

# 2024 MEDIA KIT

AN INTEGRAL PART OF  
YOUR SHOW COMMUNICATION!



NEWS LIVE  
FROM THE SHOW

SPECIAL  
FEATURES

REGIONAL  
SPOTLIGHTS

## KEY BENEFITS FOR EXHIBITORS:

- ▶ ATTRACT TRADE VISITORS
- ▶ MAXIMISE BUSINESS AT IFTM TOP RESA
- ▶ GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED

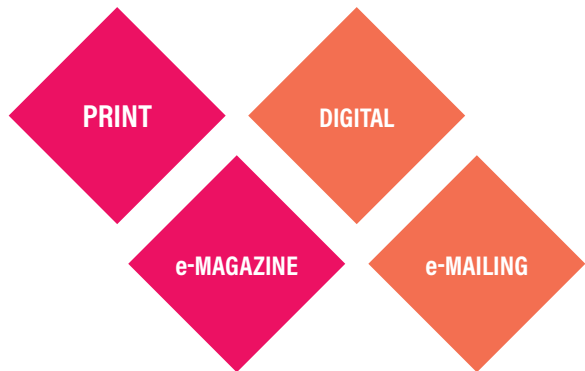
**IFTM DAILY IS THE EXCLUSIVE OFFICIAL  
DAILY MAGAZINE OF IFTM TOP RESA**



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: IFTM Top Resa - 2023

**+ 30,300  
Trade Visitors**

**81.8%  
France**

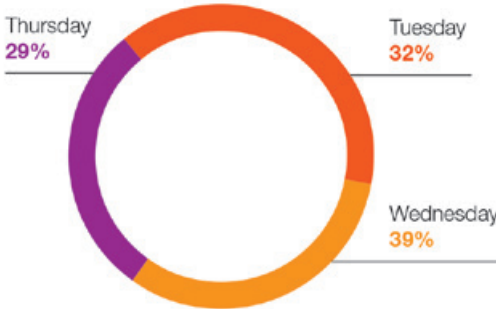
**18.2%  
Outside France**

### 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.



### Sophie Denise

Former (Communication &  
Promotion Manager of Comité  
Martiniquais du Tourisme)

We were very happy about our communication in IFTM Daily. When arriving at our booth, trade visitors and media were already well informed about Martinique's strategy and latest news, after having read our communication in the magazine. This is a great sales support for our team and sub-exhibitors.



### Nadia Van Clevén

Former, President of Carrefour  
Voyages

The content of IFTM Daily is relevant and useful for visitors as well as for exhibitors, it gives a great overview of the market data and the strategies of decision-makers in the industry.

\* Feedback from leading actors, readers of IFTM Daily.



CIRCULATION / PRINT

DAY 1  
6,000  
copies

DAY 2  
5,000  
copies

DAY 3  
5,000  
copies

STRATEGIC DISTRIBUTION POINTS

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

CIRCULATION / ONLINE ▶ iftmdaily.com

Daily e-Mailing to  
> 50,000 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.

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



SOCIAL MEDIA

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

 16,000 FOLLOWERS

 4,440 FOLLOWERS

 3,800 FOLLOWERS

 10,000 FOLLOWERS

WEBSITE / STATISTICS

Full contents  
& e-Magazines online  
@ iftmdaily.com

Full integration of contents  
into digital event tools

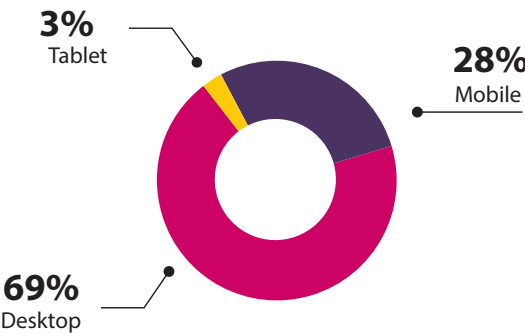
iftmdaily.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

STATISTICS\*

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

Device Access:



