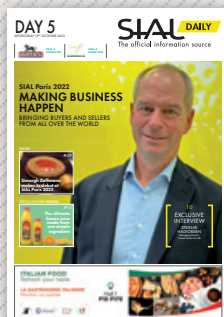
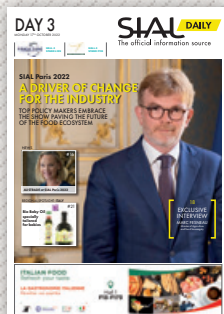
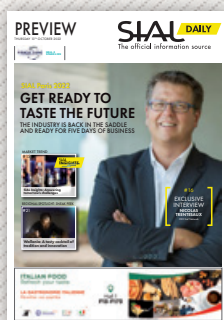


2024 MEDIA KIT

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

NEWS LIVE
FROM THE SHOW

SPECIAL
FEATURES

PRODUCT
SPOTLIGHTS



sialdaily.com

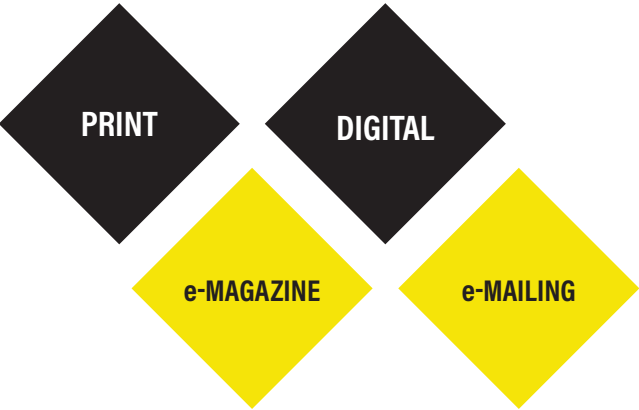
SIAL DAILY IS THE EXCLUSIVE OFFICIAL
DAILY MAGAZINE OF SIAL



It enables exhibitors to communicate all relevant information, intelligently, directly to their customers (buyers and decision-makers).

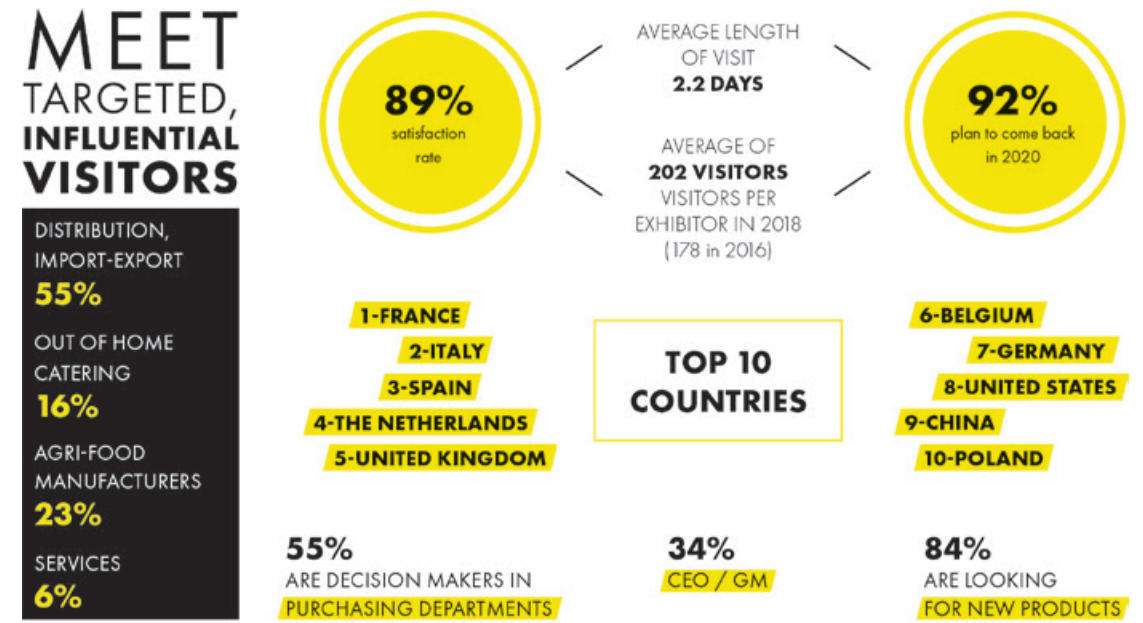
It is THE source of information for all trade professionals and international press, and covers the event live from the fair.

