

## 2025 Media Kit

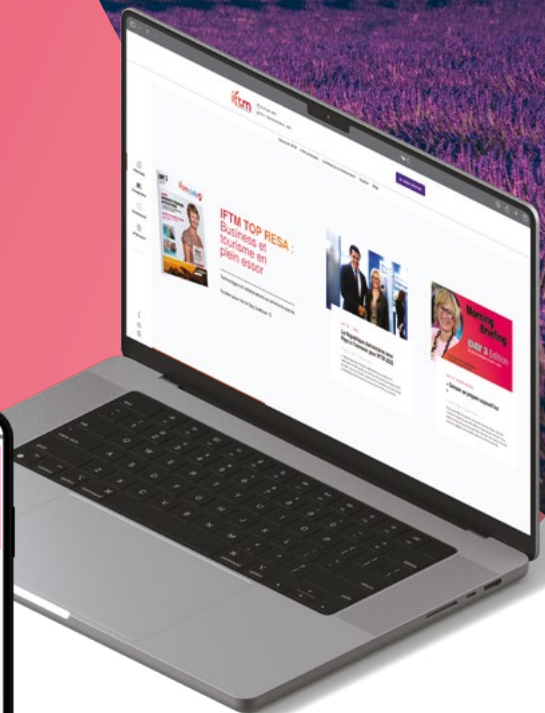


NEWS LIVE  
FROM THE SHOW

SPECIAL  
FEATURES

REGIONAL  
SPOTLIGHTS

An integral  
part of your show  
communication!



iftmdaily.com

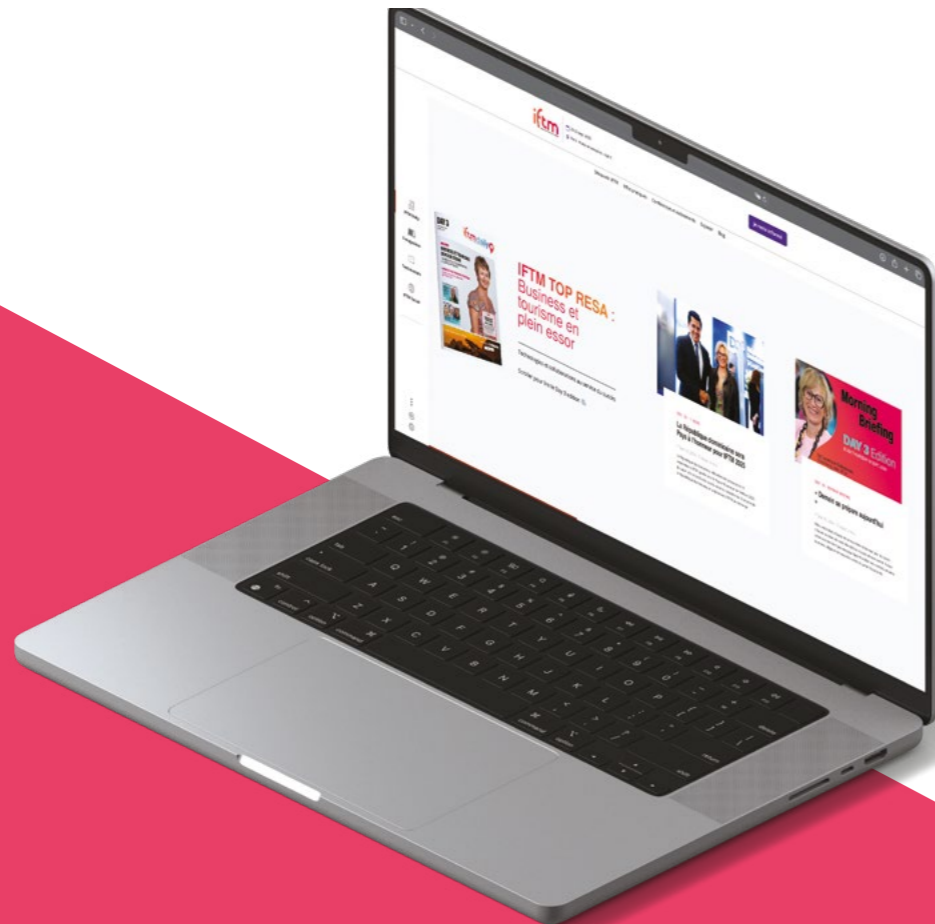
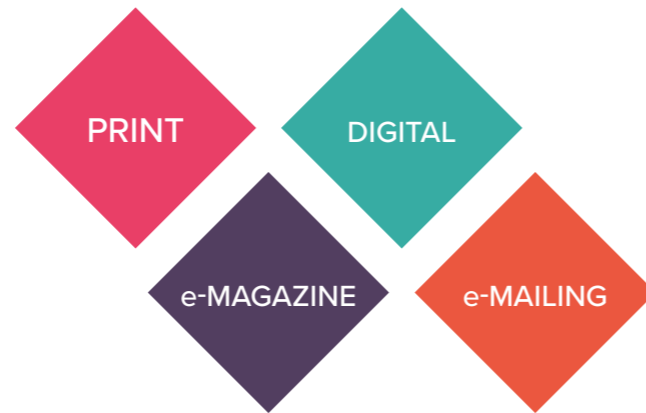
# THE DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF IFTM



