



# 2021 MEDIA KIT

**THE OFFICIAL SHOW DAILY  
FOR TRADE AND PRESS:**

*An Integral Part of Your Show  
Communication!*



**KEY BENEFITS FOR EXHIBITORS:**

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

NEWS LIVE FROM THE SHOW

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

**itb-asia-news.com**

- ▶ READ ALL EDITIONS AND ARTICLES BEFORE, DURING AND AFTER THE EVENT

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



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!



**CIRCULATION / PRINT**

<b>DAY 1</b> 4,000 copies	<b>DAY 2</b> 4,000 copies	<b>DAY 3</b> 4,000 copies
---------------------------------	---------------------------------	---------------------------------

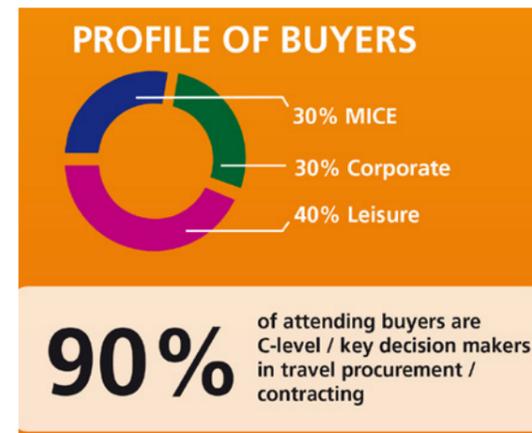
**STRATEGIC DISTRIBUTION POINTS**

- 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 Singapore

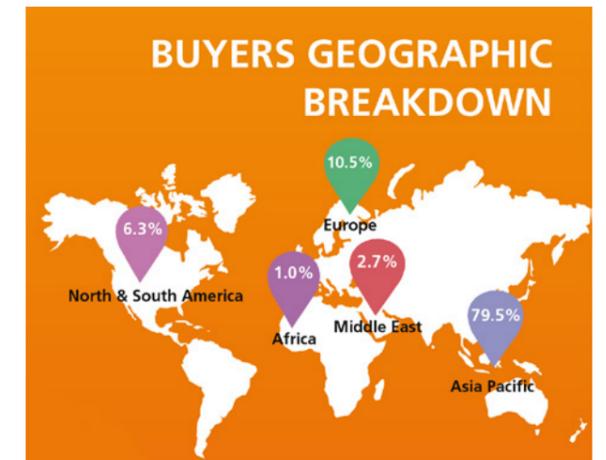
**FIGURES & READER PROFILE**

Source: ITB Asia 2019

**OVER 1,250 BUYERS**



**13,000 ATTENDEES**



**27,000 BUSINESS MEETINGS**

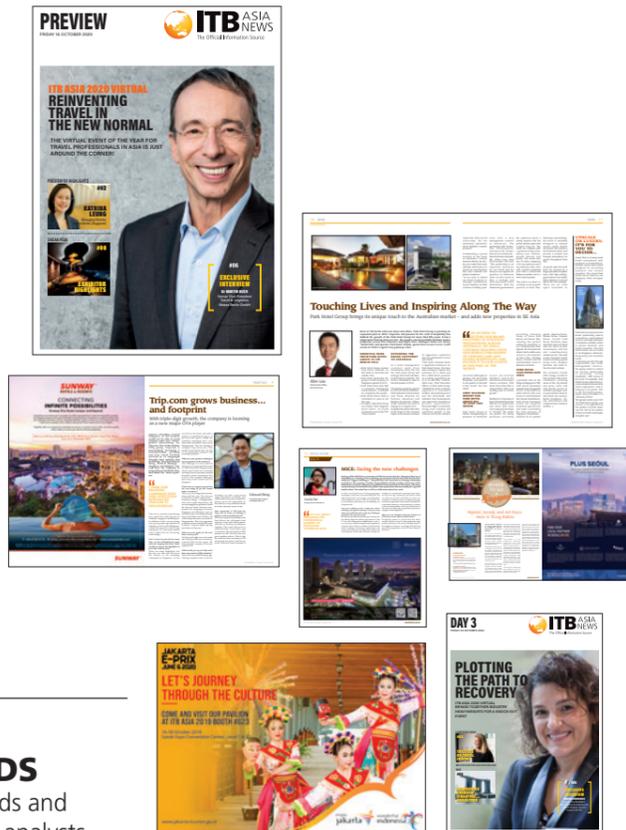
**OVER 1,300 EXHIBITORS FROM 132 COUNTRIES**



## 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 ASIA 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 Asia explain why they’re here and what their personal “ITB highlights” are.

