



27-29 MAY 2024 - SHANGHAI

# 2024 MEDIA KIT



## KEY BENEFITS FOR EXHIBITORS:

- ▶ ATTRACT TRADE VISITORS
- ▶ MAXIMISE BUSINESS AT ITB CHINA
- ▶ GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED

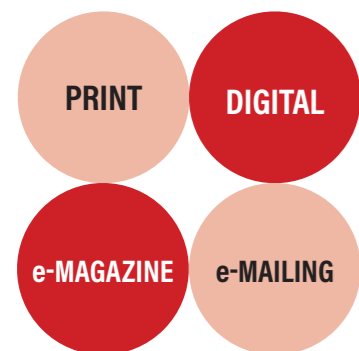
NEWS LIVE  
FROM THE SHOW

SPECIAL  
FEATURES

REGIONAL  
SPOTLIGHTS



**ITB CHINA NEWS IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF ITB CHINA**



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!



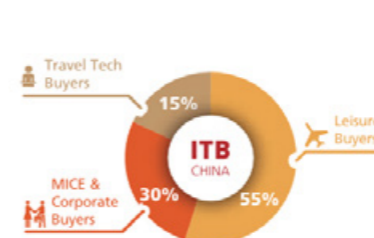
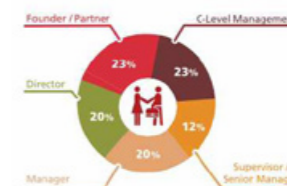
## FIGURES & READER PROFILE

MORE THAN  
**10,000**  
VISITORS

MORE THAN  
**17,000**  
BUSINESS MEETINGS

MORE THAN  
**700**  
TOP-LEVEL BUYERS

**60**  
COUNTRIES



Source: ITB China 2023

CIRCULATION / PRINT

DAY 1  
4,000  
copies

DAY 2  
4,000  
copies

DAY 3  
4,000  
copies

STRATEGIC DISTRIBUTION POINTS

- All main entrances
- All main information counters
- Exhibition show floor
- International press stand
- Media Centre
- Top 50 Partners' & Participants' stands
- Over 20 leading hotels in Shanghai

WEBSITE / STATISTICS

Full contents  
& e-Magazines online  
@ news.itb.com

Full integration of contents  
into digital event tools

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

RESPONSIVE & POWERFUL

STATISTICS\*  
September 2023

Users **25K**  
Page views **40K**  
Average spent time **2min**

Device Access:



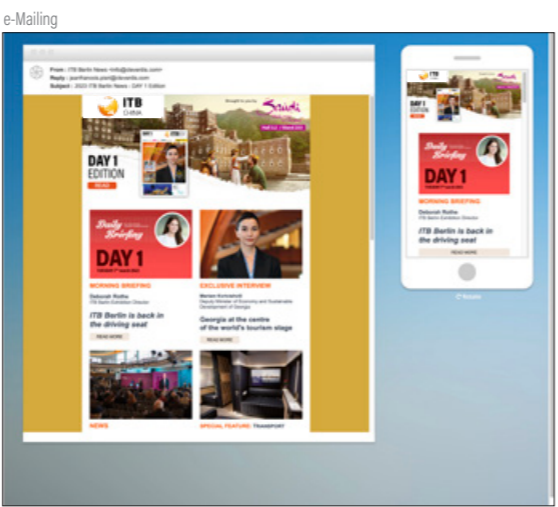
\* Google Analytics - news.itb.com - September 2023

CIRCULATION / ONLINE news.itb.com

Daily e-Mailing to  
> **25,000** 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.

• **3 e-mailings**  
(DAY 1, DAY 2 and DAY 3)



SOCIAL MEDIA

ITB China News contents are promoted through  
the ITB social media channels



**16,000+**  
FOLLOWERS



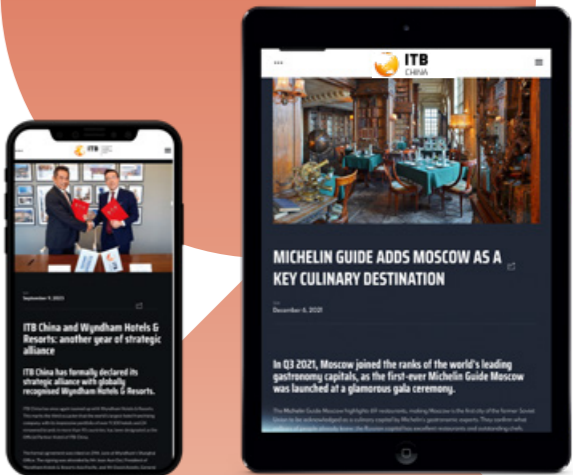
**8,330+**  
MEMBERS



**12,000+**  
FOLLOWERS



**1,110+**  
FOLLOWERS



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.