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



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

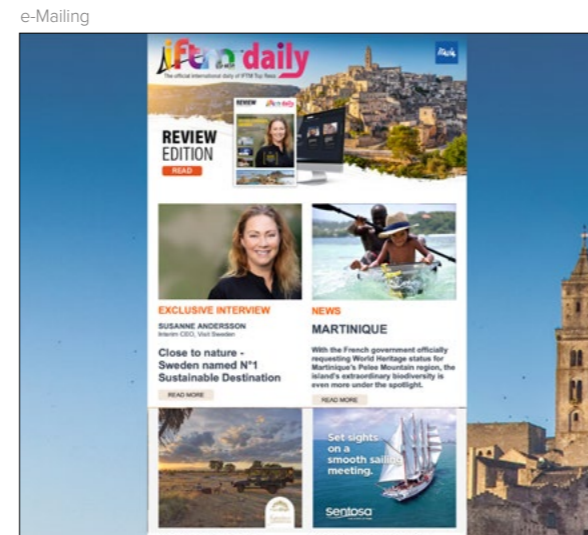


## STRATEGIC DISTRIBUTION POINTS

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

## CIRCULATION / ONLINE [iftmdaily.com](http://iftmdaily.com)

Daily e-Mailing to  
**> 14,000 contacts**

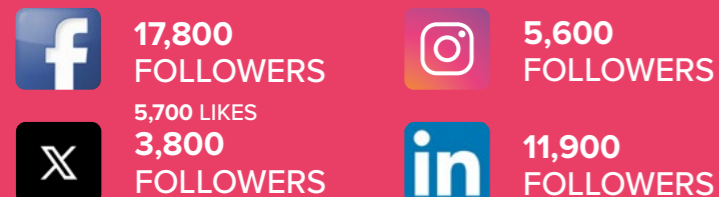


E-mailing to launch the edition of the day that is sent out every morning to trade visitors, exhibitors and press before, during and after the fair for a full media coverage.

