

2025 Media Kit



NEWS LIVE
FROM THE SHOW

SPECIAL
FEATURES

REGIONAL
SPOTLIGHTS

An integral
part of your show
communication!



iftmdaily.com

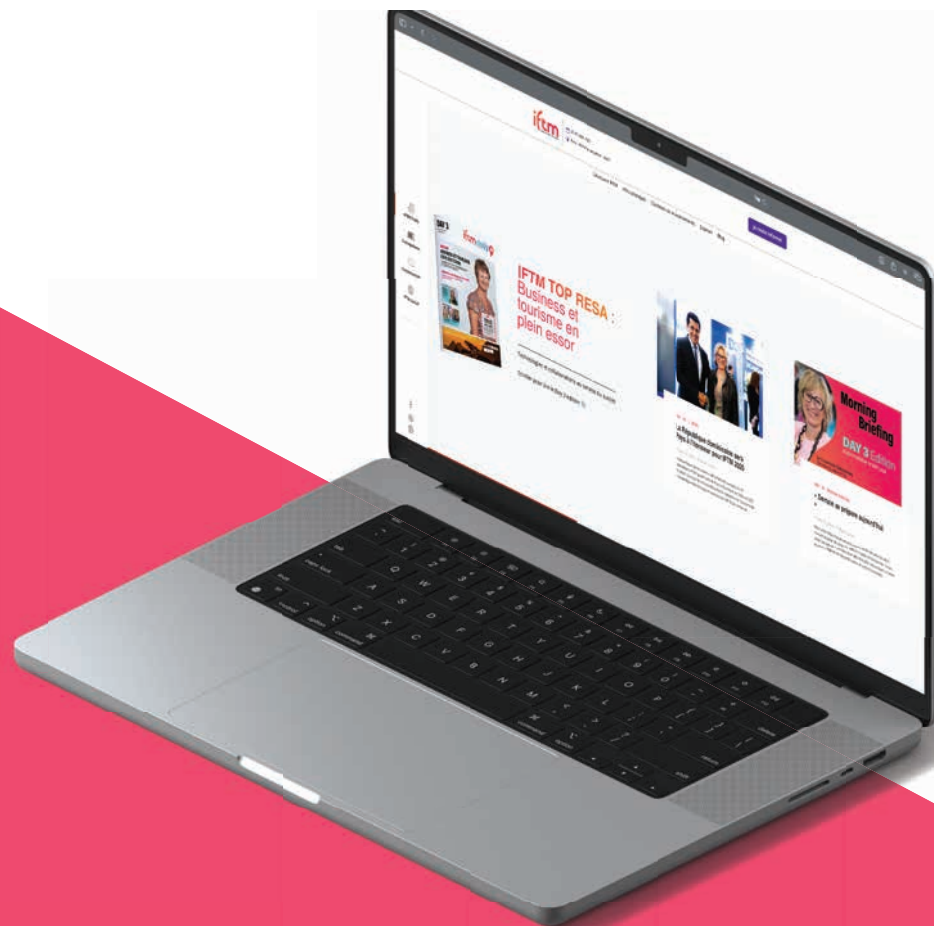
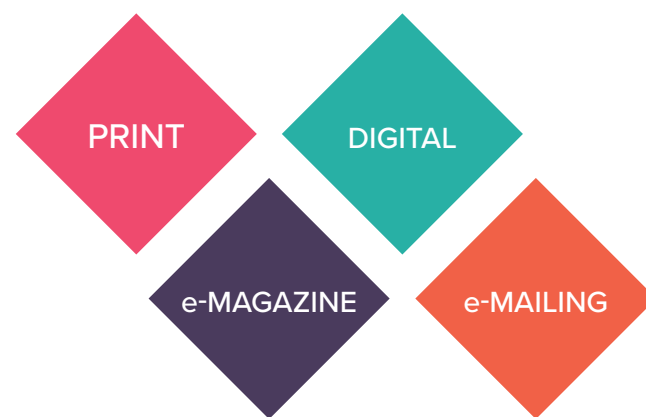
THE DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF IFTM



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 exhibition.

Multi - channel communication to ensure maximum visibility and reach your target anytime, everywhere!



