



# 2024 MEDIA KIT

# AN INTEGRAL PART OF YOUR SHOW COMMUNICATION!











#### KEY BENEFITS FOR EXHIBITORS:

- ATTRACT TRADE VISITORS
- MAXIMISE BUSINESS AT SIAL
- GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED



SPECIAL FEATURES

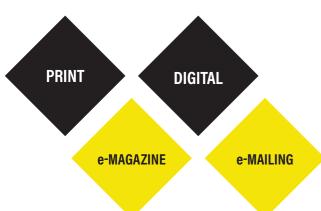
PRODUCT SPOTLIGHTS



sialdaily.com

## **SIAL DAILY IS THE EXCLUSIVE OFFICIAL** DAILY MAGAZINE OF SIAL







# **FIGURES & READER PROFILE**

Source: Comexposium

## KEY FIGURES FOR 2018

CREATION: 1964

DURATION:

5 DAYS

PERIODICITY:

**BIENNIAL** 

MORE THAN **310,000** PROFESSIONALS,

73% INTERNATIONAL VISITORS FROM

**200 COUNTRIES** 

7,200 EXHIBITORS FROM 119 COUNTRIES

19 PRODUCT SECTORS

135 OFFICIAL DELEGATIONS

2,045 JOURNALISTS FROM 45 COUNTRIES

2,355 INNOVATIVE **PRODUCTS PRESENTED** AT THE SIAL INNOVATION

COMPETITION

MEET TARGETED, INFLUENTIAL **VISITORS** 

DISTRIBUTION, IMPORT-EXPORT 55%

CATERING 16% AGRI-FOOD MANUFACTURERS

**OUT OF HOME** 

SERVICES

23%

89%

**2.2 DAYS** AVERAGE OF

202 VISITORS VISITORS PER EXHIBITOR IN 2018 (178 in 2016)

AVERAGE LENGTH OF VISIT

1-FRANCE 2-ITALY 3-SPAIN 4-THE NETHERLANDS 5-UNITED KINGDOM

55% ARE DECISION MAKERS IN PURCHASING DEPARTMENTS

**TOP 10 COUNTRIES** 

34%

in 2020

6-BELGIUM 7-GERMANY 8-UNITED STATES 9-CHINA 10-POLAND

84% ARE LOOKING FOR NEW PRODUCTS

October 2023 - Non contractual document October 2023 - Non contractual document

# **CIRCULATION / PRINT**



DAY 2 30,000 copies



DAY 4 20,000 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 Paris

# **CIRCULATION / ONLINE**

sialdaily.com

# Daily e-Mailing to > 150,000 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.

• 5 e-mailings (PREVIEW - WE Edition, DAY 3, 4 and 5)



# SOCIAL MEDIA SIAL Daily contents are promoted through the SIAL social media channels 37,000 FOLLOWERS 11,200 FOLLOWERS 14K FOLLOWERS

# **WEBSITE** / STATISTICS

# sialdaily.com

#### **Full contents**

& e-Magazines online

@ sialdaily.com

# Full integration of contents into digital event tools

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

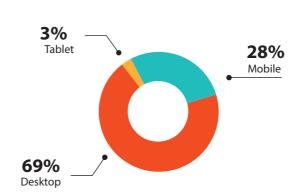
#### **RESPONSIVE & POWERFUL**

#### STATISTICS\*

Sessions **55,000** 

Avg. Session Duration 1:56
Pageviews 75,000

Device Access:







zero

Zero J

\* numbers based on data from similar sized magazines by the same publisher.

October 2023 - Non contractual document

#### **EDITORIAL CONTENT**

Content is designed to be highly **relevant** and useful for trade visitors & press, helping them define their priorities and set their show agenda. It gives the "big picture" with market data and strategy outlines of key market players.

# **DAILY SECTIONS**

#### **SHOW NEWS**

The top stories of the day of interest to international trade visitors, including major announcements & debates.

## CONFERENCE **SPOTLIGHT**

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.

#### TRADE TALK

Exclusive interviews and news from the leading trade organisations at SIAL

## **MARKET & TECHNOLOGY TRENDS**

Important industry trends and interviews with leading analys.

## **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.

## **PRODUCT SPOTLIGHTS**

We highlight the most innovative new products at the show and present each one's three Key Selling Points. This pre-analysis allows buyers to gain a simple and synthetic overview very rapidly.

## WHERE TO GO **IN PARIS**

A definitive guide on where to go out in Paris, making SIAL visitors feel much more at home in this exciting city.