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

## SOCIAL MEDIA

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

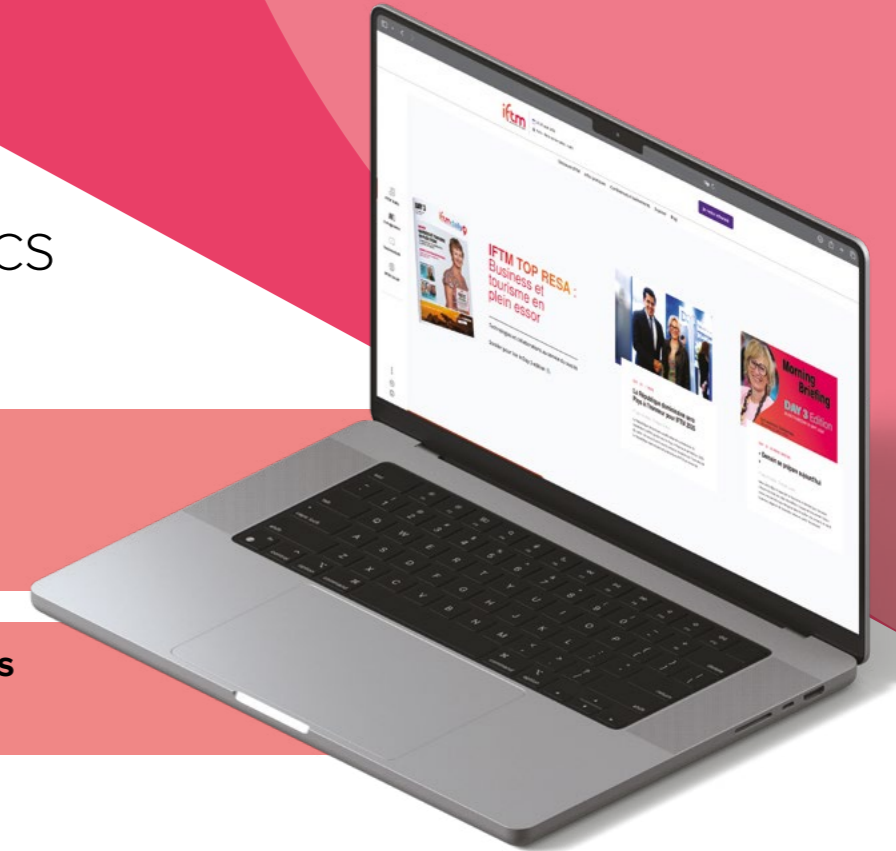


## WEBSITE / STATISTICS

[iftmdaily.com](http://iftmdaily.com)

Full contents  
& e-Magazines online  
@ [iftmdaily.com](http://iftmdaily.com)

Full integration of contents  
into digital event tools



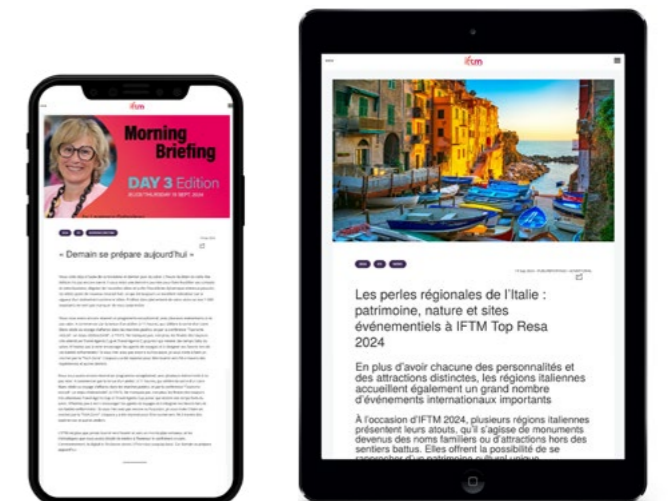
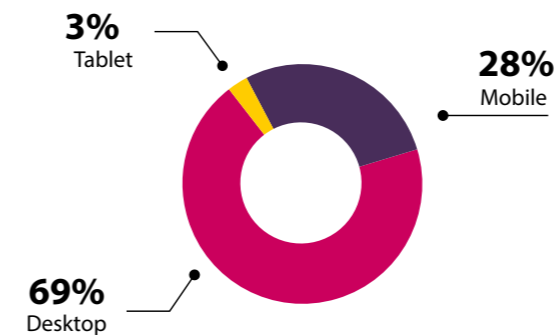
[iftmdaily.com](http://iftmdaily.com) is the daily updated website with unique articles and exclusive interviews live from the show.

## RESPONSIVE & POWERFUL

### STATISTICS\*

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

Device Access:



\* Google Analytics - [www.iftmdaily.com](http://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  
REPUBLIQUE DOMINICAINE / DOMINICAN REPUBLIC : OFFICIAL IFTM HOST DESTINATION 2025



### 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 &amp; 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	<del>13,400</del> <b>Sold out</b>	<del>9,600</del>
• 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



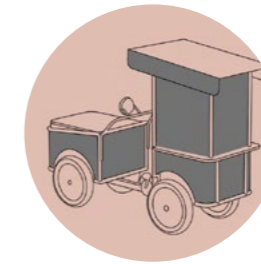
CONFÉRENCES PROGRAMME (€)	(€)
• Back cover	7,000
• 1/4 page banner on front Cover	4,500
• Logo on front cover (3 spaces available)	1,500

