



# 2024 MEDIA KIT



## KEY BENEFITS FOR EXHIBITORS:

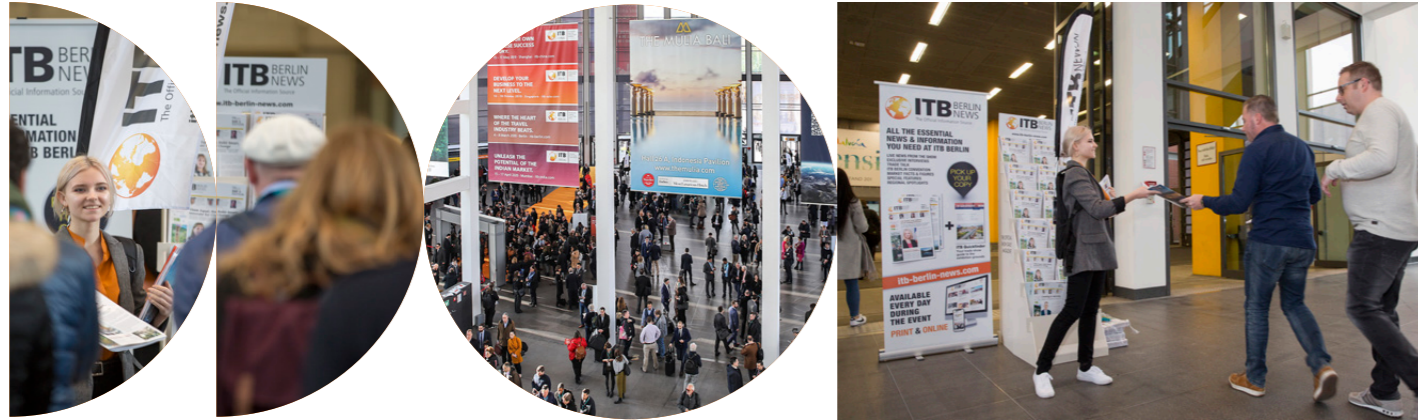
- ▶ ATTRACT TRADE VISITORS
- ▶ MAXIMISE BUSINESS AT ITB BERLIN
- ▶ GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED



NEWS LIVE  
FROM THE SHOW

SPECIAL  
FEATURES

REGIONAL  
SPOTLIGHTS



**ITB BERLIN NEWS IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF ITB BERLIN**



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!