### PRODUCT INNOVATIONS GUIDE

Each day, trade visitors at ITB Asia are offered a highly synthetic “Product Innovations Guide” in a number of major tourism sectors. In this way, ITB Asia 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..

### MICE & CORPORATE

MICE (Meetings, Incentives, Conferences, and Events).

### WHERE TO GO IN SINGAPORE

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

### EDITORIAL OPPORTUNITIES FOR EXHIBITORS

## How to be part of ITB Asia News?

Provide us with your input:

- Coverage of your company's main news, events and press conferences
- A strategic platform for your Top management
- Contributions and thought leadership for our Regional Spotlights, Special Features and Product Innovations Guide.

## SPECIAL FEATURES & REGIONAL SPOTLIGHTS

ONLINE EDITION

### PREVIEW EDITION

[ 22<sup>nd</sup> October 2021 ]

SPECIAL FEATURES

- NATURE & ADVENTURE TOURISM
- TRAVEL, TOURS & ACTIVITIES

- HONEYMOONS
- THE FUTURE OF WORK

REGIONAL SPOTLIGHTS

**MIDDLE EAST:**  
SPOTLIGHT ON SAUDI ARABIA  
**OCEANIA**

PRINT & ONLINE EDITION

### DAY 1 EDITION

[ 27<sup>th</sup> October 2021 ]

- TRAVEL TECHNOLOGY
- CITY BREAKS
- TRANSPORT

- MICE & CORPORATE TRAVEL

**ASIA:** SPOTLIGHTS ON MALDIVES, INDIA, INDONESIA, SOUTH KOREA, MALAYSIA

PRINT & ONLINE EDITION

### DAY 2 EDITION

[ 28<sup>th</sup> October 2021 ]

- LUXURY TRAVEL
- HOTELS
- WELLNESS

- MEDICAL TOURISM
- TRAVEL TECHNOLOGY PART 2

**EUROPE:** SPOTLIGHTS ON GERMANY, SAXONY, AUSTRIA, ITALY

PRINT & ONLINE EDITION

### DAY 3 EDITION

[ 29<sup>th</sup> October 2021 ]

- FAMILY DESTINATIONS & RESORTS
- CULTURAL TOURISM

- MICE & CORPORATE TRAVEL PART 2

**CIS COUNTRIES:** SPOTLIGHTS ON RUSSIA, AZERBAIJAN

ONLINE EDITION

### REVIEW EDITION

[ 3<sup>rd</sup> November 2021 ]

- OUTLOOK FOR 2020
- A LOOK BACK AT KEY HIGHLIGHTS OF ITB ASIA

**AROUND THE WORLD**

## PRINT / AD OPPORTUNITIES



## PRINT / TECHNICAL SPECIFICATIONS

STANDARD POSITIONS	Trim size	Bleed size
Full page	250 x 353 mm	260 x 363 mm
Double page	500 x 353 mm	510 x 363 mm
1/2 page	230 x 160 mm	
1/3 page	86 x 300 mm	
1/4 page	230 x 80 mm	
1/8 page	90 x 100 mm	

### HIGHLIGHT POSITIONS

Logo + Stand No. on front cover	HD file
1/5 banner on front cover	56 x 182 mm
Inside front cover	250 x 353 mm / 260 x 363 mm
Back cover	250 x 353 mm / 260 x 363 mm



## ADVERTISING RATES\*

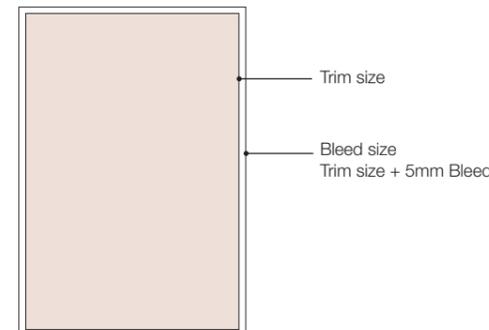
Advertising space is only available for exhibitors of ITB Asia

ADVERTISEMENT OR ADVERTORIAL	All Editions	Online Preview (22 <sup>nd</sup> October)	Day 1 (27 <sup>th</sup> October)	Day 2 (28 <sup>th</sup> October) Print & Online Versions	Day 3 (29 <sup>th</sup> October)	Online Review (3 <sup>rd</sup> November)
• 1/8 page	€ 1,600	€ 300	€ 500	€ 500	€ 400	€ 300
• 1/4 page	€ 2,450	€ 350	€ 850	€ 850	€ 650	€ 350
• 1/3 page	€ 3,000	€ 400	€ 1,050	€ 1,050	€ 850	€ 400
• 1/2 page	€ 4,450	€ 600	€ 1,550	€ 1,550	€ 1,250	€ 600
• Full page	€ 8,000	€ 1,050	€ 2,800	€ 2,800	€ 2,250	€ 1,050
• Double page	€ 14,350	€ 1,950	€ 5,000	€ 5,000	€ 4,000	€ 1,950