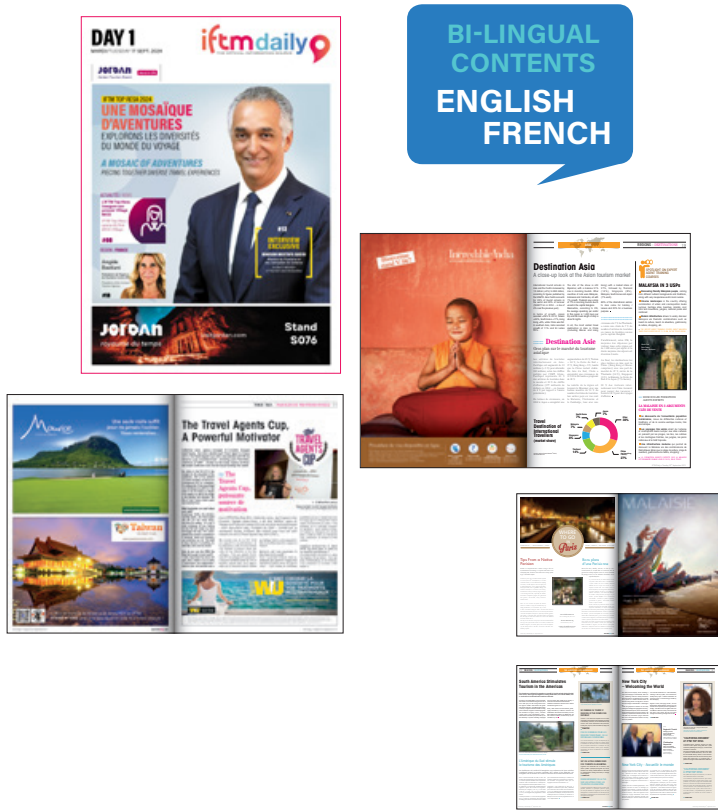
\* Google Analytics - www.iftmdaily.com  
- Octobre 2023



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.

PRESS & BLOGGER CORNER

Top journalists at IFTM Top Resa explain why they’re here and what their personal “IFTM 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

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 officials
- Contributions and thought leadership for our Regional Spotlights and Special Features

SPECIAL FEATURES & REGIONAL SPOTLIGHTS

PREVIEW EDITION

[ 11 September 2024 ]

IFTM TOP RESA SNEAK PEEK 2024

- DESTINATION FRANCE
- AMERIQUES / AMERICAS
- CARAÏBES / CARIBBEAN

DAY 1 EDITION

[ 17 September 2024 ]

- CULTURE & PATRIMOINE  
CULTURE & HERITAGE
- TRAVEL TECH: DIGITALISATION ET IA /  
DIGITIZATION & AI
- TOUR-OPERATEURS / TOUR OPERATORS
- RESEAUX DISTRIBUTION / NETWORKS

- DESTINATION FRANCE
- EUROPE & MÉDITERRANÉE  
EUROPE & MEDITERRANEAN

DAY 2 EDITION

[ 18 September 2024 ]

- TRANSPORT / SPOTLIGHT:  
TRANSPORT AERIEN / AIR TRANSPORT
- SPORT & AVENTURE  
SPORTS & ADVENTURE
- MONTAGNE / MOUNTAIN
- TOURISME RESPONSABLE  
SUSTAINABLE TOURISM
- START-UP VILLAGE
- MICE / VILLAGE MICE

- DESTINATION FRANCE
- AFRIQUE  
AFRICA
- ASIE & PACIFIQUE  
ASIA & PACIFIC

DAY 3 EDITION

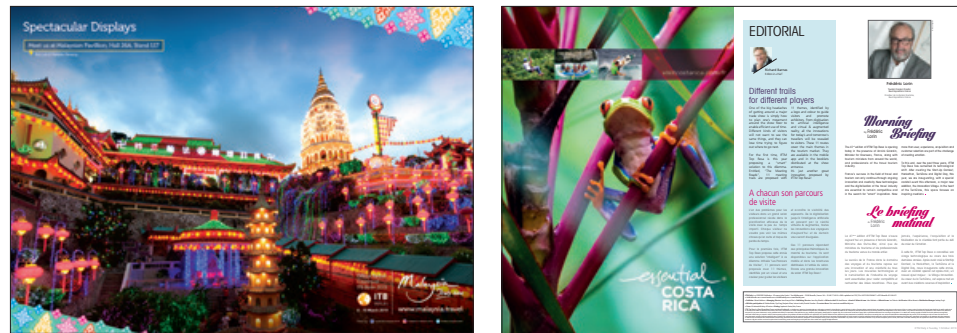
[ 19 September 2024 ]

- 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



PRINT / AD OPPORTUNITIES



ADVERTISING RATES\* (€) Advertising space is only available for exhibitors of IFTM Top Resa

ADVERTISEMENT	All Editions	3 Print Editions	Online Preview	Day 1, Day 2 or Day 3
				Print & Online Versions
• 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



Logo & stand N° on front cover - Example

HIGHLIGHT POSITIONS	(€)	
	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	9,600
• Insert in the magazine	on demand	
• Bookmark - in one edition	6,900	