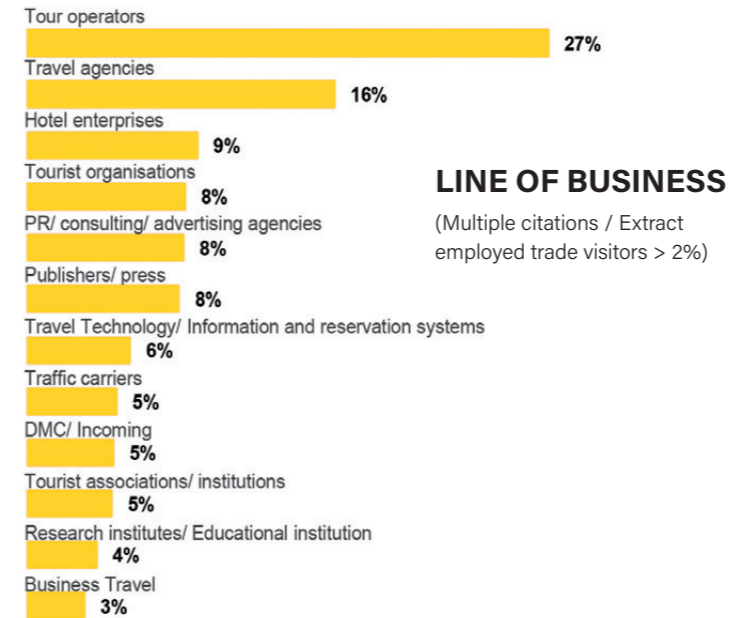


**FIGURES & READER PROFILE**

Source: ITB Berlin 2023

**+ 90,100 Trade Visitors**

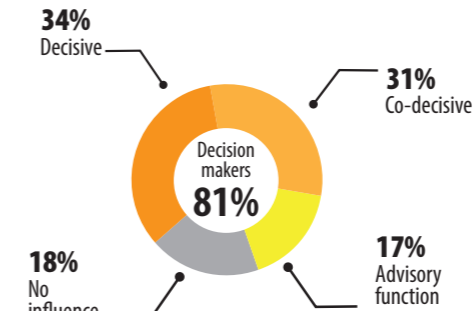
**1,300 Qualified top buyers**



**LINE OF BUSINESS**  
(Multiple citations / Extract employed trade visitors > 2%)

**DECISION MAKERS**

81% of professional trade visitors have an influence on purchasing/ procurement decisions.



**ORIGIN OF THE TRADE VISITORS**



**TESTIMONIALS**



**Tony Lübeck**  
Lime Travel  
ITB Buyers Circle Member

ITB Berlin News is a great way to be updated, as it's quite impossible to cover everything when it comes to ITB being one of the largest trade shows. I also like the mix of news and trivia.



**Inese Širava**  
Director of Tourism Department of Latvia, LIAA

ITB Berlin News, ITB News and ITB News Podcast are an excellent source of pertinent, up to date information for all trade professionals.



**Chris Kaiser**  
CEO, Founder, Click A Tree

They're all great sources of news when navigating the ITB. I personally love the magazine: When I'm at the show, I get updated about the latest happenings, learn about trendy topics and get inspired about which companies I should meet up with.



**HON. Peninah Malonza**  
Kenya - Cabinet Secretary - Ministry of Tourism, Wildlife and Heritage

ITB News has become an authoritative media platform to update on destination news or information and thereby enhance top of mind awareness about destinations as well as their attractions.



**Norbert Fiebig**  
President, German Travel Association (DRV)

A good cup of coffee and the ITB daily – this is how a day at the fair can start well informed. For me? A must.

CIRCULATION / PRINT

DAY 1	DAY 2	DAY 3
11,000 copies	9,000 copies	9,000 copies

• Day 1 edition benefits from an extra distribution at the opening gala (4<sup>th</sup> March 2024).

STRATEGIC DISTRIBUTION POINTS

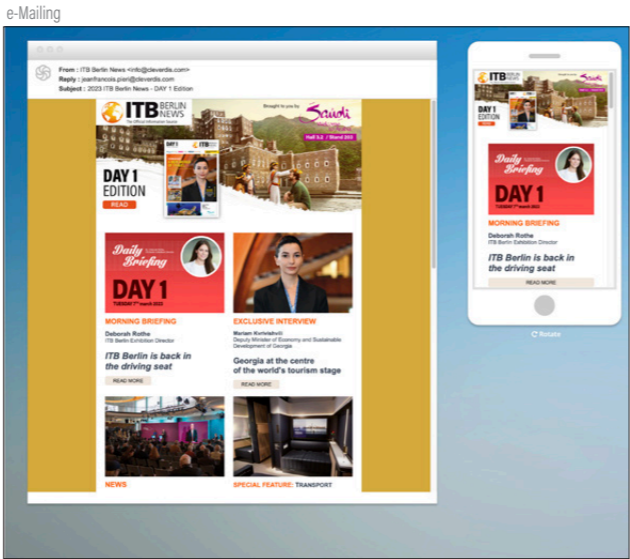
- All main entrances
- All main information counters
- ITB Buyers Circle
- Convention Area
- International Press stand
- Media Centre
- Top 50 Partners' & Participants' stands
- Over 100 Leading Berlin Hotels

CIRCULATION / ONLINE [news.itb.com](https://news.itb.com)

Daily e-Mailing to **> 19,700 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.