\* +15% for highlight placement / Right-hand page

>> Material Deadline: **2<sup>nd</sup> October 2021**

Contact: [production@itb-asia-news.com](mailto:production@itb-asia-news.com)  
Tel: +33 (0)442 77 46 00

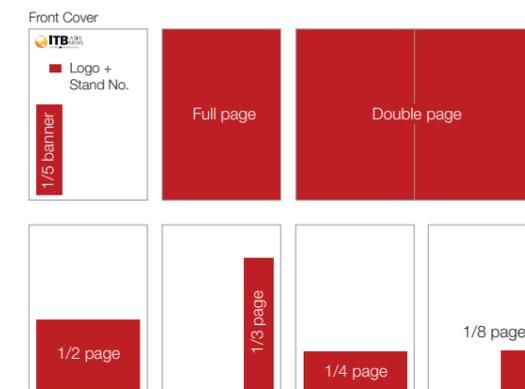


## HIGHLIGHT POSITIONS ALL EDITIONS (PREVIEW AND REVIEW INCLUDED)

• Logo & stand N° on front cover	€ 3,150
• 1/5 page banner on front cover	€ 10,600
• Inside front cover	€ 11,700
• Inside back cover	€ 10,400
• Back cover	€ 12,500
• Inside front cover, double page	€ 22,900

## HALL PLAN

• Large logo & Stand N°	€ 1,550
• Standard-sized Logo & Stand N°	<b>only € 450!</b>
• Standard-sized Logo & Stand N° + QR code	€ 800



## FLOOR PLAN

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



# WEBSITE / STATISTICS

[www.itb-asia-news.com](http://www.itb-asia-news.com)

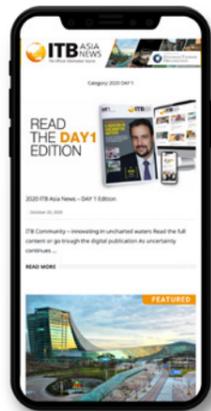
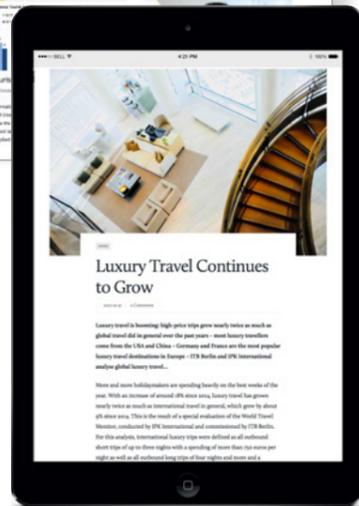
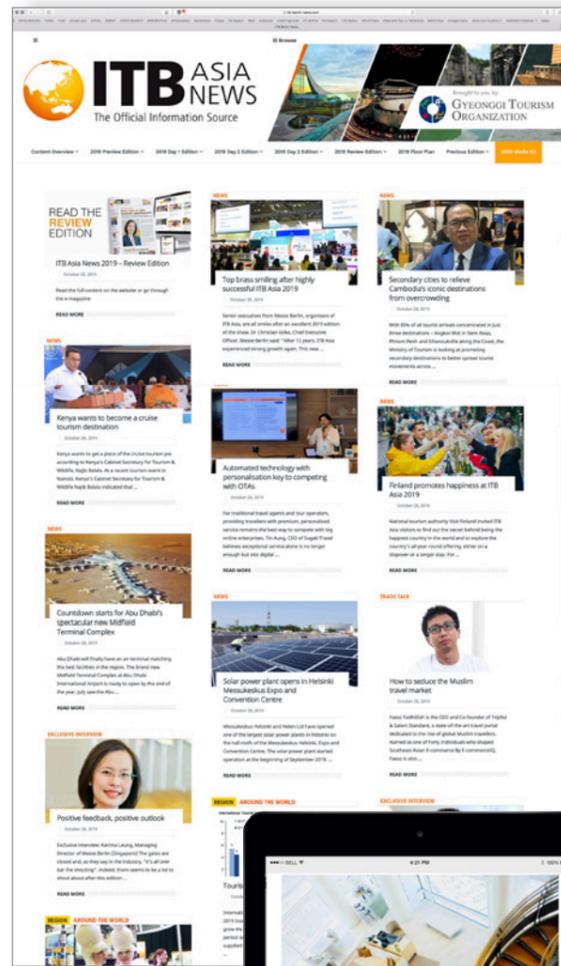
itb-asia-news.com is the daily updated website with unique articles and exclusive interviews live from the show.

