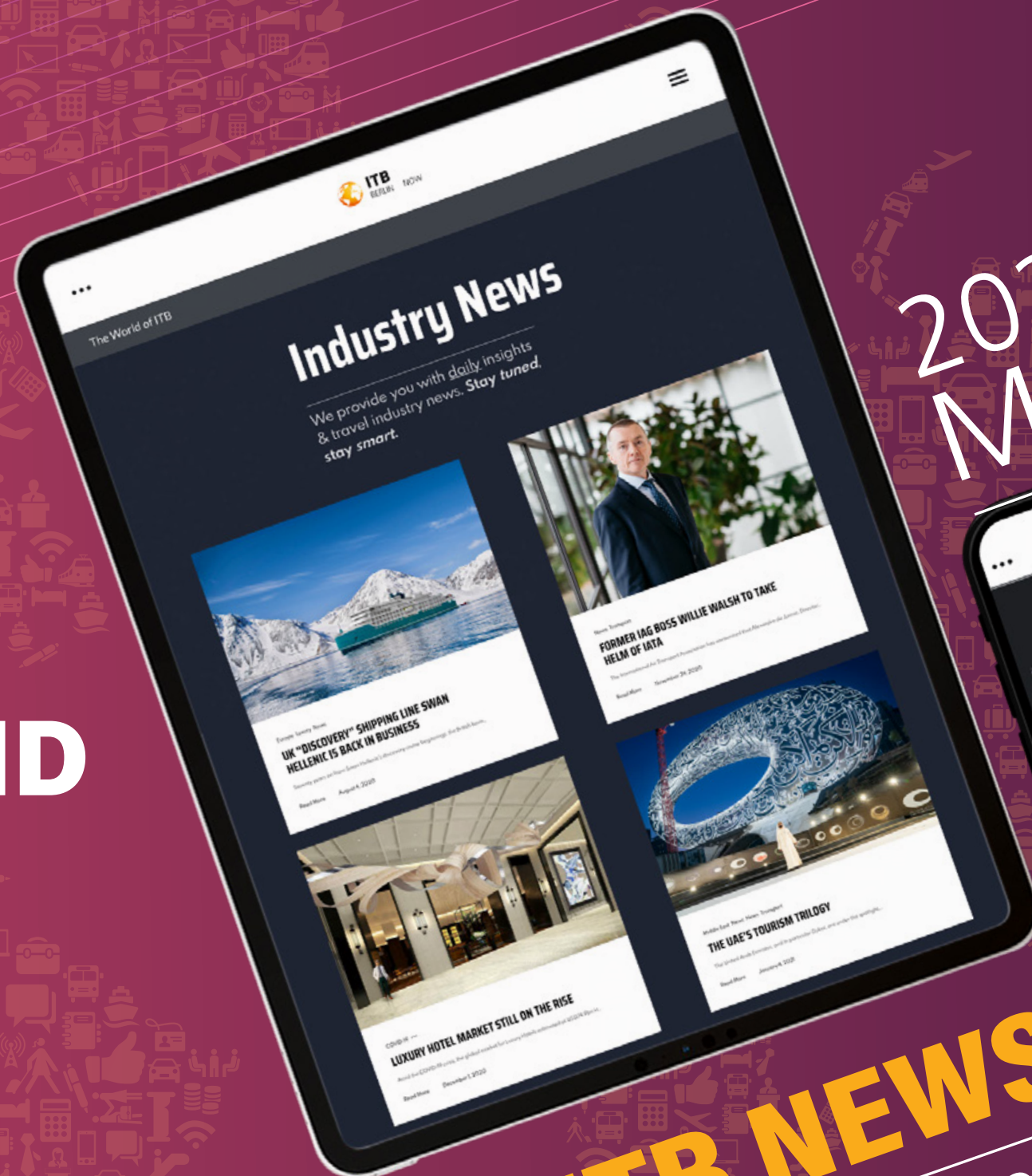




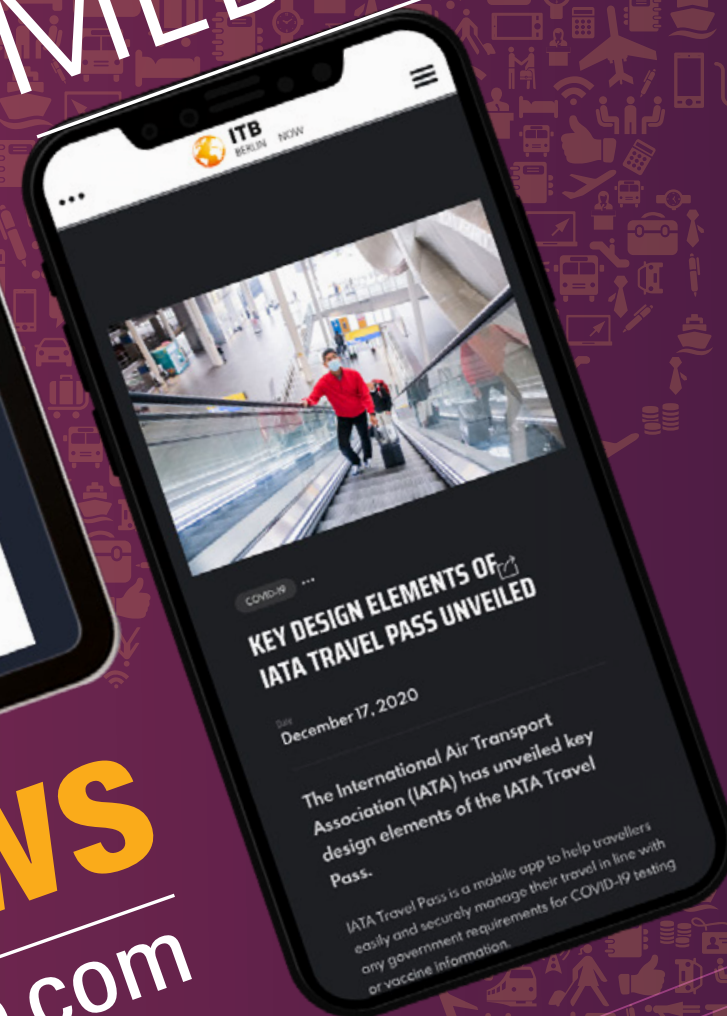
ITB

NEWS

THE OFFICIAL YEAR-ROUND NEWS PLATFORM



2023 MEDIA KIT



ITB NEWS

news.itb.com

ONE WORLD ONE INDUSTRY ONE NEWSROOM

itb.com is the year-round go-to-platform for the travel industry, allowing you to connect with people relevant to your business, and stay ahead of the game with expert insights and latest industry news.

The daily updated **Newsroom** allows you to keep in touch with the ITB community all