

2024 MEDIA KIT

THE OFFICIAL SHOW DAILY
FOR TRADE AND PRESS:

*An Integral Part of Your Show
Communication!*



SIAL Daily / 2020 Mockup

KEY BENEFITS FOR EXHIBITORS:

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

NEWS LIVE
FROM THE SHOW

SPECIAL
FEATURES

PRODUCT
SPOTLIGHTS



SIALDAILY.COM

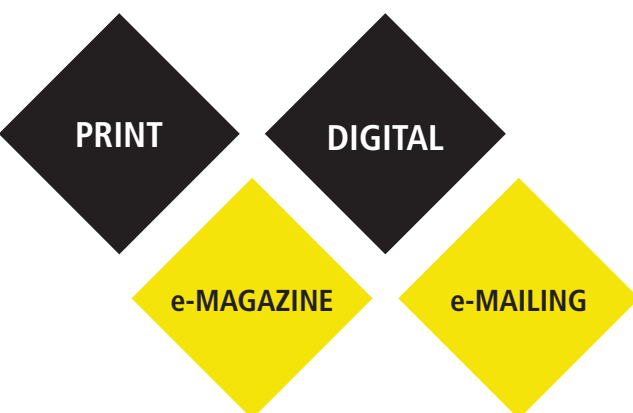
SIAL DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF SIAL



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: Comexposium

KEY FIGURES FOR 2018

CREATION:
1964

DURATION:
5 DAYS

7,200 EXHIBITORS
FROM **119** COUNTRIES

2,355 INNOVATIVE
PRODUCTS
PRESENTED
AT THE SIAL
INNOVATION
COMPETITION

PERIODICITY :
BIENNIAL

19 PRODUCT
SECTORS

135 OFFICIAL
DELEGATIONS

MORE THAN **310,000**
PROFESSIONALS,
73% INTERNATIONAL
VISITORS FROM
200 COUNTRIES

2,045 JOURNALISTS
FROM 45 COUNTRIES



MEET TARGETED, INFLUENTIAL VISITORS

DISTRIBUTION,
IMPORT-EXPORT
55%
OUT OF HOME
CATERING
16%
AGRI-FOOD
MANUFACTURERS
23%
SERVICES
6%

89%
satisfaction
rate

AVERAGE LENGTH
OF VISIT
2.2 DAYS

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

92%
plan to come back
in 2020

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

**TOP 10
COUNTRIES**

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

55%
ARE DECISION MAKERS IN
PURCHASING DEPARTMENTS

34%
CEO / GM

84%
ARE LOOKING
FOR NEW PRODUCTS

CIRCULATION / PRINT

DAY 1 30,000 copies	DAY 2 30,000 copies
DAY 3 20,000 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

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.

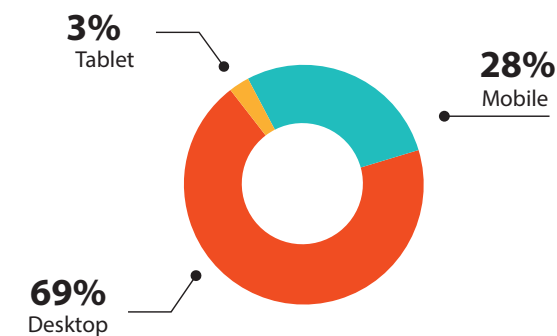


RESPONSIVE & POWERFUL

STATISTICS*

Users **11,300**
Sessions **14,770**
Avg. Session Duration **1:56**
Pageviews **37,800**
Pages per Session **2.56**

Device Access:



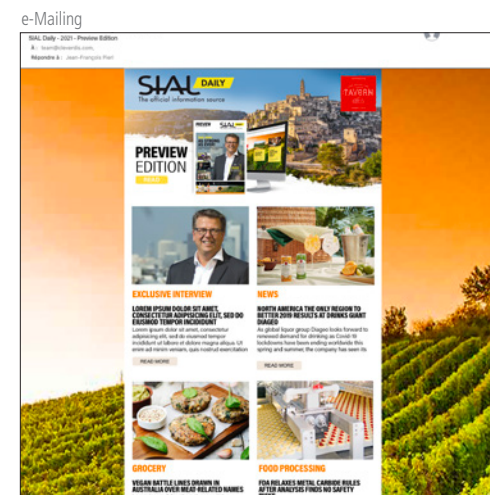
* numbers based on data from similar sized magazines by the same publisher.