• **5 e-mailings**  
(PREVIEW - DAY 1, 2 and 3 - REVIEW)



SOCIAL MEDIA

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

 <b>74,000</b> FOLLOWERS	 <b>19,400</b> FOLLOWERS
 <b>31,600</b> FOLLOWERS	 <b>9,341</b> MEMBERS

WEBSITE / STATISTICS

Full contents  
& e-Magazines online  
@ [news.itb.com](https://news.itb.com)

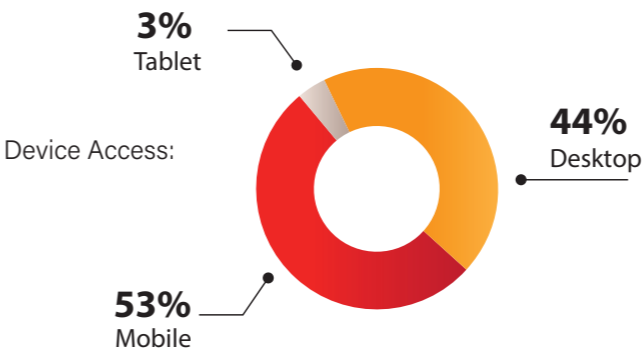
Full integration of contents  
into digital event tools

[news.itb.com](https://news.itb.com) is the daily updated website with unique articles and exclusive interviews live from the show.

**RESPONSIVE & POWERFUL**

STATISTICS\*

March 2023  
Users: **54K**  
Page views: **75K**  
Average time spent: **2,1 mn**



\* Google Analytics  
[news.itb.com](https://news.itb.com) - March 2023



## 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 BERLIN CONVENTION

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 all conferences of interest to trade visitors.

### PRESS & BLOGGER CORNER

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

### 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

Members of the ITB Buyers Circle explain their current key concerns and discuss some of the most interesting offers they have seen at the show.

### SUSTAINABILITY & CSR

CSR (Corporate Social Responsibility) and eco-tourism - initiatives to reduce our impact on our planet.

### 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 ITB Berlin 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

### PREVIEW EDITION

[28 February 2024]

- Youth travel
- Adventure Travel & Sustainable Tourism
- Career Center
- Honeymoons

- **Americas & Caribbean**
- **Oceania**
- **German Regions**

### DAY 1 EDITION

[5 March 2024]

- Travel Technology
- TTA – Technology, Tours & Activities
- Transport
- Cycling Tourism
- City Breaks

- **Oman**  
Official Host Country  
ITB Berlin 2024
- **Africa & Middle East**
- **German Regions**



### DAY 2 EDITION

[6 March 2024]

- Cultural Tourism - Authentic Cultural Experiences
- Luxury Travel
- Hospitality
- Cruises
- Nature Tourism
- Gastronomy & Wine Tourism
- Mega-Events

- **Asia**  
Spotlights: Maldives, Malaysia
- **German Region:**  
Bavaria

### DAY 3 EDITION

[7 March 2024]

- Business Travel
- Family Destinations & Resorts, Amusement Parks
- Golf Tourism
- Wellness
- Medical Tourism
- LGBTQ+ Tourism
- MICE

- **Europe**
- **German Regions**

### REVIEW EDITION

[14 March 2024]

- **OUTLOOK**
- **A LOOK BACK AT KEY HIGHLIGHTS OF ITB BERLIN 2024**

# PRINT / AD OPPORTUNITIES



## ADVERTISING RATES\* (€)

Advertising space is only available for exhibitors of ITB Berlin

ADVERTISEMENT	All Editions	Online Preview & Review	Day 1 or Day 2		Day 3
		(28 February) (14 March)	(5 March)	(6 March)	(7 March)
			Print & Online Versions		
• 1/4 page	5,250	750	1,400		1,100
• 1/3 page	6,900	950	1,800		1,600
• 1/2 page	9,400	1,250	2,450		2,150
• 1 full page	15,700	2,100	4,200		3,550
• 1 double page	28,300	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 front cover	6,300
• 1/5 page banner on front cover	21,000
• Inside front cover, double page	42,000
• 1 full page advertisement, first 12 pages	17,800
• 1 double page advertisement, first 12 pages	32,500
• Inside back cover	19,900
• Back cover	23,500
• Bookmark - Insertion into 1 edition	9,900
• Insert in the magazine	on demand