ADVERTORIAL (IN ONE EDITION)

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



CONFERENCES PROGRAMME

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

PACKAGES

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



HALL PLAN

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

SMARTGUIDE

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

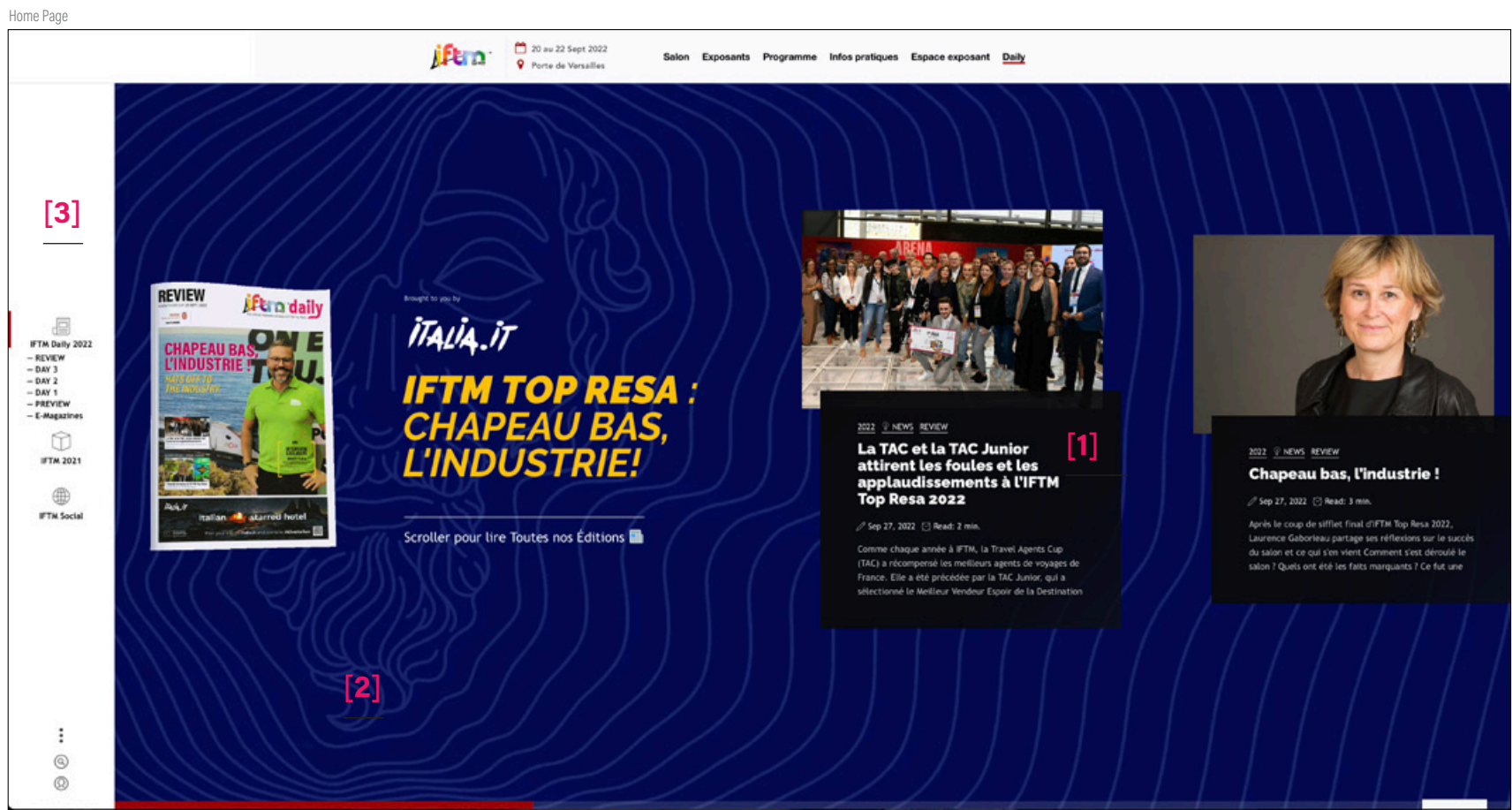


NEW!  
THE DAILY QR CODE CARD

The Daily QR Code Card (6,000 units):  
Logo on card, exclusive position from € 7,500 €



DIGITAL / AD OPPORTUNITIES → iftmdaily.com



RATES

IFTMDAILY.COM

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

• **Short Article:** 200 words  
1<sup>st</sup> 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