Multi - channel communication to ensure maximum visibility and reach your target anytime, everywhere!



FIGURES & READER PROFILE

Source: Comexposium



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

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

Facebook
37,000
FOLLOWERS

Instagram
15,400 FOLLOWERS
57,000 VIEWS ON
STORIES

X
11,200
FOLLOWERS

LinkedIn
14K
FOLLOWERS

WEBSITE / STATISTICS

sialdaily.com

**Full contents
& e-Magazines online
@ sialdaily.com**

**Full integration of contents
into digital event tools**

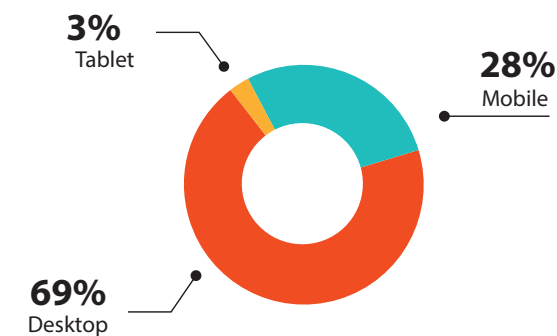
sialdaily.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

STATISTICS*

Sessions **55,000**
Avg. Session Duration **1:56**
Pageviews **75,000**

Device Access:



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

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

[14 October 2024]

SPECIAL FEATURES

- CONFECTIONARY PRODUCTS, BISCUITS AND PASTRY
- FROZEN PRODUCTS

REGIONAL SPOTLIGHTS

SNEAK PEEK

PRINT & ONLINE EDITION

WEEK-END EDITION

[19-20 October 2024]

- MEAT&SEAFOOD PRODUCTS
- BEVERAGES
- READY-TO-EAT/SNACKS

EUROPE

PRINT & ONLINE EDITION

DAY 3 EDITION

[21 October 2024]

- DAIRY PRODUCTS
- PULSES, GRAINS & FRUITS

ASIA

PRINT & ONLINE EDITION

DAY 4 EDITION

[22 October 2024]

- INGREDIENTS
- SERVICES / EQUIPEMENT

AMERICAS

PRINT & ONLINE EDITION

DAY 5 EDITION

[23 October 2024]

- SAVOURY FOOD-ORGANIC,
- WELLNESS & ALTERNATIVE FOOD

MIDDLE EAST INDO-PACIFIC AFRICA

* example above of 2023 special features and regional spotlight

PRINT / AD OPPORTUNITIES



ADVERTISING RATES* (€)

Advertising space is only available for exhibitors of SIAL

ADVERTISEMENT	All Editions	Online Preview (14 October)	WEEKEND (19-20 October)	Day 3 (21 October)	Day4 (22 October)	Day 5 (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	2,500	2,500	2,300	2,300
• 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

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
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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°	900

SMARTGUIDE (€)

Customized publication (24 pages).
Insertion into 1 edition of SIAL Daily
from

37,000 €

HIGHLIGHT POSITIONS ALL EDITIONS (€)

• Logo & stand N° on front cover only 1 left	4,800
• 1/5 page banner on front cover	Sold out 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	18,500
• Inside front cover, double page	25,000
• Inside back cover	Sold out 12,500
• Back cover	19,000
• Insert in the magazine	on demand