FIGURES & READER PROFILE

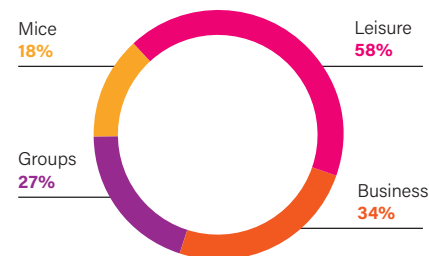
Source: IFTM Top Resa - 2024

+ 31,900
Trade Visitors

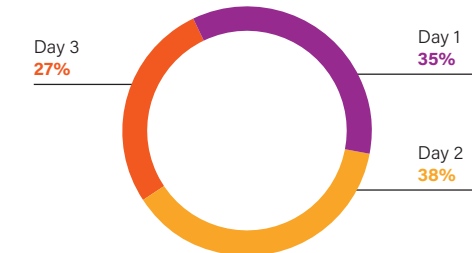
81.9%
France

18.1%
Outside France

Main interest of visitors
Leisure remains dominant (35%)



Visitor numbers by day



TESTIMONIALS*



Manuela BATT
Communication & Education
Director, ASSUREVER

“You can’t exhibit at IFTM Top Resa without an article in IFTM Daily! IFTM Daily is a vital source of information at this annual trade show, and a must-read for all tourism professionals.”



Delphine Brousset
Events delegate for the French
Association of Travel Managers

“It’s THE IFTM media, so it’s a point of reference for us visitors. It is produced in a good frame of mind with the idea of helping professionals and accompanying them with reliable information.”



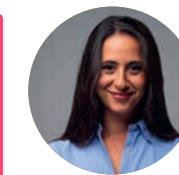
Kristofer Moison
Founder & CEO,
Stealth Start Up & Wytland

“IFTM daily perfectly reflects the dynamic and innovative spirit of the show. It offers rich and varied content, enabling tourism professionals to keep abreast of the latest trends, innovations and news in the sector. It’s a great way to get a quick summary of what’s happening at the show.”



Jérôme Delente
Worldia

“IFTM Daily is an essential platform to showcase Worldia’s innovations and offerings. The magazine allows us to raise awareness of our new destinations and technological solutions by speaking directly to industry professionals.”



Alissia Begag
CEO & Founder,
Impulsion Tourisme

“IFTM Daily is the pulse of the show. It’s where we discover trends, pick up on new ideas, and connect with the industry. It’s essential reading for anyone who wants to keep abreast of what’s happening in the world of travel. It’s inspiring, packed with info, and always up to date. In short, an invaluable ally for staying in the loop!”

* Feedback from leading actors, readers of IFTM Daily.

CIRCULATION / PRINT



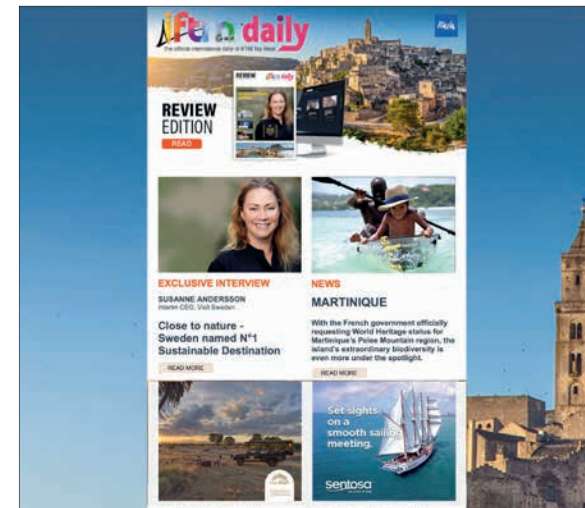
STRATEGIC DISTRIBUTION POINTS

- All main entrances
- All main information counters
- Convention Area
- International Press stand
- Media Centre
- Top 50 Partners' & Participants' stands

CIRCULATION / ONLINE iftmdaily.com

Daily e-Mailing to
> 14,000 contacts

e-Mailing

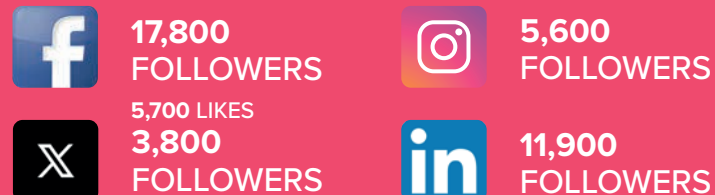


E-mailing to launch the edition of the day that is sent out every morning to trade visitors, exhibitors and press before, during and after the fair for a full media coverage.