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

## IFTM DAILY QR CODE CARD (€)

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



## IFTM DAILY DISTRIBUTION BIKE

### Sponsoring of the bike

Your logo printed on the bike signage  
Full sponsoring: € 7,500



## YOUR VIDEO INTERVIEW (€)

4-5min / published on iftmdaily.com 1,900

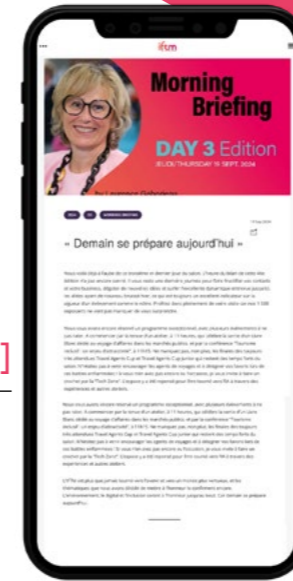
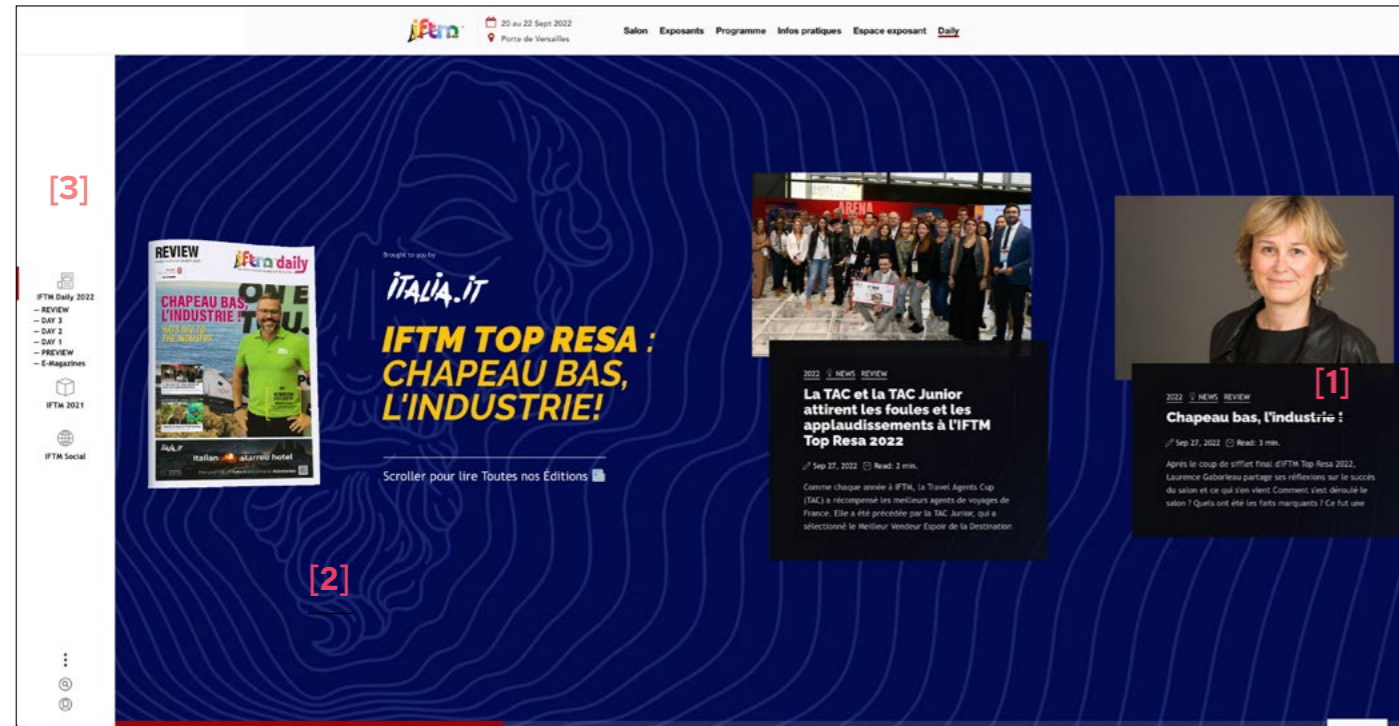
## PACKAGES