#### **SPECIAL FEATURES & REGIONAL SPOTLIGHTS\***

ONLINE EDITION

**PREVIEW EDITION** [14 October 2024]

SPECIAL FEATURES

- FOOD PROCESSING
- BEVERAGES

REGIONAL SPOTLIGHTS

SNEAK PEEK

PRINT & ONLINE EDITION

**WEEK-END FDITION** 

[ 19-20 October 2024 ]

ORGANIC & WELLNESS

FRUITS & VEGETABLES

AMERICAS / FRANCE

PRINT & ONLINE EDITION

DAY 3 **EDITION** [ 21 October 2024 ]

 SWEET PRODUCTS & BREAD-MAKING INDUSTRY

DAIRY PRODUCTS

**EUROPE AND** MEDITERRANEAN / FRANCE

PRINT & ONLINE EDITION

DAY 4 **EDITION** [ 22 October 2024 ]

MEAT / SEA FOOD

MIDDLE EAST INDO-PACIFIC / FRANCE

PRINT & ONLINE EDITION

DAY 5 **FDITION** [ 23 October 2024 ]

- GROSSERY
- DELICATESSEN GROSSERY

ASIA / FRANCE

# **How to be part** of SIAL Daily?

Provide us with your input:

- EDITORIAL OPPORTUNITIES Coverage of your company's main announcements and product launc announcements and product launches
  - A strategic platform for your top management
  - Contributions and thought leadership for our Special Features.

October 2023 - Non contractual documer October 2023 - Non contractual docume

<sup>\*</sup> example above of 2022 special features and regional spotlight

# **PRINT / AD OPPORTUNITIES**







ADVERTISING RATES* (€)		Advertising s	Advertising space is only available for exhibitors of SIAL			
ADVERTISEMENT	All Editions	Online Preview (14 October)	WEEKEND (19-20 October)	Day 3 (21 October) Print & Online Versi	Day4 (22 October)	<b>Day 5</b> (23 October)
■ 1/4 page	5,000	700	1,350	1,350	1,050	1,050
• 1/3 page	6,600	900	1,750	1,750	1,500	1,500
• 1/2 page	9,000	1,200	2,350	2,350	2,050	2,050
· 1 full page	15,000	2,000	4,000	4,000	3,400	3,400
1 double page	27,000	3,650	7,250	7,250	6,250	6,250

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



Logo & stand  $\ensuremath{\mathsf{N}}^{\circ}$  on front cover - Example

HIGHLIGHT POSITIONS ALL EDITIONS	(€)
• Logo & stand N° on front cover	4,800
• 1/5 page banner on front cover	16,000
• 1 full page advertisement, first 12 pages	17,500
• 1 double page advertisement, first 12 pages	30,000
Inside front cover, single page	15,000
Inside front cover, double page	25,000
Inside back cover	12,500
Back cover	19,000
Insert in the magazine	on demand



ADVERTORIAL (IN ONE EDITION)	(€)
• 1/4 page	1,600
• 1/3 page	2,100
• 1/2 page	2,800
• 1 full page	4,800
• 1 double page	8,500



#### **NEW!** VISITOR BAG (€)

Sponsoring of SIAL Visitor bag (6,000 units) from 14,000

	SIAL! JR85	LEBANON ITA®
	A a	minos (income of the control of the
Marian Ma		
** One of the state of the sta	<b>#</b>	Paris

PRODUCT SPOTLIGHT	(€)
Photo, description, 3 USPs & Stand N°	
• I/4 page	1,600
HALL PLAN (ALL EDITIONS EXCEPT REVIEW)	(€)
• Large logo & Stand N°	3,200
• Standard-sized Logo & Stand N° + QR code	1,600
Standard-sized Logo & Stand N°	800
SMARTGUIDE	(€)
Customized publication (24 pages). Insertion into 1 edition of SIAL Daily	

# STARTER 1 PRODUCT

1 PRODUCT SPOTLIGHT

1 STANDARD LOGO ON THE HALL PLAN FREE BONUS

1,600€

# ADVANCED

1/2 PAGE ADVERTISEMENT
1/2 PAGE ADVERTORIAL

1 STANDARD LOGO ON THE HALL PLAN FREE BONUS

5,150 €

#### **PREMIUM**

1 FULL PAGE ADVERTISEMENT

from

1 FULL PAGE ADVERTORIAL

1 PRODUCT SPOTLIGHT FREE BONUS

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

8,800€

#### PREMIUM PRO

37,000 €

1 DOUBLE PAGE ADVERTISEMENT

1 FULL PAGE ADVERTORIAL

1 LARGE LOGO THE HALL PLAN FREE BONUS

12,050 €

October 2023 - Non contractual document

# SIAL **INSPIRE FOOD BUSINESS**

# sialparis.com

is the year-round go-to-platform for the food industry, allowing you to connect

with people relevant to your business, and stay ahead of the game with expert insights and latest industry news.

#### The daily updated **Newsroom** allows you to

keep in touch with the SIAL community all year round, inform your target groups about your latest news and make sure your region / company is always on top of their mind and business agendas.

Whether it be a product or campaign launch, management/ government announcement, news or strategy update, the SIAL Newsroom allows you to get your message out efficiently to all relevant industry contacts.