- **4 e-mailings** (PREVIEW, DAY 1, 2, 3)

SOCIAL MEDIA

NRF EUROPE Daily contents are promoted through the IFTM Top Resa social media channels

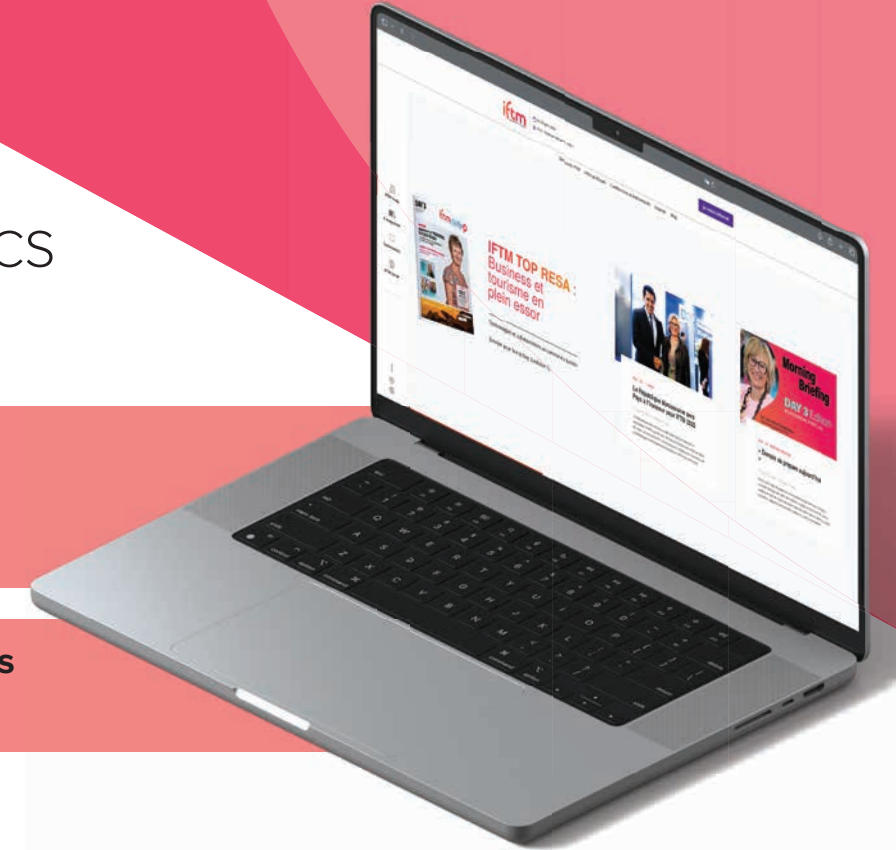


WEBSITE / STATISTICS

iftmdaily.com

Full contents
& e-Magazines online
@ iftmdaily.com

Full integration of contents
into digital event tools



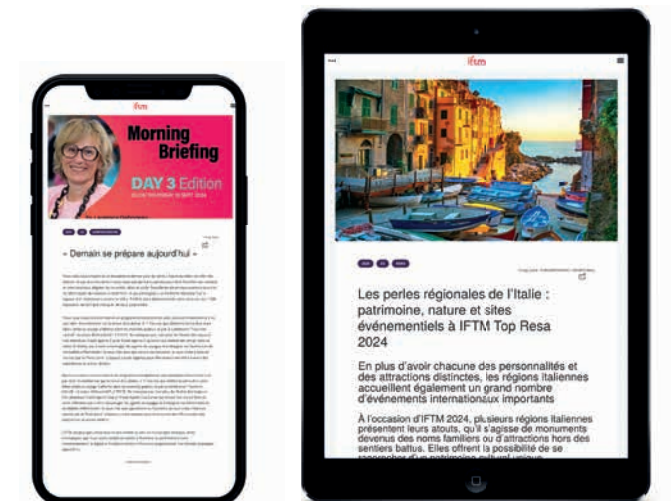
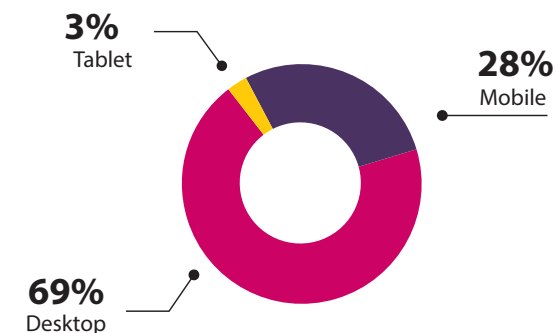
iftmdaily.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