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.

- **6 e-mailings**
(PREVIEW - WE Edition, DAY 3, 4 and 5 - REVIEW)



SOCIAL MEDIA

SIAL Daily contents are promoted through the SIAL social media channels

	33,000 FOLLOWERS		6,600 FOLLOWERS
	10,700 FOLLOWERS		4,720 MEMBERS

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 analysts.

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.

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of SIAL Daily?

Provide us with your input:

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

SPECIAL FEATURES & REGIONAL SPOTLIGHTS

ONLINE EDITION

PREVIEW EDITION

SPECIAL FEATURES

- FOOD PROCESSING
- BEVERAGES

REGIONAL SPOTLIGHTS

SNEAK PEEK

PRINT & ONLINE EDITION

WEEK-END EDITION

- ORGANIC & WELLNESS
- FRUITS & VEGETABLES

AMERICAS / FRANCE

PRINT & ONLINE EDITION

DAY 3 EDITION

- SWEET PRODUCTS & BREAD-MAKING INDUSTRY
- DAIRY PRODUCTS

EUROPE AND MEDITERRANEAN / FRANCE

PRINT & ONLINE EDITION

DAY 4 EDITION

- MEAT / SEA FOOD

MIDDLE EAST INDO-PACIFIC / FRANCE

PRINT & ONLINE EDITION

DAY 5 EDITION

- GROSSERY
- DELICATESSEN GROSSERY

ASIA / FRANCE

ONLINE EDITION

REVIEW EDITION

- FOOD PROCESSING
- FROZEN PRODUCTS

AUSTRALASIA / FRANCE

PRINT / AD OPPORTUNITIES



SIAL Daily / 2021 Mockup

ADVERTISING RATES* (€)

ADVERTISEMENT	All Editions	Online Preview	WEEKEND	Day 3	Day4	Day 5	Online Review
			Print & Online Versions				
• 1/4 page	5,000	700	1,350	1,350	1,050	1,050	700
• 1/3 page	6,600	900	1,750	1,750	1,500	1,500	900
• 1/2 page	9,000	1,200	2,350	2,350	2,050	2,050	1,200
• 1 full page	15,000	2,000	4,000	4,000	3,400	3,400	2,000
• 1 double page	27,000	3,650	7,250	7,250	6,250	6,250	3,650

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

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

PRODUCT SPOTLIGHT (€)

Photo, description, 3 USPs & Stand N°	
• 1/4 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 from	37,000 €
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Non contractual picture

NEW! VISITOR BAG (€)

Sponsoring of SIAL Visitor bag (6,000 units)	from 10,500
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DIGITAL / AD OPPORTUNITIES

sialdaily.com

SPONSORING

(€)

GLOBAL SPONSORING - EXCLUSIVE POSITION*

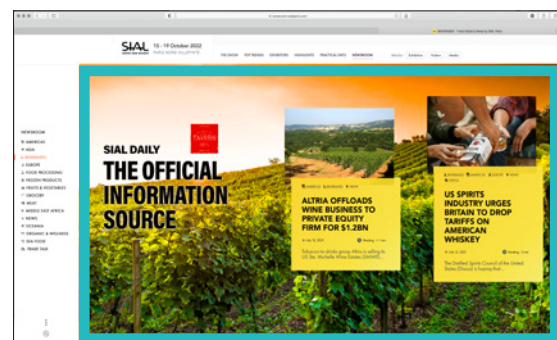
Sponsoring of the website, webkiosk (e-magazine) and e-mailings	22,500
* Except for Special Feature and Regional Spotlight sections	

