



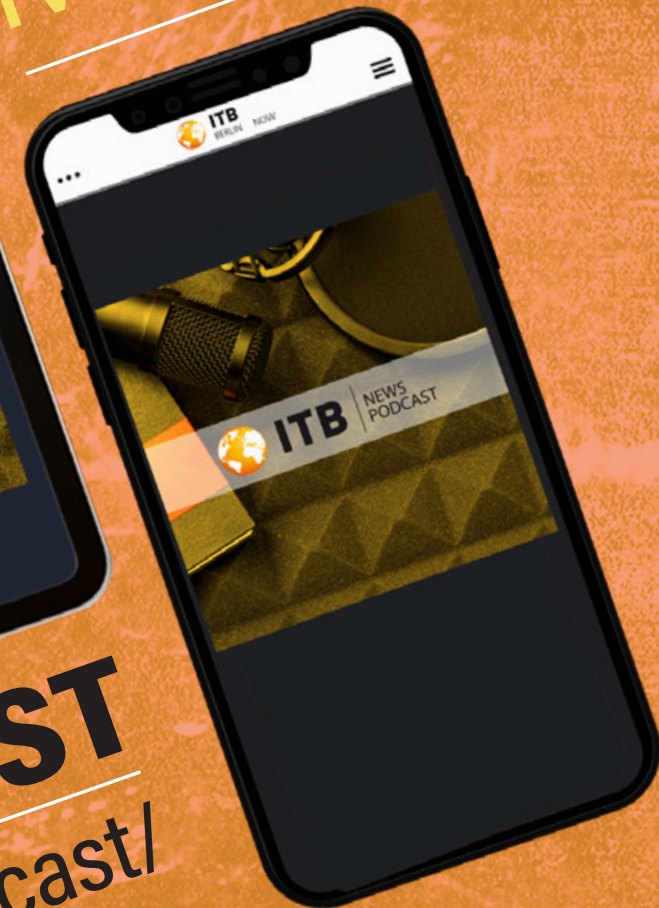
# ITB

## NEWS PODCAST

THE OFFICIAL MONTHLY ITB PODCAST



2023  
MEDIA KIT



# THE OFFICIAL MONTHLY ITB PODCAST

## PODCAST

[news.itb.com/podcast/](https://news.itb.com/podcast/)



## KEEPING UP WITH THE INDUSTRY IN AN INFORMATIVE, COMPREHENSIVE AND RELEVANT AUDIO FORMAT

ITB NEWS PODCAST is the year-round podcast designed for the travel and tourism industry. Keep in touch with key decision makers and anticipate market trends thanks to highly relevant contents presented in a compact and efficient format.

The monthly podcasts allow you to stay in touch with the ITB community, inform your target groups about your latest news and make sure your brand and products are always top of mind... and top of their business agendas. Whether it be a product or campaign launch, management announcement, news or strategy update the ITB NEWS PODCAST allows you to get your message across in an efficient, targeted, and powerful way.

# PODCAST

Highlight your News or Brand Message on the ITB NEWS PODCAST!