STATISTICS*

Users: **15,293**
Page Views: **16,932**
Average time spent: **2:01**

Device Access:



* Google Analytics - www.iftmdaily.com - Octobre 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.

IFTM TOP RESA CONFERENCES

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.

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.

RESPONSIBLE & SUSTAINABLE TOURISM

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

WHERE TO GO IN PARIS

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

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of IFTM Daily?

Provide us with your input:

- Coverage of your company’s main news, events and press conferences
- A strategic platform for your Top management / Government officialst
- Contributions and thought leadership for our Regional Spotlights and Special Features

SPECIAL FEATURES & REGIONAL SPOTLIGHTS

EDITIONS

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

PREVIEW EDITION

[17 September 2025]

IFTM TOP RESA SNEAK PEEK 2024

DESTINATION FRANCE

DAY 1 EDITION

[23 September 2025]

CULTURE & PATRIMOINE
CULTURE & HERITAGE

TRAVEL TECH: DIGITALISATION ET IA /
DIGITIZATION & AI

TOUR-OPERATEURS / TOUR OPERATORS

RESEAUX DISTRIBUTION / NETWORKS

DESTINATION FRANCE

AMERIQUES / AMERICAS

CARAÏBES / CARIBBEAN

DAY 2 EDITION

[24 September 2025]

TRANSPORT / SPOTLIGHT:
TRANSPORT AERIEN / AIR TRANSPORT

SPORT & AVENTURE
SPORTS & ADVENTURE

MONTAGNE / MOUNTAIN

TOURISME RESPONSABLE
SUSTAINABLE TOURISM

START-UP VILLAGE

MICE / VILLAGE MICE

DESTINATION FRANCE

ASIE & PACIFIQUE
ASIA & PACIFIC

EUROPE & MÉDITERRANÉE
EUROPE & MEDITERRANEAN

DAY 3 EDITION

[25 September 2025]

GASTRONOMIE & OENOLOGIE
GASTRONOMY & OENOLOGY

VOYAGE EN GROUPE / GROUP TRAVEL

CLUB AFFAIRES / BUSINESS TRAVEL

CROISIÈRE / CRUISES

AUTOCARISTES / COACH OPERATORS

PARCS / PARKS

TOURISME INCLUSIF / INCLUSIVITY

DESTINATION FRANCE

OCÉAN INDIEN
INDIAN OCEAN

MOYEN-ORIENT
MIDDLE EAST

AFRIQUE
AFRICA

PRINT / AD OPPORTUNITIES

ADVERTISING RATES* (€) (only available for exhibitors)

ADVERTISEMENT	All Editions	3 Print Editions	Online Preview	Day 1, Day 2 or Day 3 <small>Print & Online Versions</small>
• 1/4 page	2,700	2,400	550	900
• 1/3 page	3,200	2,900	650	1,100
• 1/2 page	4,700	4,300	950	1,600
• 1 full page	8,500	7,800	1,700	2,900
• 1 double page	15,400	14,000	3,150	5,200

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



HIGHLIGHT POSITIONS ALL EDITIONS (€)

	All Editions (Preview included)	3 Print Editions
• Logo & stand N° on front cover	3,400	3,000
• 1/5 page banner on front cover	11,500	10,400
• Inside front cover, single page	12,600	10,200
• Inside front cover, double page	22,800	16,200
• Inside back cover	11,300	8,000
• Back cover	13,400 Sold out	9,600
• Insert in the magazine		on demand
• Bookmark - in one edition		6,900



Logo & stand N° on front cover - Example

PRINT / AD OPPORTUNITIES

ADVERTORIAL (IN ONE EDITION) (€)

• 1/2 page	2,200
• 1 full page	3,750
• 1 double page	6,600



CONFERENCE PROGRAMME (€)

• Back cover	7,000
• 1/4 page banner on front cover	4,500
• Logo on front cover (3 spaces available)	1,500

HALL PLAN (ALL EDITIONS) (€)

• Large logo & Stand N°	2,100
• Standard-sized Logo & Stand N° + QR code	1,050
• Standard-sized Logo & Stand N°	550

SMARTGUIDE (€)

Customized publication (24 pages).
Insertion into 1 edition of IFTM Daily from 37,000

NEW!