SPONSORING OF THE SECTION OF YOUR CHOICE* - HIGHLIGHT POSITIONS

- Section landing page: your logo, branding & link
- Menu: your brand name on section
- Homepage: your brand name on section entry
- + E-mailing: Branding of your section in the e-mailing (day of publication)

• Sponsoring of 1 Section - 1 edition	4,000
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Website



e-Mailing



Webkiosk



GLOBAL SPONSORING EXCLUSIVE POSITION

Sponsoring of the website, webkiosk and e-mailing

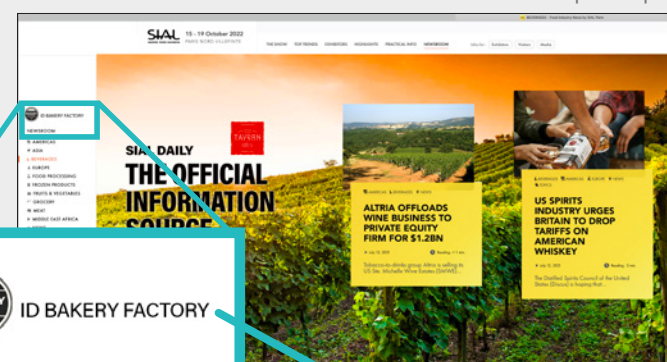
MENU ENTRY

(€)

- Dedicated menu point
- Dedicated branded page with your contents
- 10 articles (1 In-Depth, 9 Short)
- 5 e-mailing inclusions - Branding of your section in the e-mailing

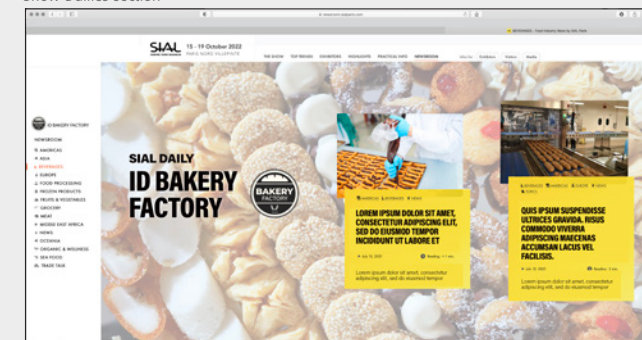
20,150

Website



2021 mockup example

Show Dailies section



e-Mailing



FEATURED ARTICLE - HIGHLIGHT POSITION

(€)

> 1 In-Depth Article (Up to 600 words)

WEBSITE: Homepage - 1st positions (day of publication)
+ Section landing page - 1st positions

E-MAILING: Article highlighted (day of publication)

• In all editions	17,000
• In 1 edition	4,000

FEATURED ARTICLE - STANDARD POSITION

(€)

> 1 Short Article (Up to 300 words)

WEBSITE: Section landing page: 1st positions - Home page: Standard position (day of publication)

• In 1 edition	1,350
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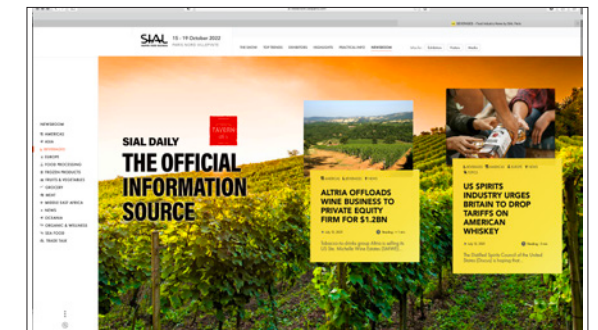
E-MAILING

(€)

Banner in 5 e-mail blasts
(only 4 spaces available)