## RESPONSIVE & POWERFUL

### STATISTICS\*

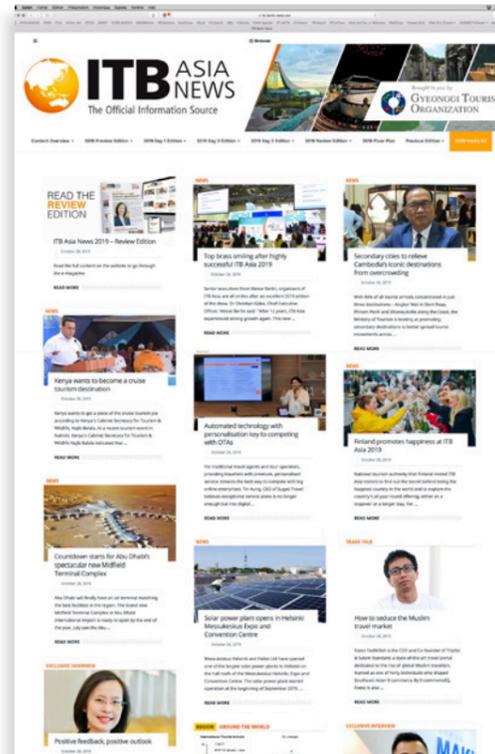
- Users **8,570**
- Sessions **10,675**
- Avg. Session Duration **1:35**
- Pageviews **19,856**
- Pages per Session **1.86**

Device Access:



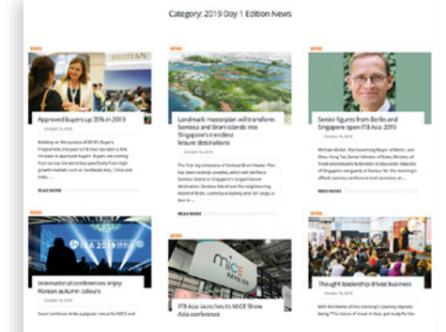
# WEBSITE / DESCRIPTION

The content is structured in such a way to facilitate the buying process for key purchasers and decision makers.

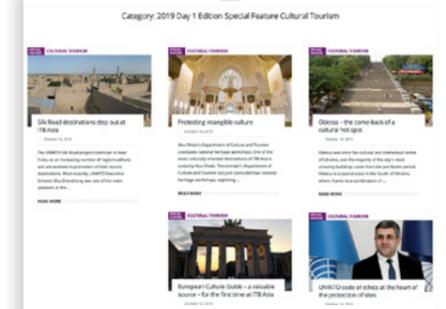


Home page

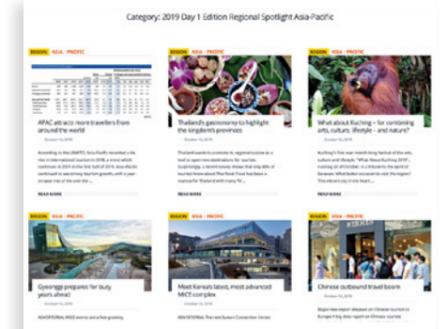
The content overview option gives readers a full overview of all content produced during the show and in all previous editions.