year round, inform your target groups about your latest news and make sure your destination / company is always on top of their mind and business agendas.

Whether it be a product or campaign launch, management/ government announcement, news or strategy update, the ITB newsroom allows you to get your message out efficiently to all relevant industry contacts.

NEWSROOM

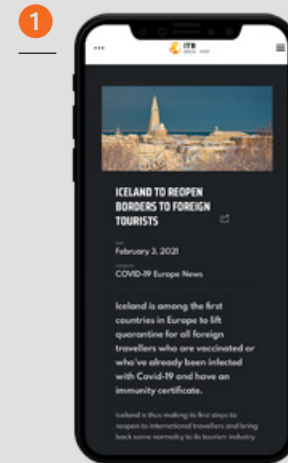
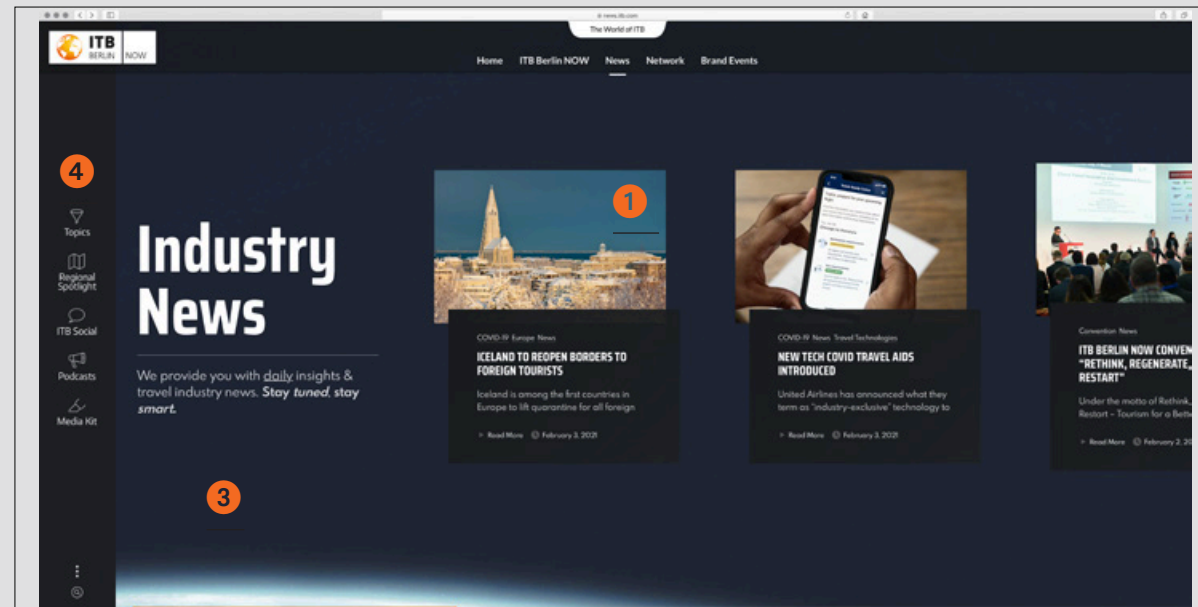
Highlight your News or Brand Message on itb.com !