ITB CHINA CONFERENCE

As international 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 international visitors.

PRESS & BLOGGER CORNER

Top journalists at ITB China explain why they’re here and what their personal “ITB highlights” are.

PRODUCT INNOVATIONS GUIDE

Each day, trade visitors at ITB China are offered a highly synthetic “Product Innovations Guide” in a number of major tourism sectors. In this way, ITB China News is even more useful as a purchasing tool providing buyers with the ultimate guide on “what sells in 2018/2019”.

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..

WHERE TO GO IN SHANGHAI

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

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of ITB China News?

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

ONLINE EDITION

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

PREVIEW EDITION

- ITB CHINA SNEAK PEEK

OCEANIA

PRINT & ONLINE EDITION

DAY 1 EDITION

- NATURE & ADVENTURE TOURISM
- CITY BREAKS
- TRANSPORT
- TRAVEL TECHNOLOGY

ASIA

PRINT & ONLINE EDITION

DAY 2 EDITION

- LUXURY TRAVEL
- HOTELS
- WELLNESS
- MEDICAL TOURISM

MIDDLE EAST

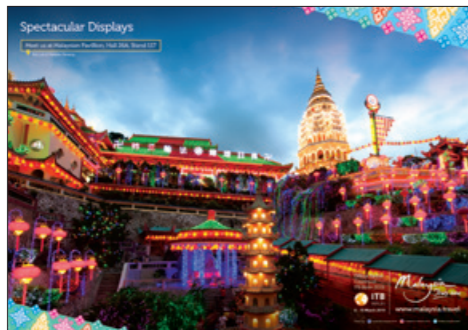
PRINT & ONLINE EDITION

DAY 3 EDITION

- FAMILY DESTINATIONS & RESORTS
- CULTURAL TOURISM
- MICE

EUROPE

# PRINT / AD OPPORTUNITIES



ITB China News / 2022 Day 3 Edition

## ADVERTISING RATES\* (€)

Advertising space is only available for exhibitors of ITB China

ADVERTISEMENT	All Editions	PREVIEW	Day 1, Day 2 or D3 Print & Online Versions
• 1/4 page	2,700	550	900
• 1/3 page	3,200	650	1,100
• 1/2 page	4,700	950	1,600
• Full page	8,500	1,700	2,900
• Double page	15,400	3,150	5,200

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

## HIGHLIGHT POSITIONS ALL EDITIONS (€)

• Logo & stand N° on front cover	3,400
• 1/5 page banner on front cover	11,500
• Inside front cover	12,600
• Inside front cover, double page	22,800
• Inside back cover	11,300
• Back cover	13,400
• Insert in the magazine	on demand
• Bookmark - in one edition	6,900



Logo & stand N° on front cover - Example



## ADVERTORIAL (IN ONE EDITION) (€)

• 1/4 page	1,300
• 1/2 page	2,200
• 1 full page	3,750
• 1 double page	6,600

## SMARTGUIDE (€)

Customized publication (24 pages).  
Insertion into 1 edition of ITB China News from 37,000



NEW!

## ITB CHINA NEWS QR CODE CARD

ITB China News QR Code Card (3,000 units):