## ADVERTORIAL (IN ONE EDITION)

(€)

• 1/4 page	1,700
• 1/2 page	2,900
• 1 full page	5,000
• 1 double page	8,900

## SMARTGUIDE

(€)

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

## NEW!

### ITB BERLIN NEWS QR CODE CARD

ITB Berlin News QR  
Code Card (5,000 units):  
Logo on card, exclusive position from € 7,500€



## PACKAGES

### STARTER

1/4 PAGE ADVERTORIAL  
1 STANDARD LOGO  
ON THE HALL PLAN  
FREE BONUS

1,700 €

### ADVANCED

1/2 PAGE ADVERTISEMENT  
1/2 PAGE ADVERTORIAL  
1 STANDARD SIZE LOGO  
ON THE HALL PLAN  
FREE BONUS

5,350 €

### PREMIUM

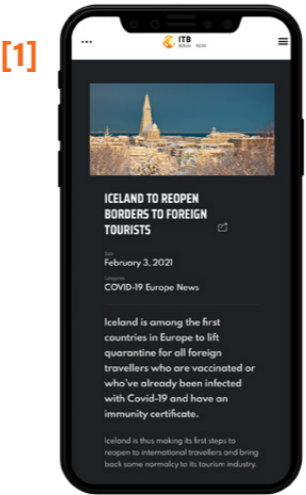
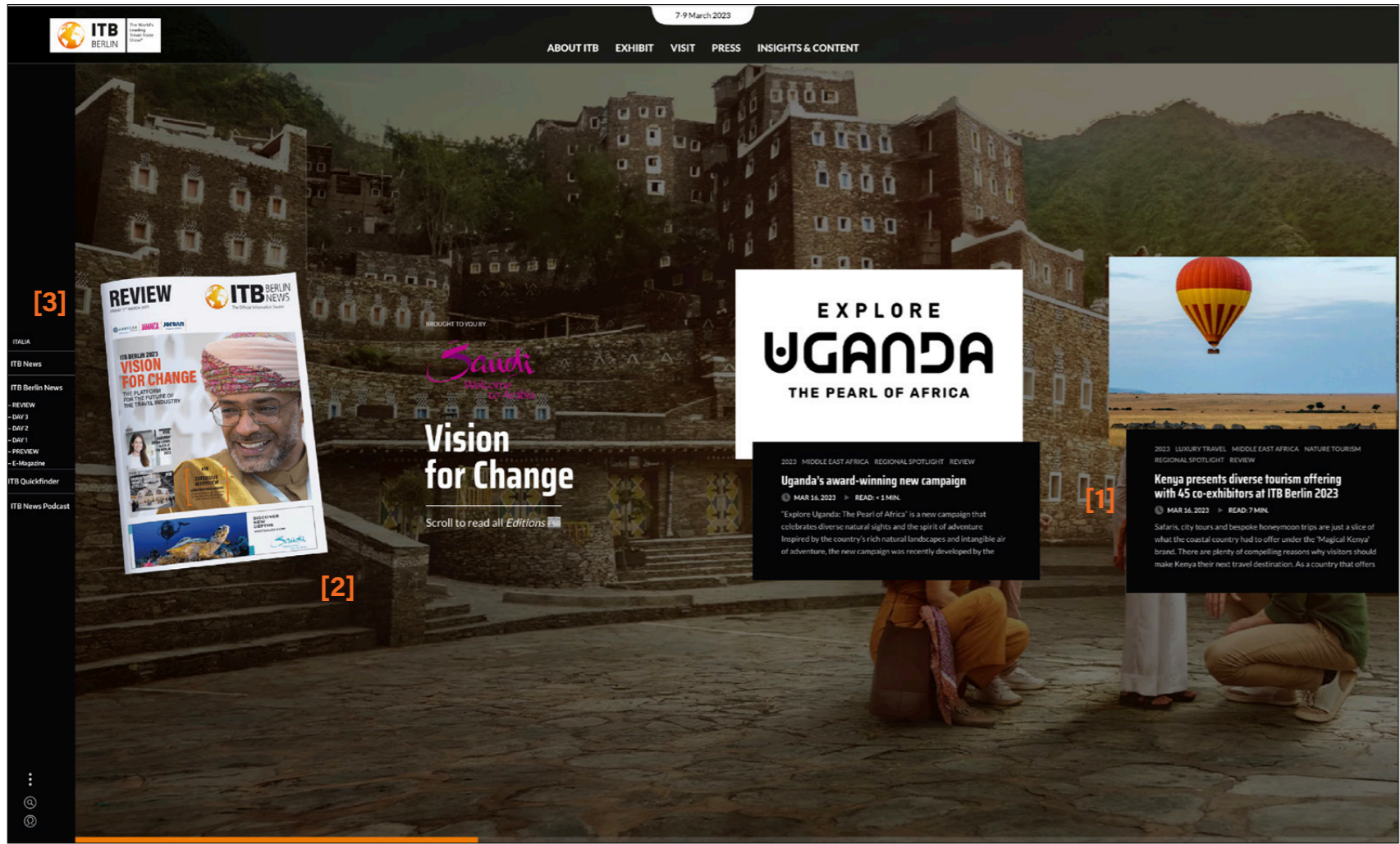
1 FULL PAGE  
ADVERTISEMENT  
1 FULL PAGE  
ADVERTORIAL  
1 DIGITAL SHORT  
ARTICLE  
1 STANDARD LOGO  
& QR CODE  
ON THE HALL PLAN - FREE BONUS