# **NEWSROOM**

newsroom.sialparis.com

**Highlight your News** or Brand Message on sialparis.com!

#### **TOPICS**

Frozen products **Dairy Products** Seafood Beverages Organic & wellness Fruits & vegetables Grocery products & Breads Snack food Delicatessen & meats Equipment

#### **TRENDS**

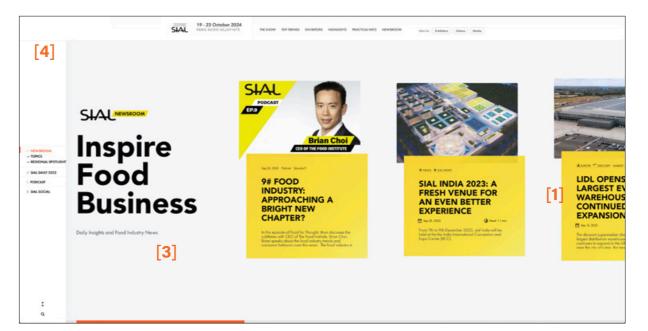
SIAL Insights Planet Food Study SIAL Innovation SIAL Think Tank

# **REGIONAL**

France Italv Spain Belaium Germany **United States** China

# **SPOTLIGHTS**

The Netherlands United Kingdom Poland





#### **RATES**

#### **NEWSROOM**

• In-Depth Article: 600 words 1<sup>st</sup> position during 1 week [1] (2 spaces available) € 1,400

- Short Article: 200 words Position 3 & 4 during 1 week (2 spaces available) € 600

#### **OPTIONS**

#### **HOMEPAGE** [2]

Your article highlighted on the Home page 1 week:

€ 600

#### **OPTIONS**

 Global sponsoring [3] Your branding on all sections 3 months: € 19,500 (including 2 in-depth artilces)

#### **OPTIONS**

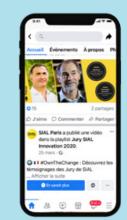
#### **MENU ENTRY [4]**

- Dedicated Menu Point
- Dedicated Branded Page with your contents
- 6 Articles (3 In-Depth, 3 Short)
- 6 newsletter inclusions (3 x 1<sup>st</sup> position, 3 x 3<sup>rd</sup> position)
- 2 social media posts

3 months € 16,500

**OPTIONS** 

# SOCIAL MEDIA



Your article highlighted in 1 SIAL Paris social media post

(1 space available / week)

#### **RATES**

• 1 post / all 4 platforms € 1,400



# **NEWSLETTER**

Monthly

Your article highlighted in one monthly SIAL Paris newsletter



#### **RATES**

· Your article highlighted in 1 newsletter

1<sup>st</sup> position € 1,200 3<sup>rd</sup> position € 600 (2 positions available)

October 2023 - Non contractual document October 2023 - Non contractual docume

# **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

10go : 0tarra : to: 0:: 1: 0:to			
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	

>> Material Deadline: 30<sup>th</sup> September 2024

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

The SIAL Daily is printed on uncoated paper.
The PEFC label is a globally trusted trademark to identify and promote materials from sustainably managed forests.

# **PRINT / TECHNICAL SPECIFICATIONS**

Front Cover

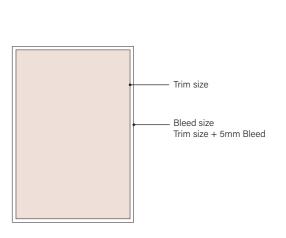


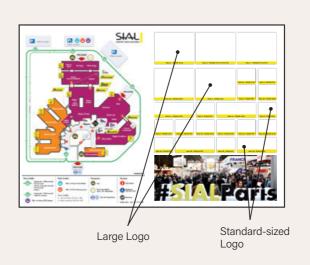












#### **HALL PLAN**

Standard-sized Logo	
& Stand No.	30 x 25 mm
Large Logo	
& Stand No.	65 x 50 mm

October 2023 - Non contractual document

# 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 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.

<u>Logos:</u> 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 18<sup>th</sup> February 2024. 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 / SIAL 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: 550 words
- Half-page: 260 words
- Third page: 150 words
- Quarter page: 110 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).

#### Conten

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**

# sialdaily.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

#### e-MAILING BANNER

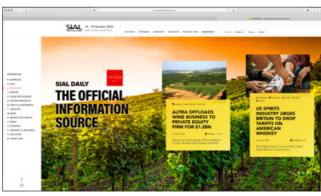
• Format: 300 x 250 px - jpg or gif

>> Material Deadline: 30<sup>th</sup> September 2024

Contact: production@cleverdis.com

Tel: +33 (0)442 77 46 00

#### Website



#### e-Mailing

SSAL Daily 1 Official Daily of SIAL Paris
GAL Aby - 2021. Phother Edition
A 1- ware planned and the state of the state of

October 2023 - Non contractual document

October 2023 - Non contractual document

# AN EXPERT COMMUNICATION TEAM AT YOUR DISPOSAL

## **100% LIVE DURING THE SHOW**

Come visit us at the SITL press centre during the show!



# **CONTACTS**



#### **ADVERTISING**

Benjamin Klene Senior Account Manager Tel: +33 413 22 80 63 benjamin.klene@cleverdis.com



#### **EDITORIAL TEAM**

Emiliana Van Der Eng Head of editorial team Tel +33 442 774 600 emiliana.vandereng@cleverdis.com



Publisher of