Logo on card, exclusive position from € 5,000

## HALL PLAN (€)

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

## PACKAGES

### STARTER

1/2 PAGE ADVERTISEMENT

1 STANDARD LOGO  
ON THE HALL PLAN  
FREE BONUS

1,600 €

### ADVANCED

1/2 PAGE ADVERTISEMENT

1/2 PAGE ADVERTORIAL  
1 STANDARD SIZE LOGO  
ON THE HALL PLAN  
FREE BONUS

3,800 €

### PREMIUM

1 FULL PAGE  
ADVERTISEMENT

1 FULL PAGE  
ADVERTORIAL

1 DIGITAL SHORT  
ARTICLE

1 STANDARD LOGO  
& QR CODE  
ON THE HALL PLAN - FREE BONUS

7,250 €

### PREMIUM PRO

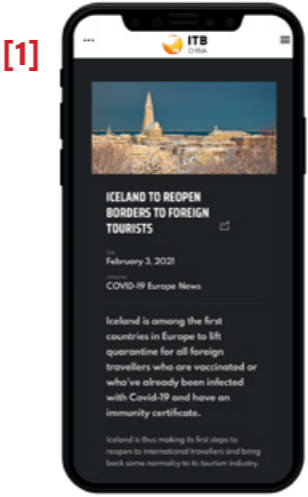
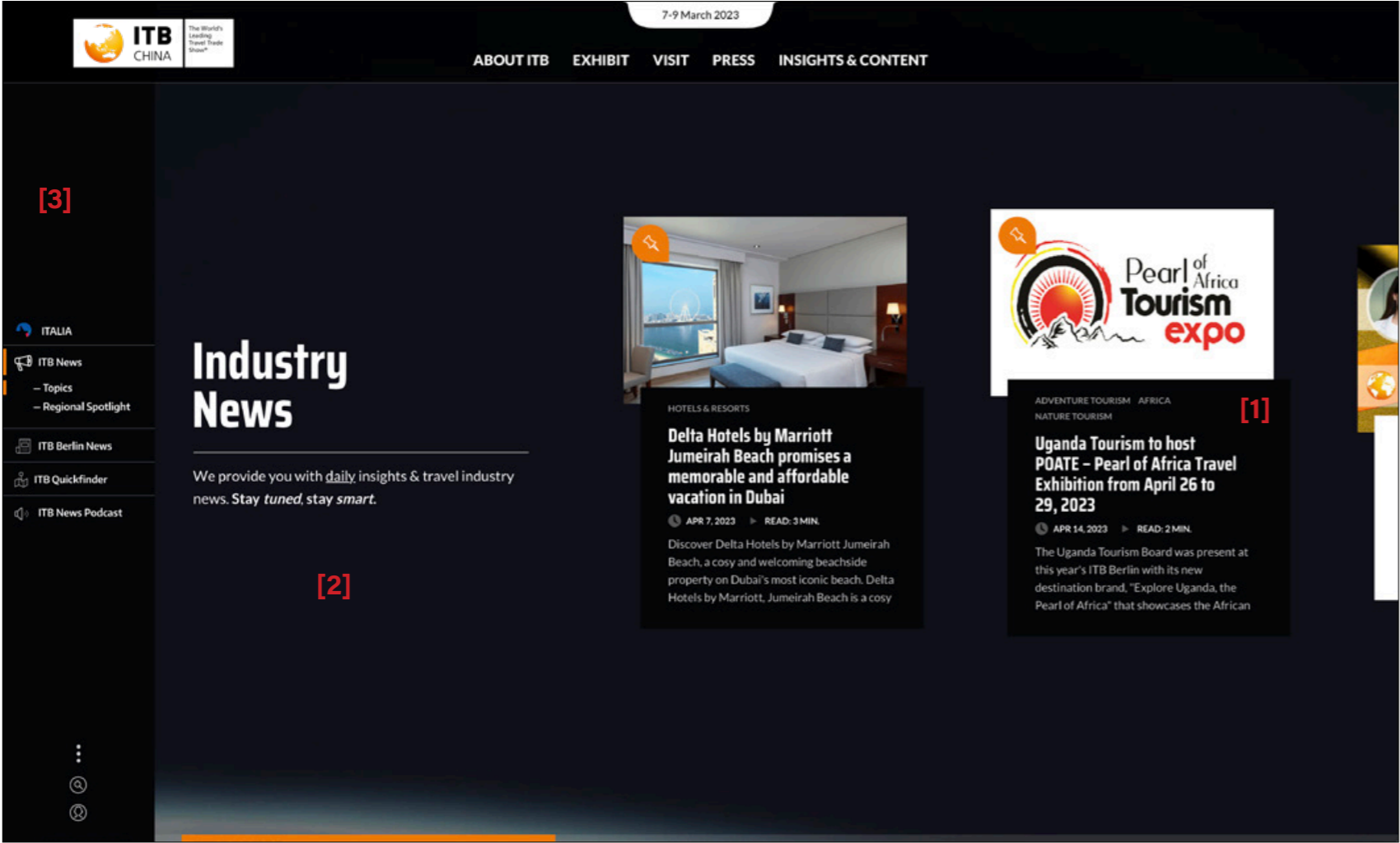
2 FULL PAGE  
ADVERTISEMENTS