9,800 €

### PREMIUM PRO

2 FULL PAGE  
ADVERTISEMENTS  
1 FULL PAGE  
ADVERTORIAL  
1 DIGITAL SHORT  
ARTICLE ONLINE  
1 LARGE LOGO  
ON THE HALL PLAN  
FREE BONUS

14,000 €



RATES (SHOW TIME - MARCH 2024)

INDUSTRY NEWS SECTION

• <b>In-Depth Article:</b> 600 words [1] 1 <sup>st</sup> positions on day of publication	€ 1,400
• <b>Short Article:</b> 200 words 1 <sup>st</sup> positions on day of publication	€ 600

OPTION

<b>Global Sponsorship [2]</b> Your branding on all sections during 1 month (28/02 - 31/03/2024): (including 2 in-depth articles)	€ 19,500
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OPTION

<b>MENU ENTRY [3]</b> <ul style="list-style-type: none"><li>• Dedicated Menu Point</li><li>• Dedicated Branded Page with your contents</li><li>• 6 Articles (3 In-Depth, 3 Short)</li><li>• 2 newsletter inclusions</li><li>• 1 social media post</li></ul> 1 month	€ 16,500
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OPTIONS

SOCIAL MEDIA



1 ITB social media post

RATES

1 post all 4 platforms  
€ 1,400

OPTIONS

NEWSLETTER

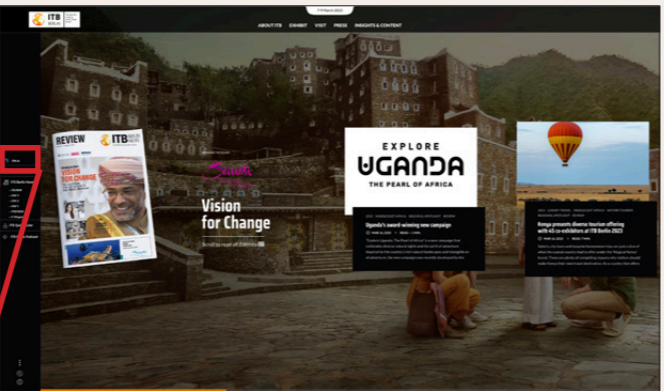
Your article highlighted in 1 newsletter