### TOPICS

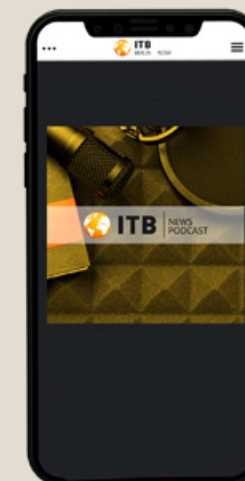
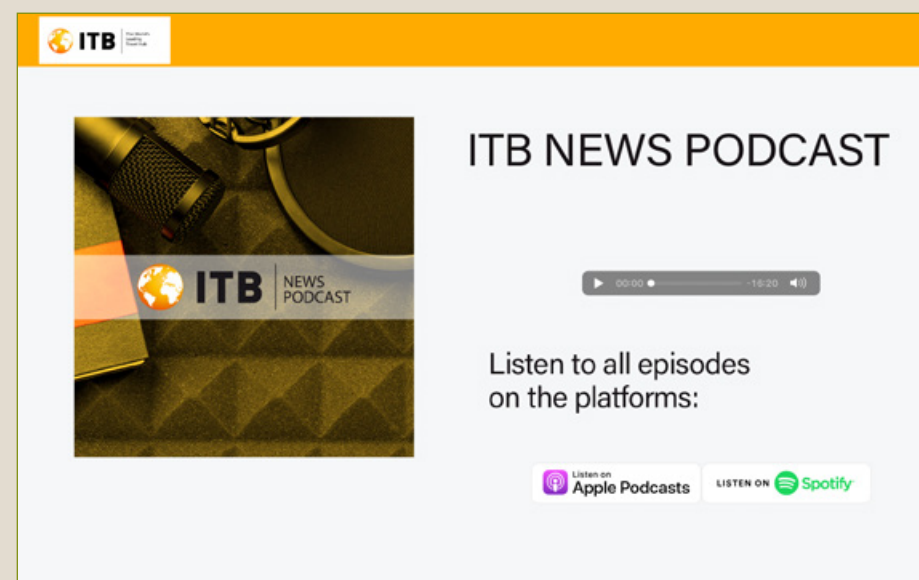
Adventure Tourism  
Business Travel & MICE  
Careers & Education  
City Breaks  
Cruises  
CSR & Sustainability  
Cultural Tourism  
Gastronomy & Wine  
Tourism  
Golf  
Hotels & Resorts  
LGBTQ+  
Luxury  
Medical Tourism  
Nature Tourism  
Trade Talk  
Transport  
Travel Technologies  
UNWTO  
Wellness

### REGIONAL SPOTLIGHTS

Africa  
Americas  
Asia  
Europe  
Middle East  
Oceania  
Official ITB Berlin  
Partner Country

In each episode:

- Industry news
- Key figures
- Leading industry insight
- The «Big» Interview



## RATES

### GLOBAL SPONSORING (3 months)

- Co-branding (ITB NEWS PODCAST - brought to you by ...)
- Introduction jingle start & finish podcast
- 1 interview (4 min)
- 2 news (30 sec per news)
- Logo on the cover of the podcast

..... 9 500 €

### NEWS SECTION SPONSORING

(3 months)

- "ITB NEWS PODCAST - brought to you by..."
- 3 news (30 sec)

..... 4 500 €

### ADVERTORIAL (30 secondes)

- 1 news (30 sec)
- 3 spaces available

..... 1 500 €

## EDITORIAL OPPORTUNITIES FOR EXHIBITORS

### How to be part of ITB NEWS PODCAST?

Provide us with your input:

- Coverage of your company's main announcements and product launches
- A strategic platform for your top management