PACKAGES

STARTER

- 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

5,300 €

PREMIUM

- 1 FULL PAGE ADVERTISEMENT
- 1 FULL PAGE ADVERTORIAL
- 1 PRODUCT SPOTLIGHT
FREE BONUS
- 1 STANDARD LOGO & QR CODE ON THE HALL PLAN
FREE BONUS

8,800 €

PREMIUM PRO

- 1 DOUBLE PAGE ADVERTISEMENT
- 1 FULL PAGE ADVERTORIAL
- 1 LARGE LOGO THE HALL PLAN
FREE BONUS

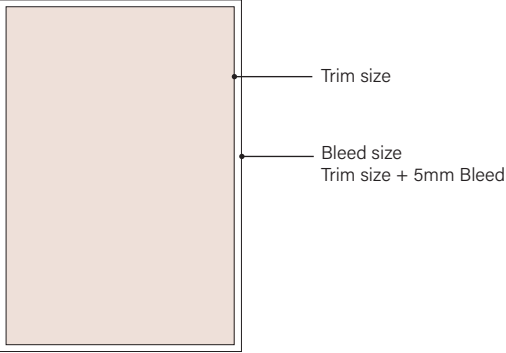
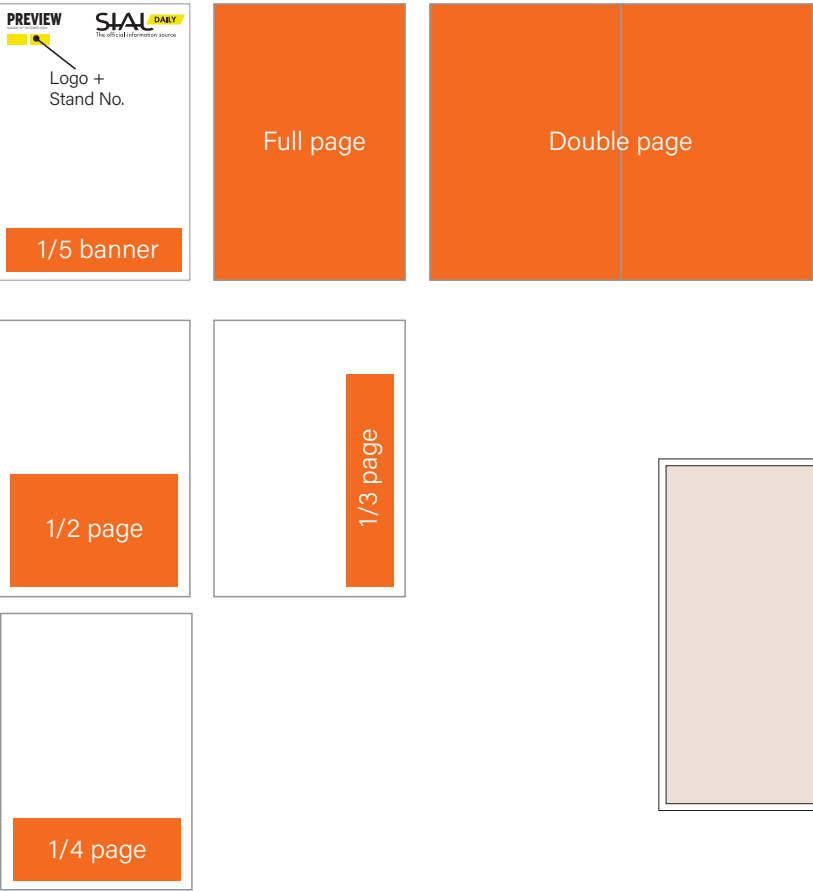
12,050 €