RATES

• 1 article highlighted in 1 newsletter  
€ 1,200

MENU ENTRY [3]

Website



Dedicated Branded Page with your contents



e-Mailing

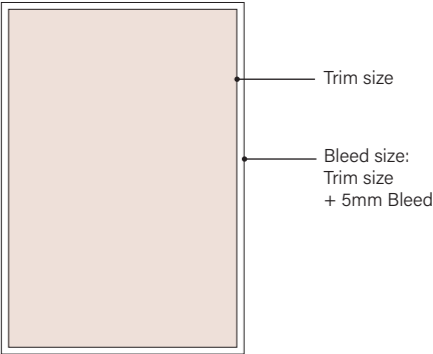
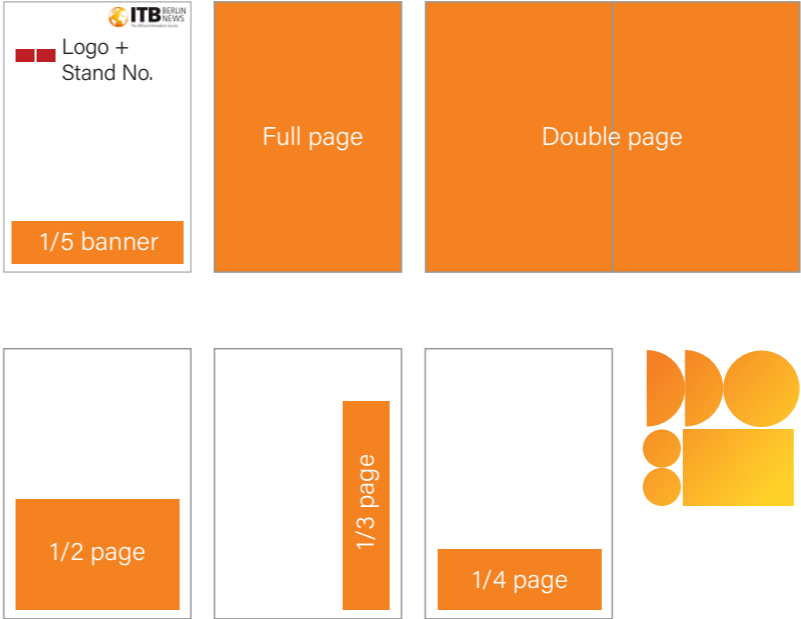


PRINT / TECHNICAL SPECIFICATIONS



PRINT / TECHNICAL SPECIFICATIONS

Front Cover



STANDARD POSITIONS	Trim size	Bleed size
Full page	240 x 330 mm	250 x 340 mm
Double page	480 x 330 mm	490 x 340 mm
1/2 page	220 x 136 mm	
1/3 page	66 x 280 mm	
1/4 page	220 x 68 mm	

HIGHLIGHT POSITIONS	
Logo + Stand No. on front cover	
1/5 banner on front cover	220 x 54 mm
Inside front cover	240 x 330 mm
Back cover	240 x 330 mm