THE DAILY QR CODE CARD (€)

The Daily QR Code Card (6,000 units):

Logo on card, exclusive position

from 7,500

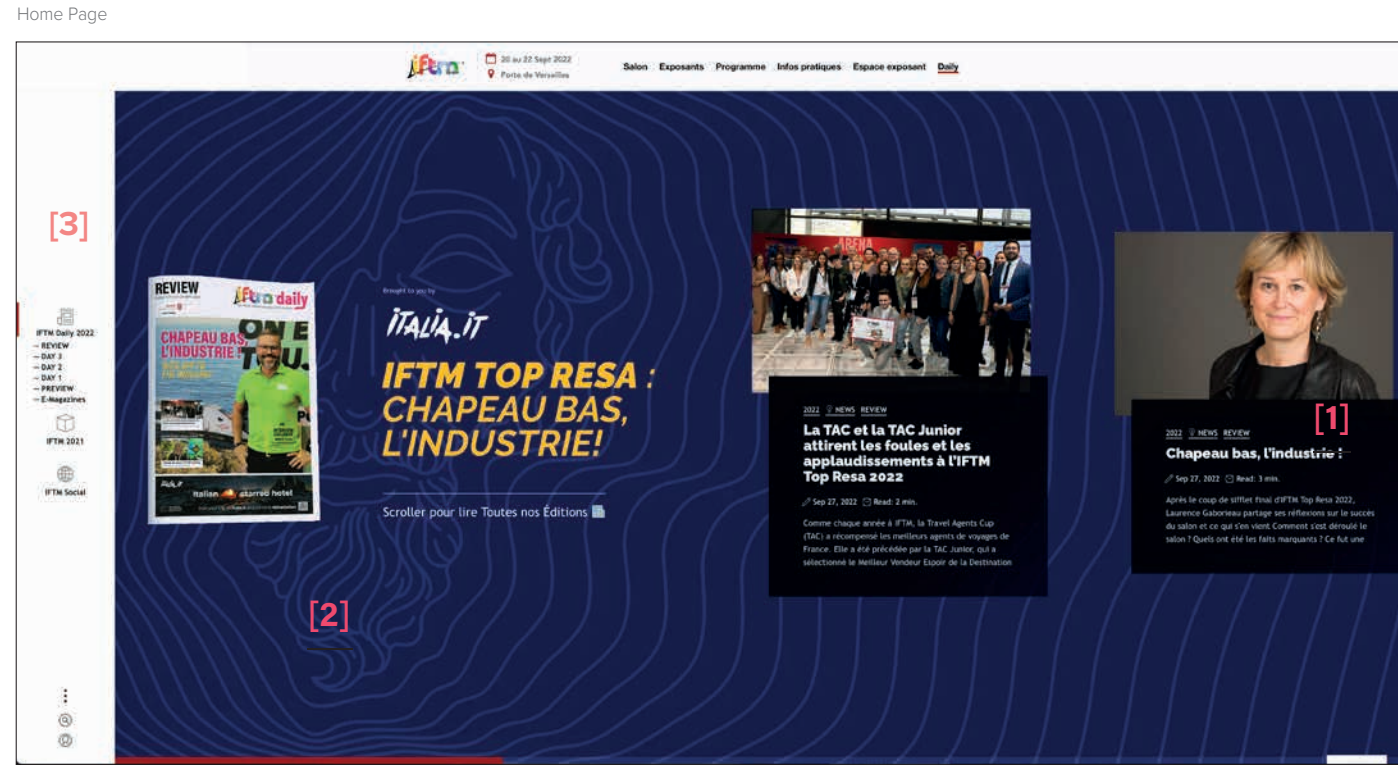


PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1/2 PAGE ADVERTISING	1/2 PAGE ADVERTISEMENT	1 FULL PAGE ADVERTISEMENT	1 DOUBLE PAGE ADVERTISEMENT
1 LOGO STANDARD ON THE HALL PLAN <small>FREE BONUS</small>	1/2 PAGE ADVERTORIAL	1 FULL PAGE ADVERTORIAL	1 FULL PAGE ADVERTORIAL
	1 STANDARD LOGO & QR CODE ON THE HALL PLAN <small>FREE BONUS</small>	1 ONLINE SHORT ARTICLE	1 ONLINE SHORT ARTICLE
		1 STANDARD LOGO & QR CODE ON THE HALL PLAN <small>FREE BONUS</small>	1 LARGE LOGO ON THE HALL PLAN <small>FREE BONUS</small>
1,600 €	3,800 €	7,250 €	9,550 €

DIGITAL / AD OPPORTUNITIES

iftmdaily.com



RATES

IFTMDAILY.COM

• **In-Depth Article:** 600 words
1st positions on day of publication **[1]** € 1,400

• **Short Article:** 200 words
1st positions on day of publication € 600

OPTIONS

• **Global Sponsorship [2]**
Your branding on all sections, during 1 month (11/9 - 11/10/2024) (including 2 in-depth articles) € 17,000

OPTIONS

• **Menu Entry [3]**
• Dedicated Menu Point
• Dedicated Branded Page with your contents
• 6 Articles (3 In-Depth, 3 Short)
• 2 newsletter inclusions
1 month € 16,000

NEWSLETTER INCLUSION (€)