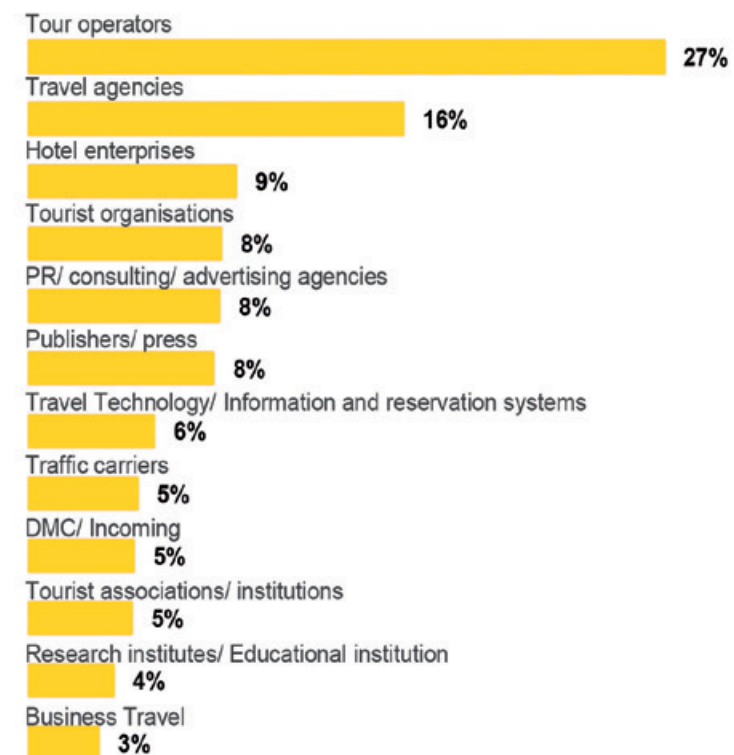
# ITB TARGET PROFILE

**113,500**  
TRADE VISITORS

**1,000**  
QUALIFIED TOP BUYERS

Source: 2020 - Messe Berlin GmbH

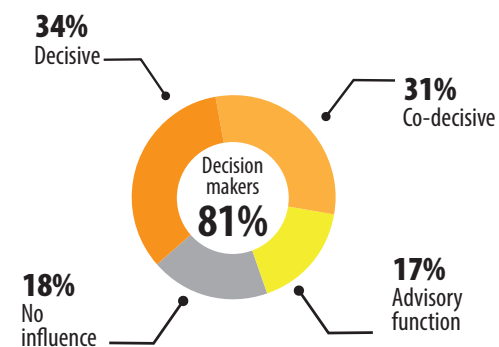
## LINE OF BUSINESS



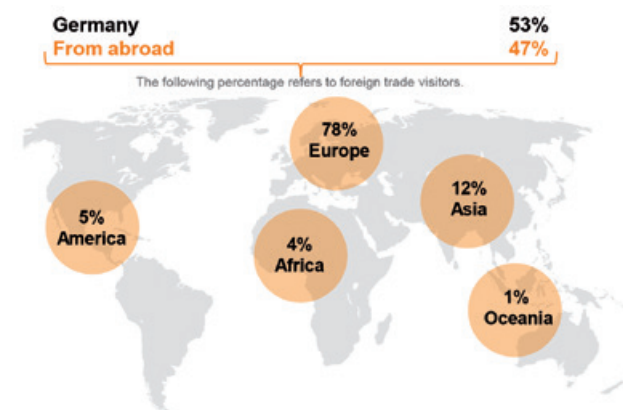
(Multiple citations / Extract employed trade visitors > 2%)

## DECISION MAKERS

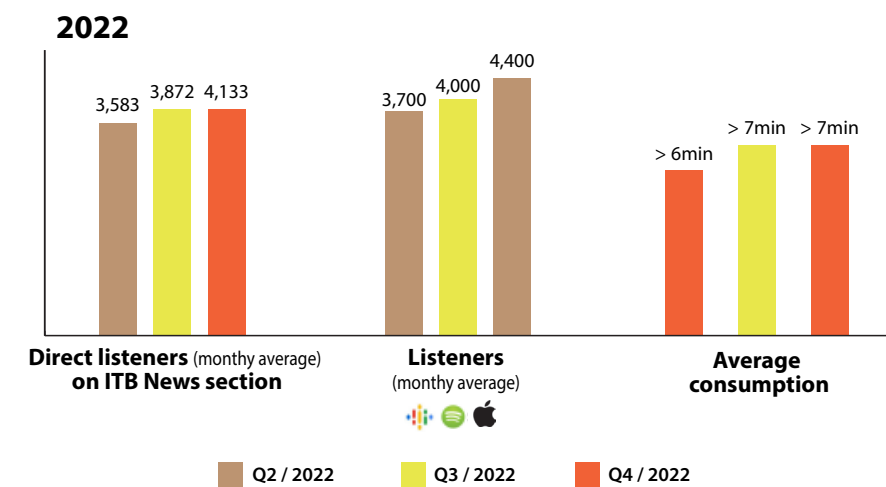
81% of professional trade visitors have an influence on purchasing/procurement decisions.



## ORIGIN



## STATISTICS



## SOCIAL MEDIA

**68,197**  
FOLLOWERS

**14,316**  
FOLLOWERS

**31,347**  
FOLLOWERS

**8,705**  
MEMBERS

## NEWSLETTER

**19,700**  
RECIPIENTS

Source: 2022 - Messe Berlin GmbH



## CONTACTS



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