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



RATES

NEWSROOM

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

• **Short Article:** 200 words
1st positions during 1 week
(2 spaces available) € 600

OPTIONS

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

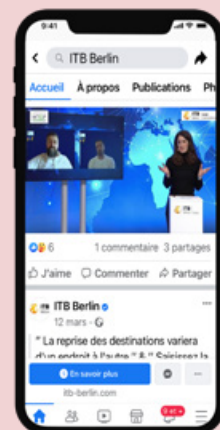
OPTIONS

MENU ENTRY **4**
• Dedicated Menu Point
• Dedicated Branded Page with your contents
• 6 Articles (3 In-Depth, 3 Short)
• 2 newsletter inclusions
• 2 social media posts

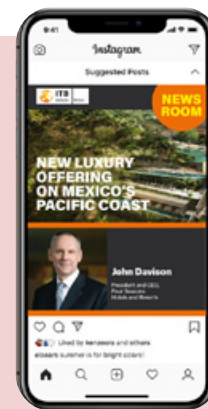
3 months € 16,500

OPTIONS

SOCIAL MEDIA



Your article highlighted in 1 ITB social media post



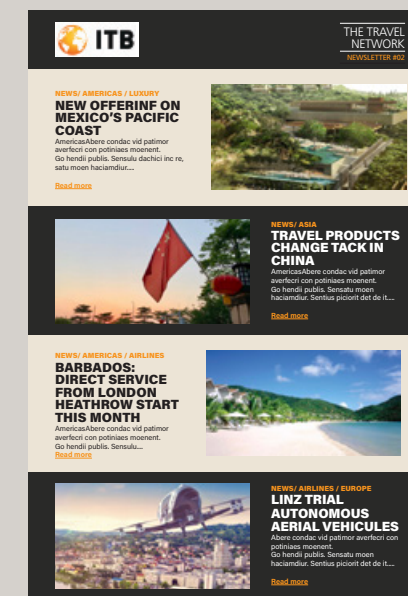
RATES

• 1 post / all 4 platforms € 1,400

OPTIONS

NEWSLETTER

Your article highlighted in one ITB newsletter



RATES

• Your article highlighted in 1 newsletter
1st position € 1,200
3rd position € 600
(2 positions available)