Your article highlighted in 1 newsletter: 1,200

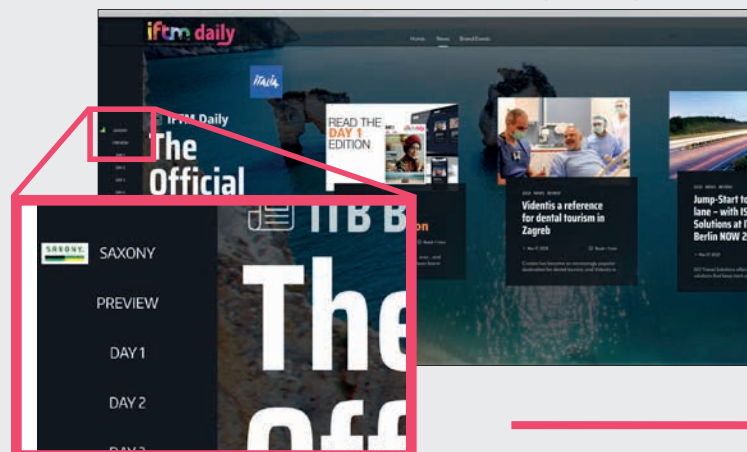
e-Mailing



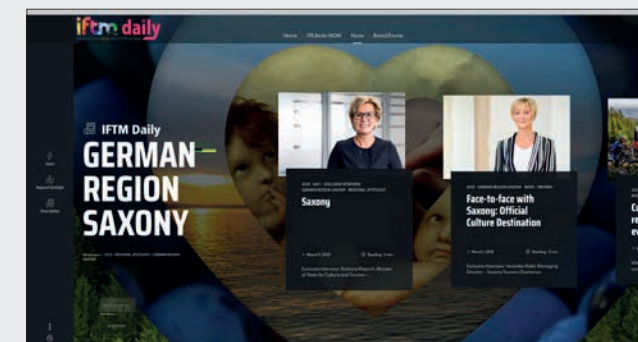
[3] MENU ENTRY

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

Website 2021 Saxony (Germany) example



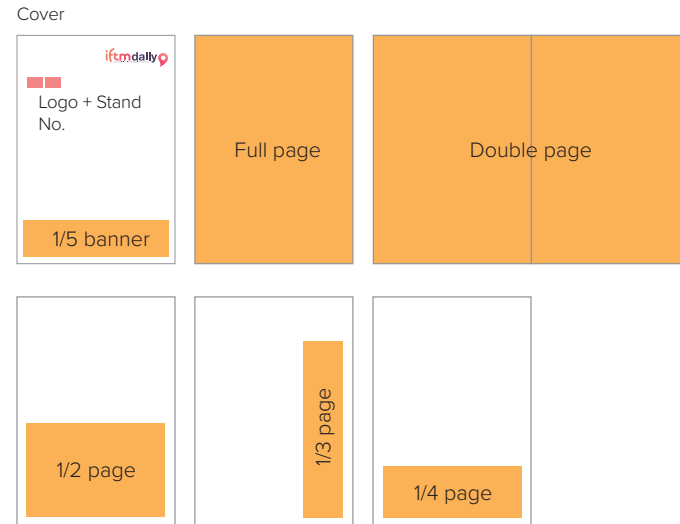
Dailies section



Newsletter



PRINT / TECHNICAL SPECIFICATIONS



>> **Material Deadline:**
1st September 2025

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

STANDARD POSITIONS

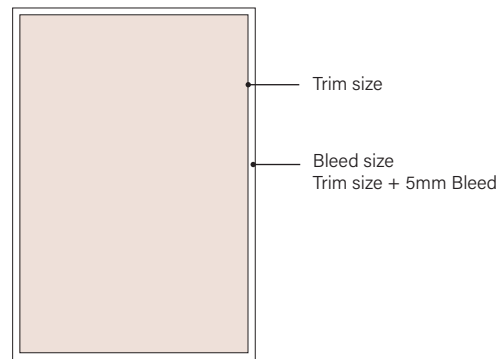
	Trim size	Bleed size
Full page	240 x 330 mm	250 x 340 mm
Double page	480 x 330 mm	490 x 340 mm
1/2 page	220 x 136 mm	
1/3 page	66 x 280 mm	
1/4 page	220 x 68 mm	

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	250 x 340 mm
Back cover	240 x 330 mm	250 x 340 mm
Bookmark (both sides)	110 x 230mm	120 x 240 mm

CONFERENCES PROGRAMME

1/5 banner on front cover	190 x 52 mm	
Back cover	210 x 297 mm	220 x 307 mm



HALL PLAN

Logo standard & No. Stand	32 x 20 mm
Logo grand format & No. Stand	74 x 54 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 280%.

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 280%.