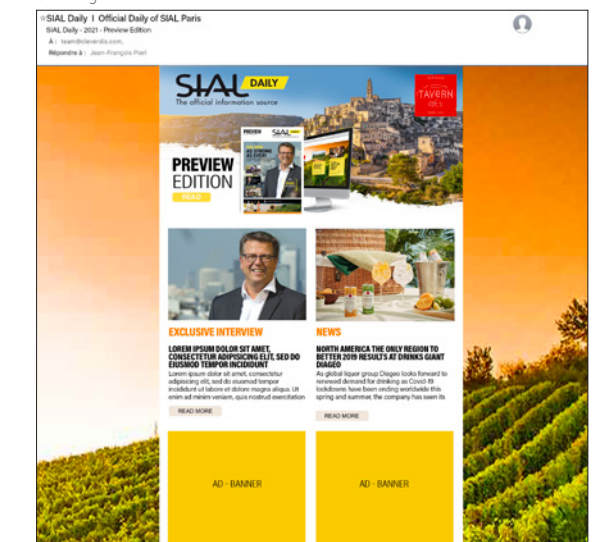
4,000

Website



FEATURED ARTICLE HIGHLIGHT POSITION

e-Mailing



BANNER

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	

HIGHLIGHT POSITIONS

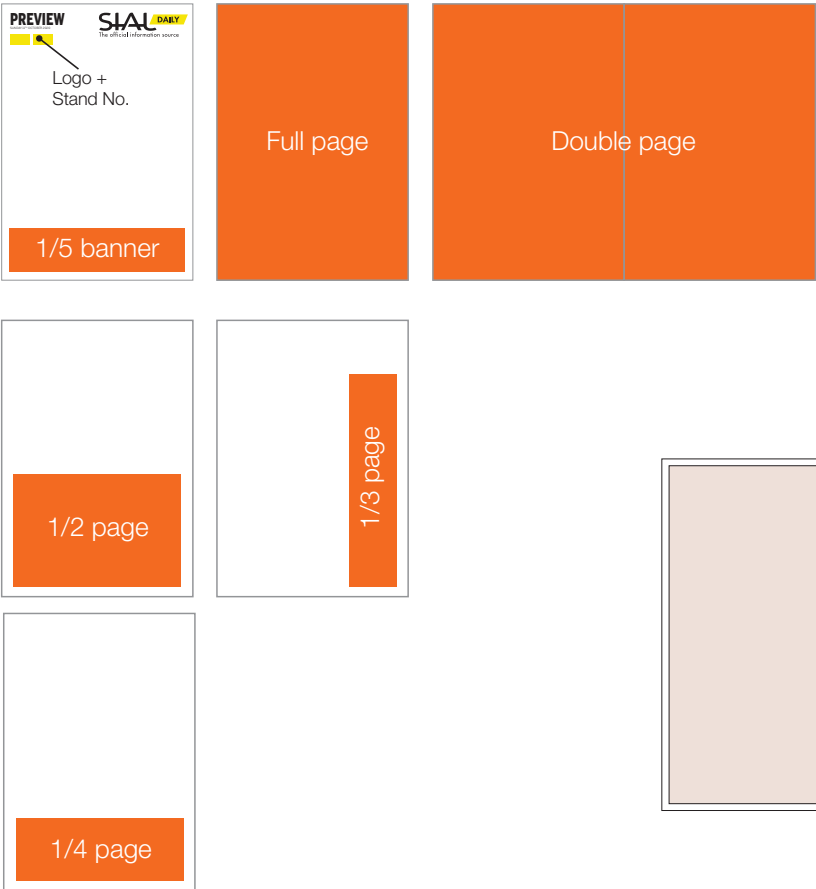
Logo + Stand No. on front cover	
1/5 banner on front cover	230 x 58 mm
Inside front cover	250 x 353 mm 260 x 363 mm
Back cover	250 x 353 mm 260 x 363 mm