Day 1 Edition - News



Day 1 Edition - Special Feature: Cultural Tourism



Regional Spotlight: Asia-Pacific

\* Google Analytics - itb-berlin-news.com - March 2018

# WEBSITE / AD OPPORTUNITIES

## SPONSORING

### GLOBAL SPONSORING - EXCLUSIVE POSITION

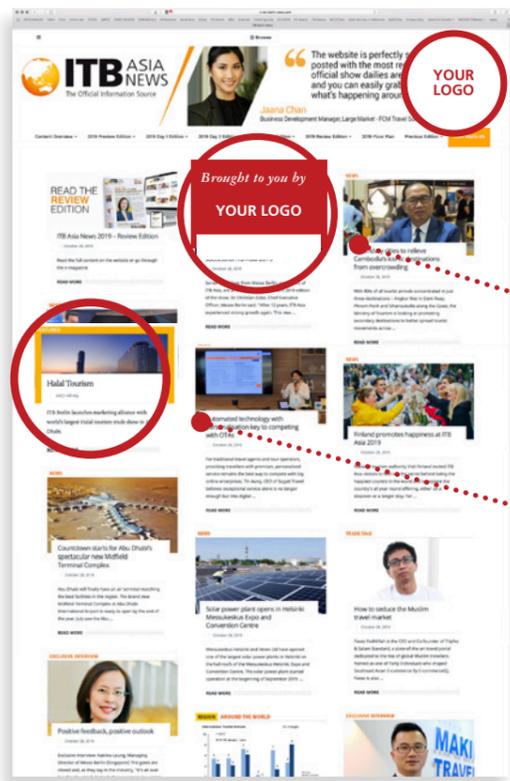
Sponsoring of the website, webkiosk (e-magazine) and e-mailings € 10,200

### SPONSORING OF THE SECTION OF YOUR CHOICE\* - HIGHLIGHT POSITIONS

Your logo on top of the section + link to your website + your video + your brand name in the website's menu and in the e-mailing

- Sponsoring of 1 daily section (All Editions):  
News, Exclusive Interviews, Trade Talk € 5,100
- Sponsoring of 1 Section of your choice (1 Edition) € 2,350

\*PRINT BONUS: +25% to sponsor the same section, special feature or regional spotlight of the print version (your logo on all pages)



**GLOBAL SPONSORING EXCLUSIVE POSITION**  
Sponsoring of the website, webkiosk and e-mailing

**SPONSORING OF A SECTION HIGHLIGHT POSITION**

**FEATURED ARTICLE HIGHLIGHT POSITION**

## FEATURED ARTICLE AND VIDEO - HIGHLIGHT POSITIONS

In all editions (Homepage + Edition of the Day) €

- 5 articles € 8,150
- 3 articles € 5,100

In 1 Edition (Homepage + 1 Section of your choice) and in 1 e-Mailing € 2,350

In 1 Edition (1 Section of your choice) € 800



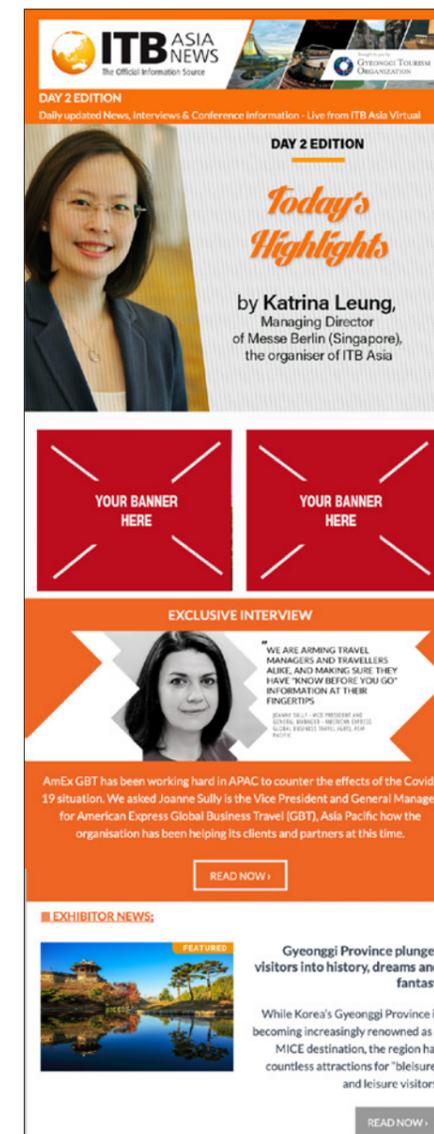
# E-MAILING / AD OPPORTUNITIES

## 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.

- **5 e-mailings**  
(PREVIEW - DAY 1, 2 and 3 - REVIEW)
- **13,600 recipients per e-mailing**  
(trade visitors, exhibitors and media)

Banner (300x250px) in 5 e-mail blasts (only 4 spaces available) € 2,500



## AN EXPERT COMMUNICATION TEAM AT YOUR DISPOSAL



Thanks to our international team of communication experts  
we cover your stand, people, products and key events...  
live from Singapore!

## CONTACTS



### ADVERTISING

**Bettina Badon**  
*Project Manager*  
Tel: +33 442 77 46 07  
bettina.badon@itb-asia-news.com



### EDITORIAL

**Richard Barnes**  
*Editor-in-Chief*  
Tel: +33 442 77 46 08  
richard.barnes@itb-asia-news.com



**cleverdis**  
*information intelligence*

Your Business  
Networking Catalyst

is the publisher of