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/ IFTM Daily
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.

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: 280 words per language
- Half-page: 150 words per language
- Third page: 100 words per language

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.

DIGITAL / TECHNICAL SPECIFICATIONS

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

- Highlight article: up to 600 words
- Standard article: up to 300 words
- Images: jpg - HD
- Videos: YouTube link

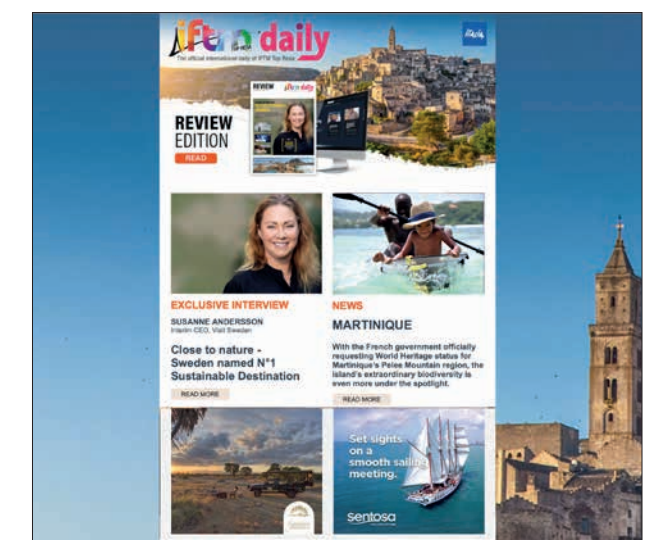
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1st September 2025

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

Websit



Newsletter



**23-25
SEPT
2025
PARIS**
Porte de Versailles

**LE RENDEZ-VOUS
DES PROFESSIONNELS
DU TOURISME**

iftm
International & French Travel Market



by **IBX** In the business of
building businesses

f in #iftm

iftm.fr

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AN EXPERT COMMUNICATION TEAM AT YOUR DISPOSAL

100% LIVE DURING THE SHOW

Come visit us at the IFTM Top Resa press centre during the show!



CLEVERDIS