>> Material Deadline:

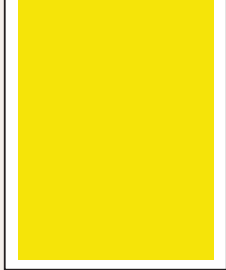
Contact: production@sialdaily.com
Tel: +33 (0)442 77 46 00

PRINT / TECHNICAL SPECIFICATIONS

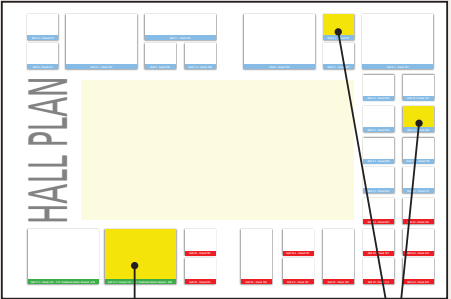
Front Cover



HALL PLAN



Hall Plan Front cover



Large Logo

Standard-sized Logo

HALL PLAN

TRIM SIZE

Front cover page	230 x 314 mm
Back cover page	240 x 340 mm
Standard logo	32 x 20 mm
Large logo	74 x 54 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 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 18th 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.

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:**

Contact: production@sialdaily.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: 600 words
- Half-page: 270 words
- Third page: 180 words
- Quarter page: 140 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).

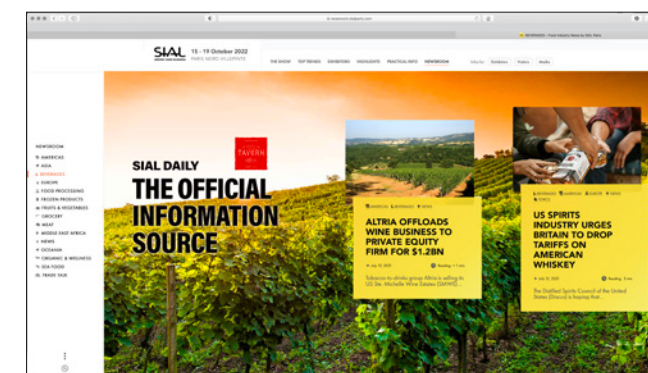
Content

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.

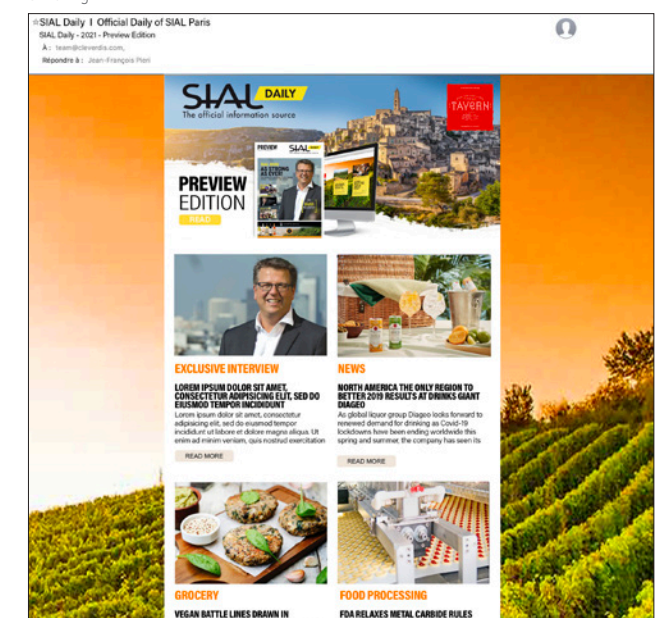
A final version will then be produced and sent to the client for “OK to Print”. This must be marked on the PDF – either scanned or digitally signed.

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.

Website



e-Mailing



**AN EXPERT COMMUNICATION TEAM
AT YOUR DISPOSAL**

100% LIVE DURING THE SHOW

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



CONTACTS



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