PRINT / TECHNICAL SPECIFICATIONS



PRINT / TECHNICAL SPECIFICATIONS

Front Cover



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

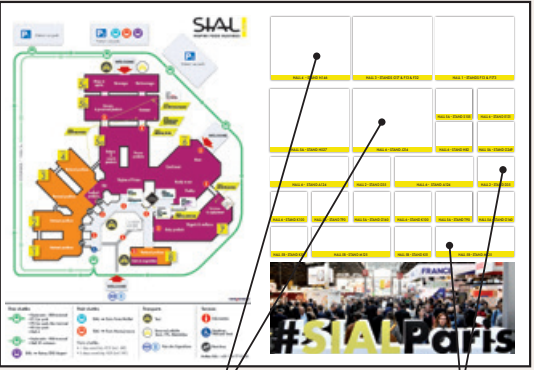
Logo + Stand No. on front cover	
1/5 banner on front cover	220 x 54 mm
Inside front cover	240 x 330 mm 250 x 340 mm
Back cover	240 x 330 mm 250 x 340 mm

>> Material Deadline:
30th 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.



HALL PLAN

Standard-sized Logo & Stand No.	32 x 20 mm
Large Logo & Stand No.	75 x 50 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 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 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:**
30th September 2024

Contact: 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: 260 words
- Third page: 150 words
- Quarter page: 110 words

Featured Article

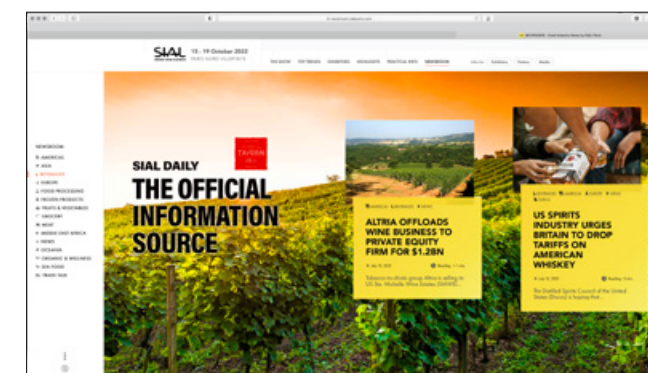
Featured Articles designate a highlighted position for your advertorial online - on the homepage and section landing page or in standard position (only section landing page).

Content

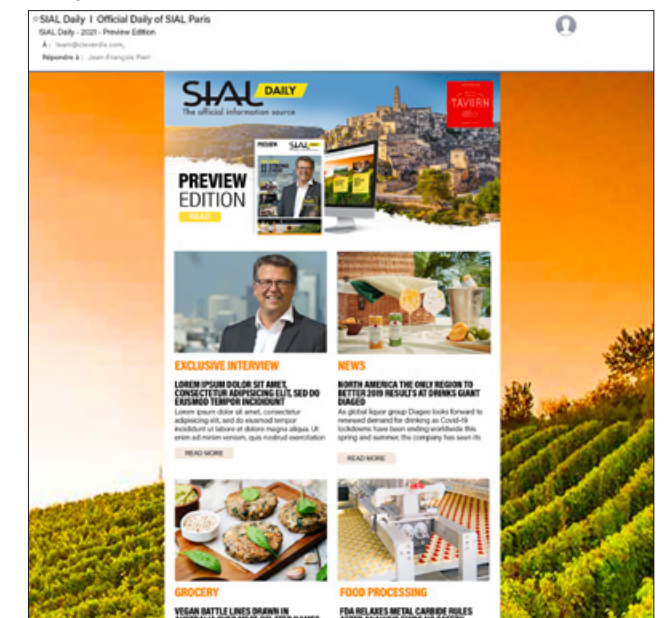
Guidelines for content will be agreed before editing by the Cleverdis team. All basic information must be provided by the client, along with precision of the main points to put forward. When the advertorial piece has been produced, a PDF copy is sent to the client for corrections and / or approval. Changes 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



ADVERTISING

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



Veronika Verzhak
Sales Manager
Tel: +33 413 22 80 62
Mob: +33 766 668 030
veronika.verzhak@cleverdis.com



EDITORIAL TEAM

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



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Publisher of

SIAL DAILY
The official information source

SIAL NEWSROOM