1 FULL PAGE  
ADVERTORIAL

1 DIGITAL SHORT  
ARTICLE

1 LARGE LOGO  
ON THE HALL PLAN  
FREE BONUS

10,150 €



RATES (SHOW TIME)

NEWSROOM

- **In-Depth Article:** 600 words [1]  
1<sup>st</sup> positions on day of publication  
(2 spaces available) € 1,400
- **Short Article:** 200 words  
1<sup>st</sup> positions on day of publication  
(2 spaces available) € 600

OPTION

- **Global Sponsorship [2]**  
Your branding on all sections 1 month:  
(including 2 in-depth articles) € 19,500

OPTION

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

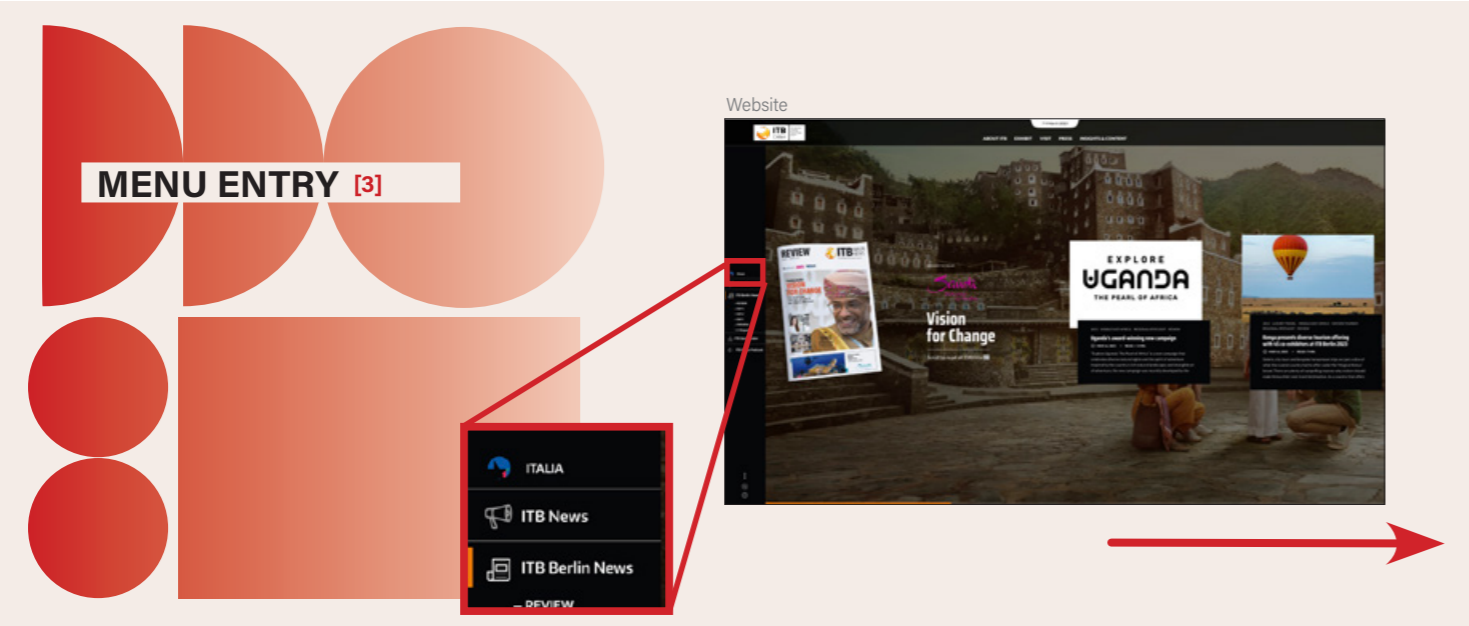
1 month € 16,500

OPTIONS  
NEWSLETTER

Your article highlighted  
in 1 newsletter

RATES

- **Your article highlighted  
in 1 newsletter** € 1,200



Show Dailies section



e-Mailing



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	

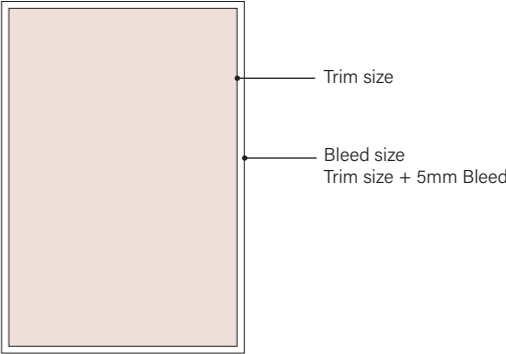
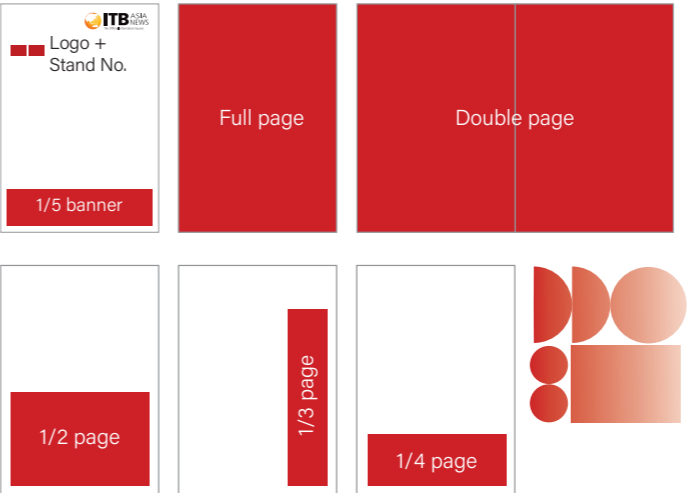
HIGHLIGHT POSITIONS

Logo + Stand No. on front cover	
1/5 banner on front cover	220 x 54 mm
Inside front cover	240 x 330 mm 250 x 340 mm
Back cover	240 x 330 mm 250 x 340 mm



PRINT / TECHNICAL SPECIFICATIONS

Front Cover



FLOOR PLAN