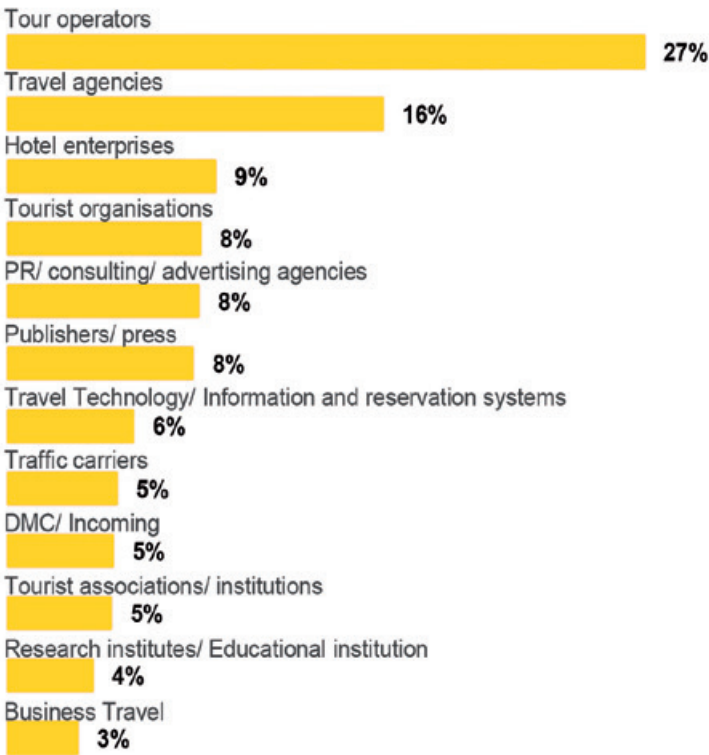
READER PROFILE

113,500
TRADE VISITORS

1,000
QUALIFIED TOP BUYERS

Source: 2020 - Messe Berlin GmbH

LINE OF BUSINESS

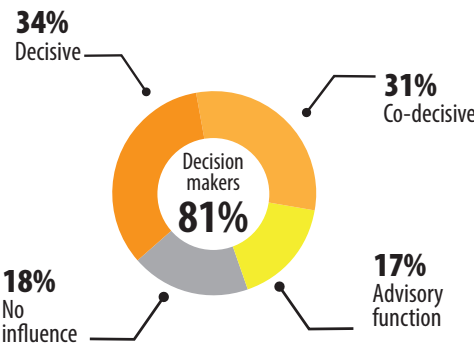


(Multiple citations / Extract employed trade visitors > 2%)

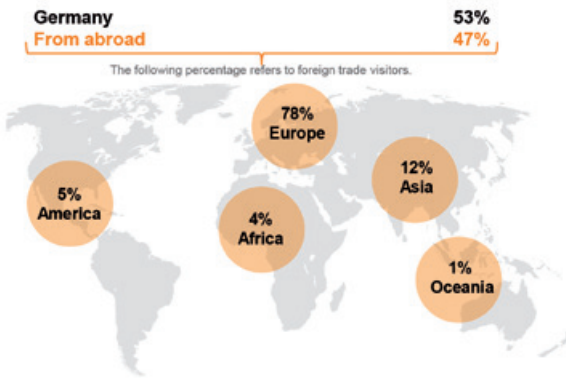
Source: 2020 - Messe Berlin GmbH

DECISION MAKERS

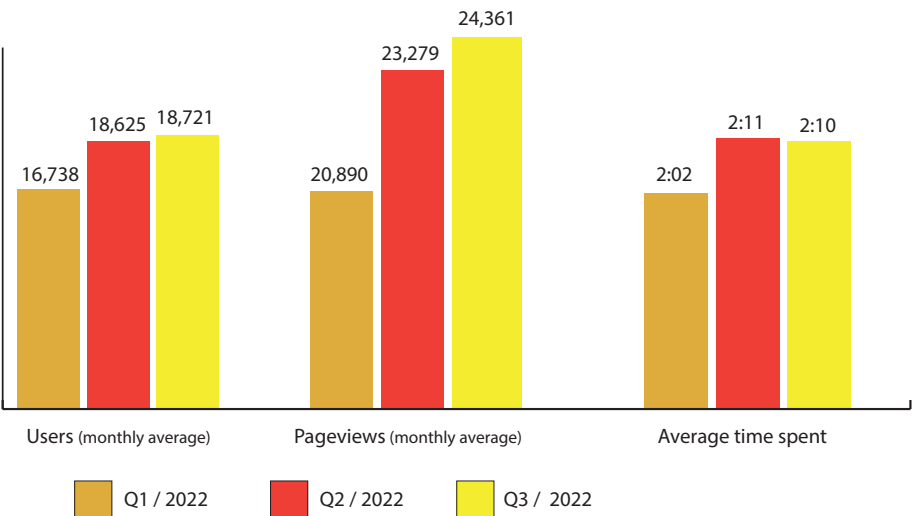
81% of professional trade visitors have an influence on purchasing/procurement decisions.



ORIGIN

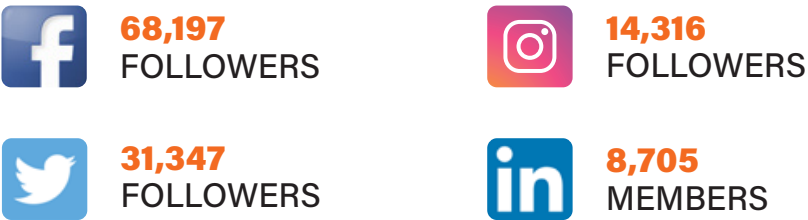


WEB STATISTICS



Source: 2022 - Messe Berlin GmbH

SOCIAL MEDIA



NEWSLETTER

19,700
RECIPIENTS

Source: 2020 - Messe Berlin GmbH

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