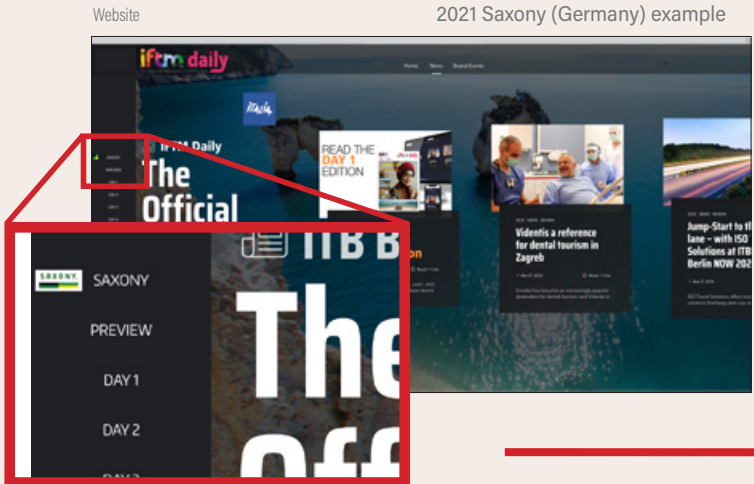
NEWSLETTER INCLUSION

Your article highlighted  
in 1 newsletter: 1,200

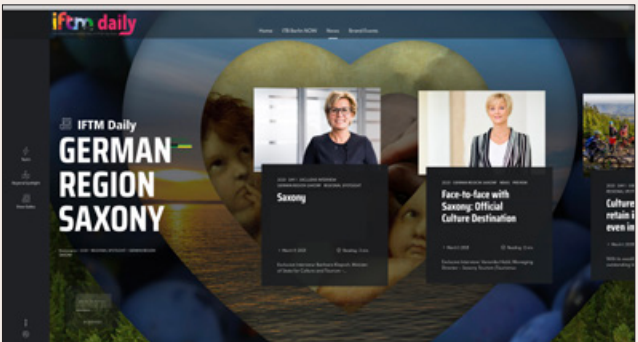


MENU ENTRY

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



Show Dailies section



Newsletter



PRINT / TECHNICAL SPECIFICATIONS



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

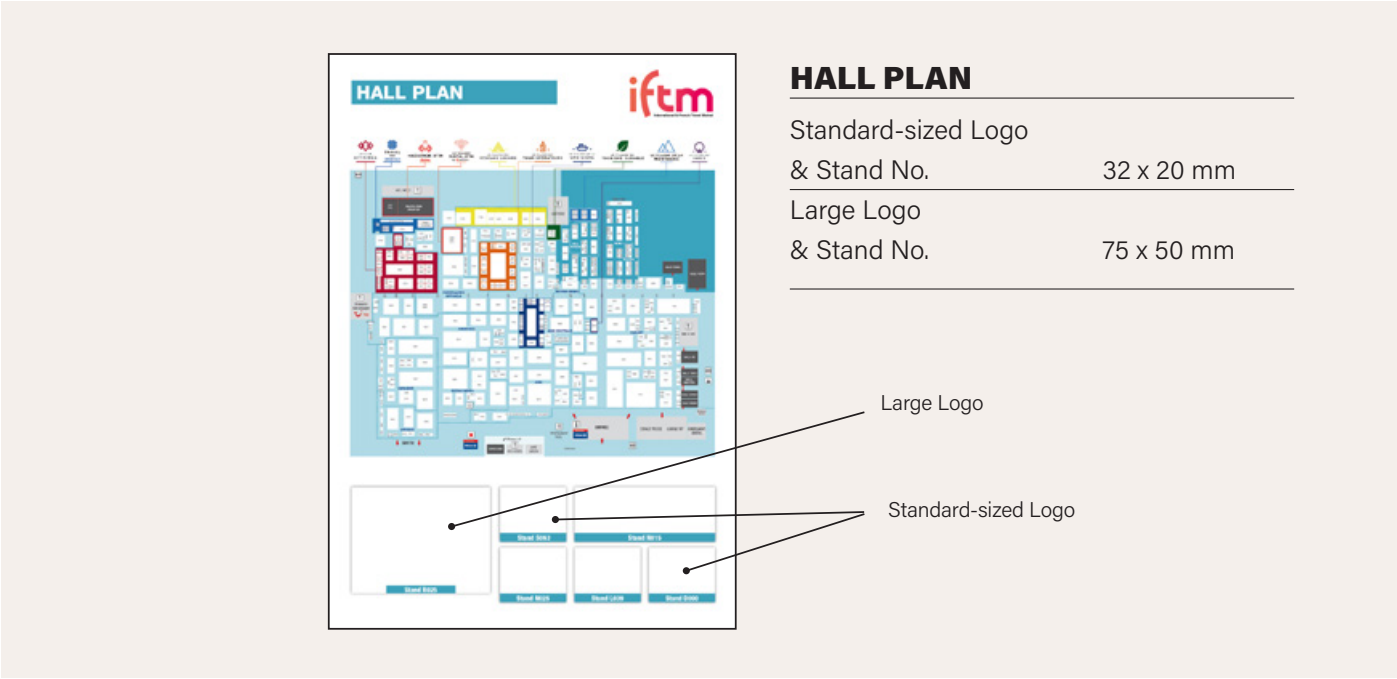
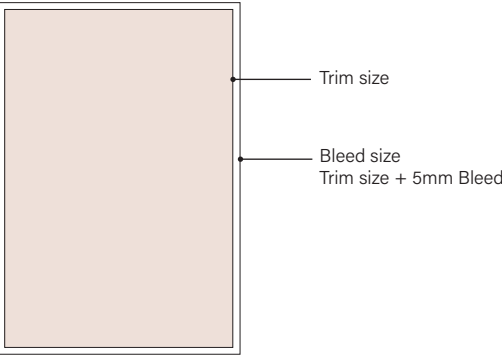
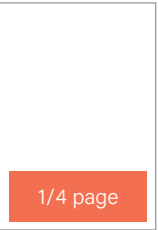
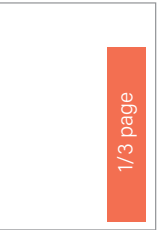
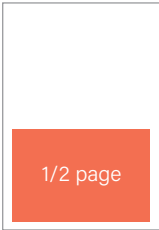
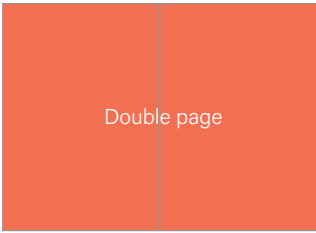
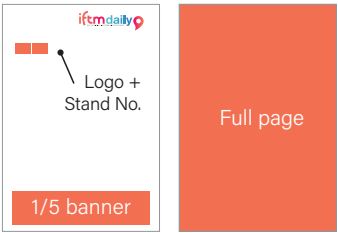
Logo + Stand No. on front cover	
1/5 banner on front cover	220 x 54 mm
Inside front cover	240 x 330 mm
Back cover	240 x 330 mm
Bookmark (both sides)	110 x 230mm
	120 x 240 mm