Standard-sized Logo & Stand No.	34 x 24 mm
Large Logo & Stand No.	80 x 58 mm



Large Logo

Standard-sized Logo

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 for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

**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 300%.

**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 / ITB China News**  
**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 ➔ news.itb.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

>> **Material Deadline: 10<sup>th</sup> May 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.

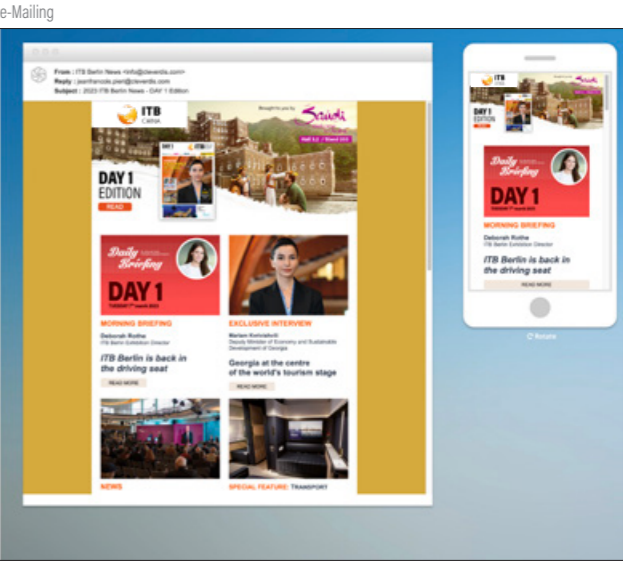
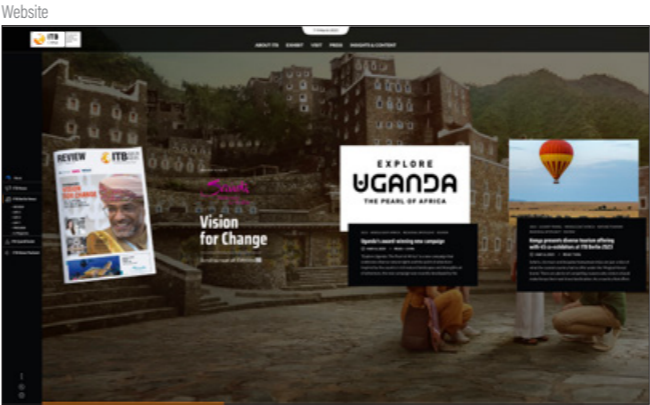
Ads within advertorials are not permitted.  
No company or brand logos are allowed.  
No slogans, no URLs, no contact details (email, telephone number)

**Word Count**

- Full page: 550 words
- Half-page: 250 words
- Quarter page: 90 words

**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.





**AN EXPERT COMMUNICATION  
TEAM AT YOUR DISPOSAL**

**100% LIVE DURING THE SHOW**

Come visit us at the ITB 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)



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