

## GET MEETINGS!



**Do your clients know what you can do for meetings?**

2018  
**MEDIA KIT**



## IBTM World Show Daily is the most effective communication tool:

### MAXIMUM IMPACT

**9,000 print run**  
 75% of advertisers repeat their campaigns

**15,000** meeting professionals read the Show Daily

**3** days of IBTM World, **3** different issues

Available in **print** and **digital** format for downloading at IBTM World web throughout the year



“ I have to read the IBTM World Show Daily because the show is too large to be visited entirely and I want to know what is happening all around.  
**Martine Lansande – Payen, managing director, Côte Basque International, France** ”



### HIGH VISIBILITY



### IBTM World Show Daily is about YOU:

- ✓ Happenings at the show, exhibitors, key learnings from education sessions
- ✓ Interviews with speakers, experts, attendees and exhibitors
- ✓ Industry trends and analysis
- ✓ In-depth coverage of the meetings industry and the show
- ✓ Daily photos of who's who and activities

## NEW! 2 new premium and exclusive ad spaces

This year's Show Daily offers you even more prestige and visibility which are available exclusively for just one advertiser in all 3 days:



### Cover page strip + 1 full page ad

In all 3 days issues

Available exclusively for 1 advertiser



### Cover box + 1 full page ad

In all 3 days issues

Available exclusively for 1 advertiser

## RATES

		Sizes (WxH) + 5mm bleed	1 issue	2 issues	3 issues
1	Cover page strip + 1 full page ad	24.5 x 4 cm 29 x 37.5 cm	Premium	€20,000	
2	Cover box + 1 full page ad	9.5 x 9.5 cm 29 x 37.5 cm	Premium	€15,000	
3	Inside cover full page ad	29 x 37.5 cm	€4,500 €	€8,200	€11,250
4	Double page ad	58 x 37.5 cm	€5,250	€9,700	€13,200
5	1 full page ad	29 x 37.5 cm	€3,000	€5,500	€7,500
6	1/2 page ad	29 x 18.5 cm	€2,000	€3,700	€5,000
7	1/4 page ad	29 x 9.4 cm	€1,400	€2,600	€3,600
8	Back cover full page ad	29 x 37.5 cm	€5,500	€10,100	€14,000
9	Other formats		Please ask us for a quote		

\* Prices are in Euros and do not include VAT. Please note that all payments must be made 15 days before the publication of the IBTM World Show Daily.



### TECHNICAL DESCRIPTION

Size closed: 29cm(W) x 37.5cm(H) Size

opened: 58cm(W) x 37.5cm(H)

Paper: 120gr, matte white paper

Finishing: 2 staples on side

Format: PDF, 300 dpi, CMYK 5mm bleed



**Grupo eventoplus**

showdaily@eventoplus.com

T. +34 93 272 0927

www.grupoeventoplus.com