CONFERENCES PROGRAMME

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

PRINT / TECHNICAL SPECIFICATIONS

Front Cover



HALL PLAN

Standard-sized Logo & Stand No.	32 x 20 mm
Large Logo & Stand No.	75 x 50 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.

# DIGITAL / TECHNICAL SPECIFICATIONS

iftmdaily.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

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

>> **Material Deadline: 3 September 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 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).

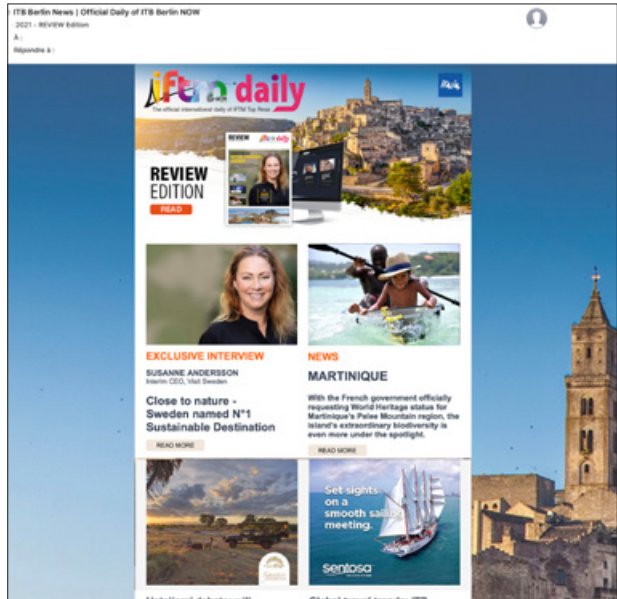
## Content

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.

Website



e-Mailing





**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!



CONTACTS



**ADVERTISING**

**Bettina Badon**

*Project Manager*

Tel: +33 442 77 46 07

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



**EDITORIAL TEAM**

**Emiliana Van Der Eng**

*Head of editorial team*

Tel +33 442 774 600

[emiliana.vandereng@cleverdis.com](mailto:emiliana.vandereng@cleverdis.com)



**CLEVERDIS**