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

# DIGITAL / AD OPPORTUNITIES

iftmdaily.com

Home Page



## 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



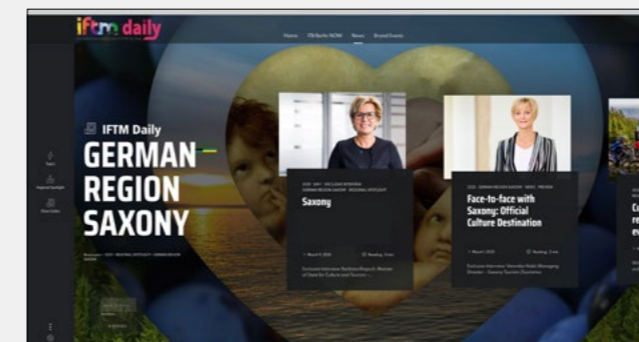
### [3] MENU ENTRY

- 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



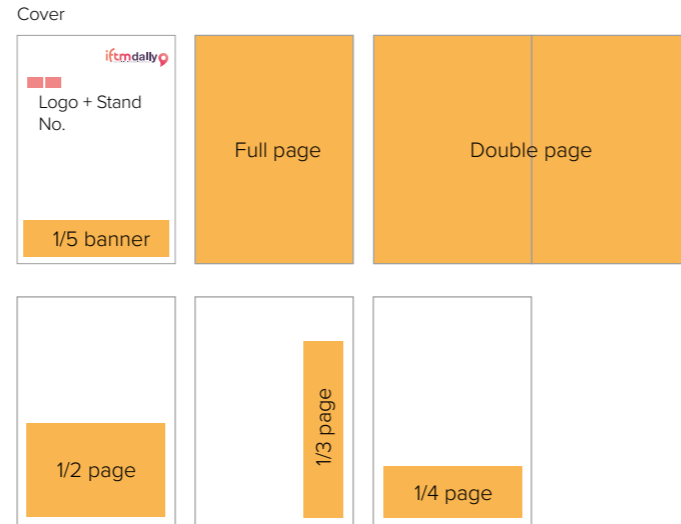
Dailies section



Newsletter



# PRINT / TECHNICAL SPECIFICATIONS



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

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

## STANDARD POSITIONS

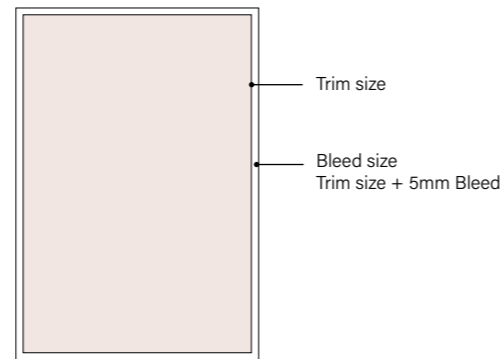
	Trim size	Bleed size
Full page	240 x 330 mm	250 x 340 mm
Double page	480 x 330 mm	490 x 340 mm
1/2 page	220 x 136 mm	
1/3 page	66 x 280 mm	
1/4 page	220 x 68 mm	

## 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



Large logo

Standard 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](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

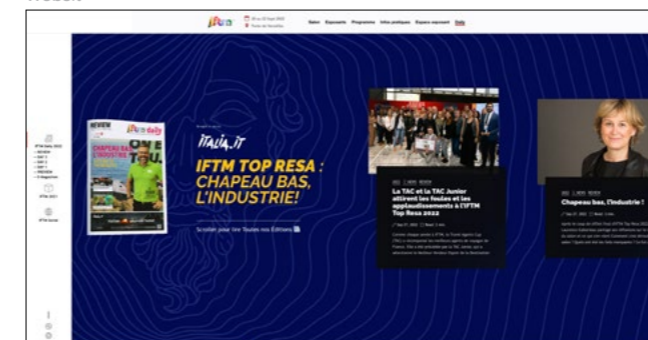
### FEATURED ARTICLE

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

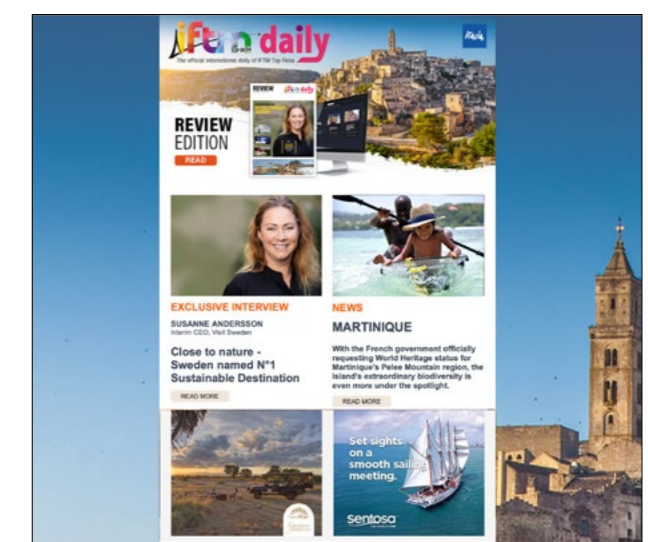
>> **Material Deadline:**  
**1st September 2025**

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

Website



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**

## CONTACTS



### ADVERTISING

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Editorial Coordinator  
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Mob: +33 6 09 37 42 97  
[zineb.elhabiri@cleverdis.com](mailto:zineb.elhabiri@cleverdis.com)

*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**