 2 in-depth articles) € 19,500

OPTION
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

1 month € 16,500

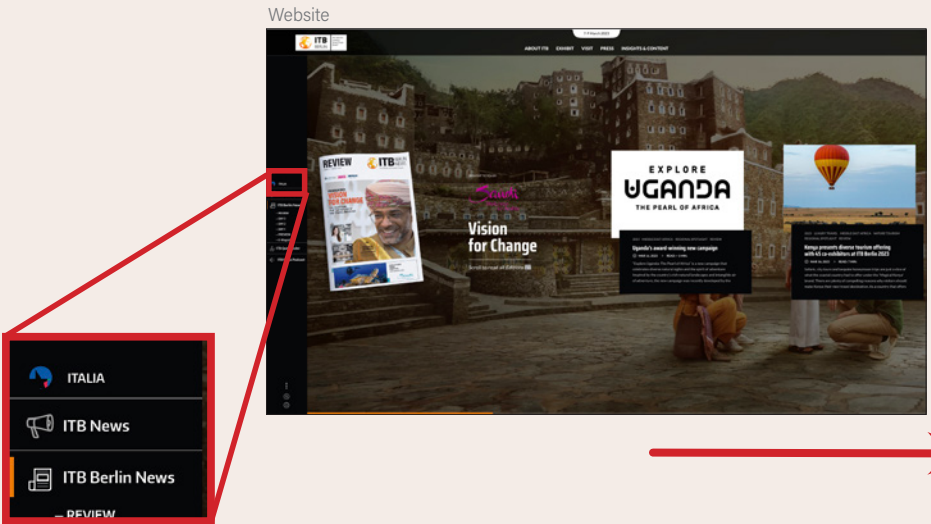
OPTIONS
NEWSLETTER

Your article highlighted
in 1 newsletter

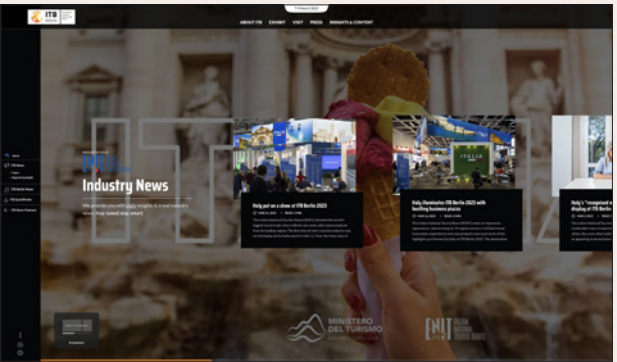
RATES

- 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

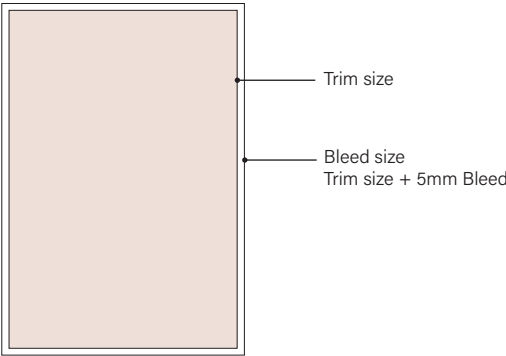
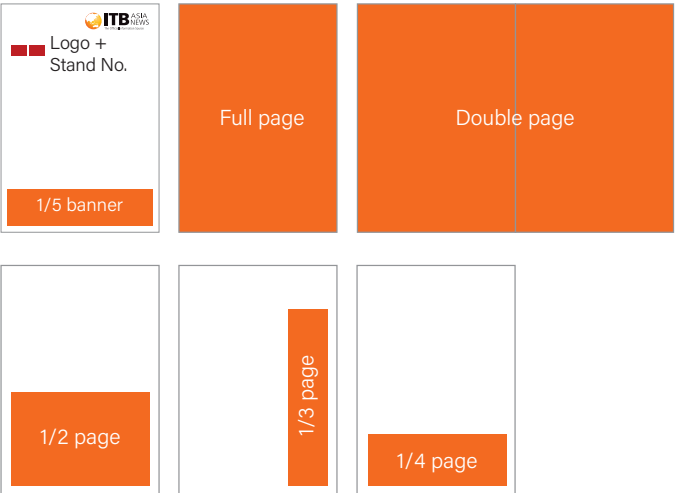
Logo + Stand No. on front cover	
1/5 banner on front cover	230 x 58 mm
Inside front cover	250 x 353 mm 260 x 363 mm
Back cover	250 x 353 mm 260 x 363 mm

>> Material Deadline:
4th October 2023

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

PRINT / TECHNICAL SPECIFICATIONS

Front Cover



FLOOR PLAN

Standard-sized Logo & Stand No.	34 x 24 mm
Large Logo & Stand No.	80 x 58 mm



Large Logo

Standard-sized Logo

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 / ITB Asia News

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

itb-asia-news.com

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

>> Material Deadline: **4th October 2023**

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 1500pix 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).

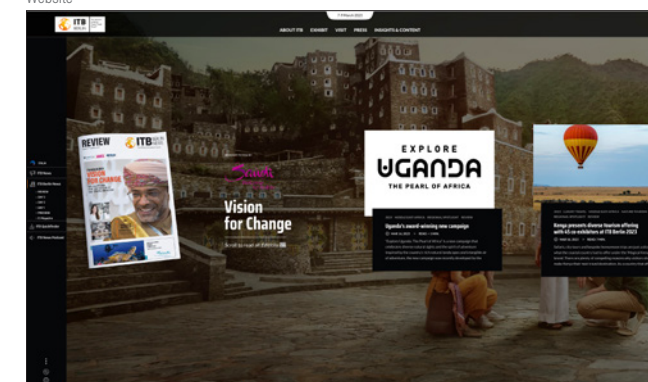
Content

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.

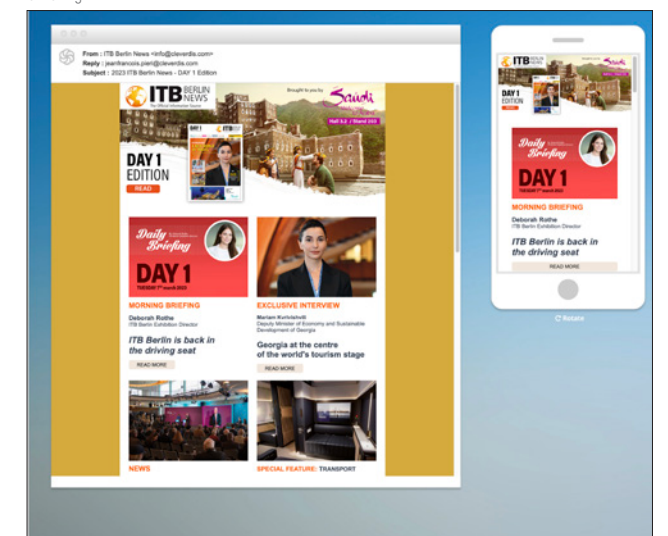
A final version will then be produced and sent to the client for "OK to Print". This must be marked on the PDF - either scanned or digitally signed.

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 ITB press centre during the show!



CONTACTS



ADVERTISING

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CLEVERDIS

is the publisher of