>> **Material Deadline:**  
**14<sup>th</sup> February 2024**

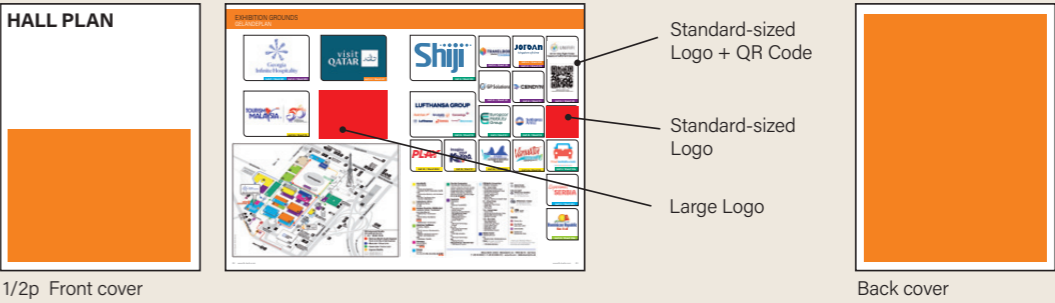
**Contact:** [production@cleverdis.com](mailto:production@cleverdis.com)  
Tel: +33 (0)442 77 46 00



HALL PLAN - 4 PAGE BOOKLET - A4

TRIM SIZE

1/2 page - Front cover	190 x 115 mm
Back Cover	190 x 277 mm
Large logo	74 x 54 mm
Standard logo	32 x 20 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 / ITB Berlin 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 ➔ [news.itb.com](https://news.itb.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
- e-Mailing section banner: 2,560 x 1,440 px - HD

### FEATURED ARTICLE

- In-Depth article: up to 600 words
- Short article: up to 200 words
- Images: jpg - HD
- Videos: YouTube link

### e-MAILING BANNER

- Format: 300 x 250 px - jpg or gif

>> **Material Deadline: 14<sup>th</sup> February 2024**

**Contact:** [production@cleverdis.com](mailto: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: 550 words
- Half-page: 250 words
- Third page: 200 words
- Quarter page: 90 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).

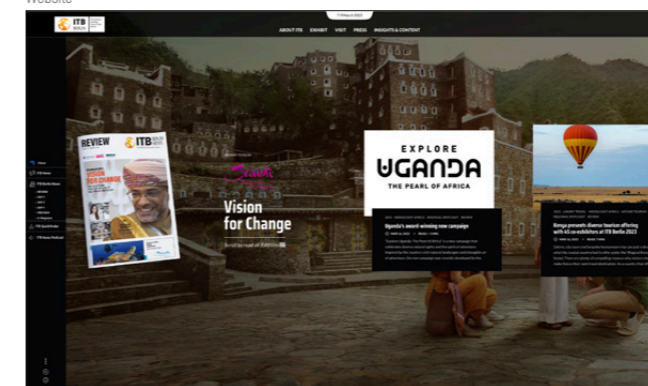
### Content

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.

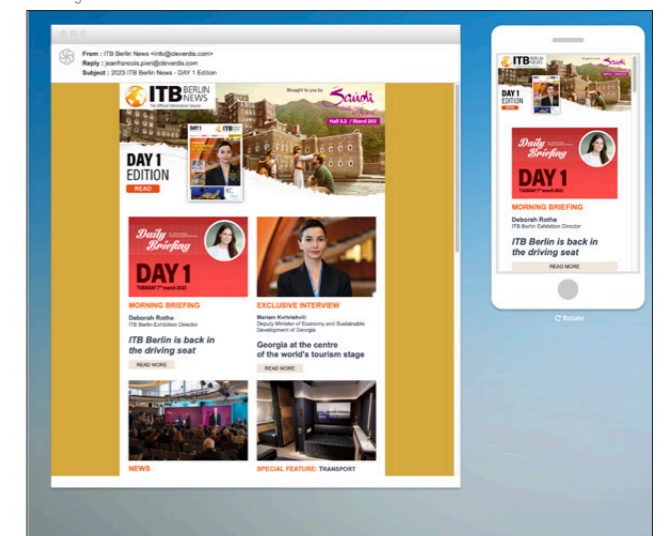
A final version will then be produced and sent to the client for "OK to Print". This must be marked on the PDF - either scanned or digitally signed.

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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*Project Manager*  
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[bettina.badon@cleverdis.com](mailto:bettina.badon@cleverdis.com)



### EDITORIAL TEAM

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*is the publisher of*

