

2024 MEDIA KIT

AN INTEGRAL PART OF
YOUR SHOW COMMUNICATION!



3 PRINT
EDITIONS
DURING THE SHOW

1 ONLINE
EDITION
BEFORE THE SHOW

- NEWS LIVE FROM THE SHOW
- SPECIAL FEATURES
- PRODUCT SPOTLIGHTS

- KEY BENEFITS FOR EXHIBITORS:**
- ▶ ATTRACT TRADE VISITORS
 - ▶ MAXIMISE BUSINESS AT SITL
 - ▶ GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED

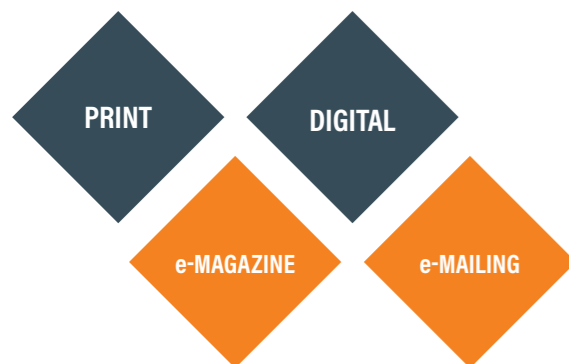
SITL DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF SITL



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: Reed Exhibitions® 2022

485 EXHIBITORS

24,000 PARTICIPANTS

9 SECTORS

150 CONFERENCES



“ The issues dealt with at the show concern many people, and not only those physically present. SITL creates intelligence, added value, and knowledge. And its new tools - SITL Daily and SITL podcast - respond to that.

Guillaume Laroque
President of AFGNV



“ This initiative is very interesting! The new communication channels are a real value-add and contribute to connecting the different actors at the show. We can get a bigger picture of all relevant topics!

Eric Faveron
Site Maintenance Manager at C-Logistics

WHO ARE THE BUYERS?

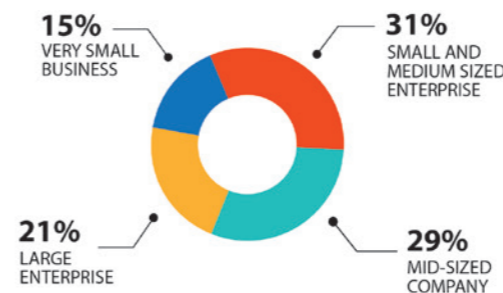
JOB TITLES



Logistics, Transport, Supply Chain, Purchasing Services, Strategy Product Managers, R&D, General Management, Operations Managers...

Sizes of the companies

visiting SITL



WHO IS VISITING?

71% DECISION MAKERS



CIRCULATION / PRINT

DAY 1
4,000
copies

DAY 2
4,000
copies

DAY 3
4,000
copies

STRATEGIC DISTRIBUTION POINTS

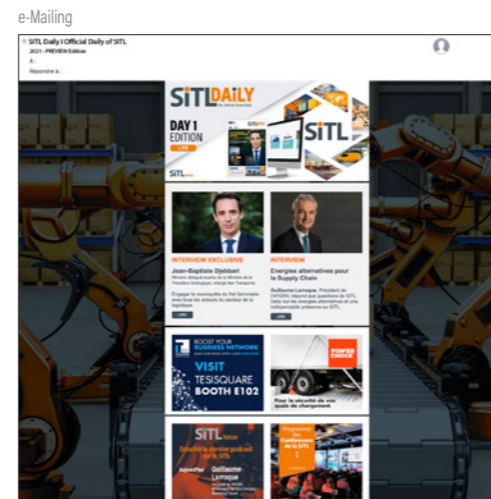
- All main entrances
- All main information counters
- Exhibition show floor
- International press stand
- Media Centre
- Top 50 Partners' & Participants' stands
- Over 20 leading hotels

CIRCULATION / ONLINE sitldaily.com

Daily e-Mailing to
> 15,000 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 - DAY 1, 2 and 3)



SOCIAL MEDIA

SITL Daily contents are promoted through the SITL social media channels

 **1,700**
FOLLOWERS

 **5,676**
MEMBRES

 **3,238**
FOLLOWERS

WEBSITE / STATISTICS

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

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



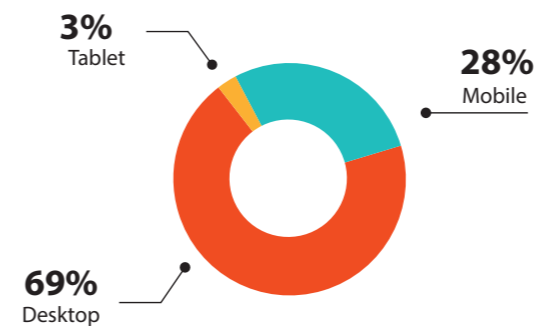
sitldaily.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

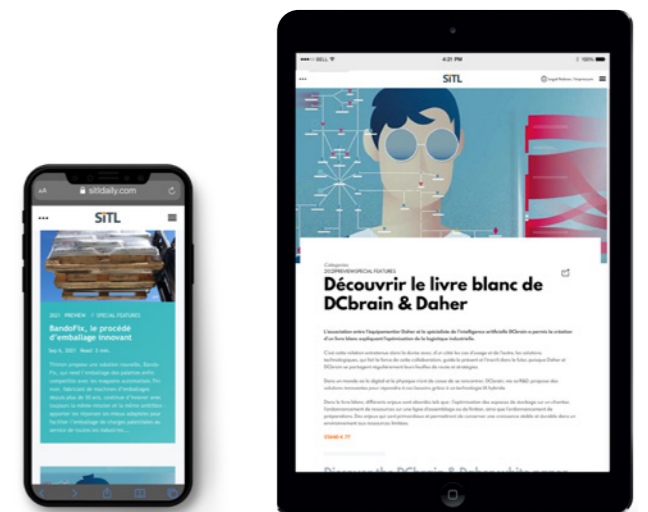
STATISTICS*

Users **11,300**
Average spent time **1:56**
Pageviews **37,800**

Device Access:



* March 2023



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.

PRESS & BLOGGER CORNER

Top journalists at SITL explain why they're here and what their personal “SITL highlights” are.

MARKET 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.

TRADE TALKS

Exclusive interviews and news from the leading trade organisations at SITL.

CSR

Corporate Social Responsibility and transformation facing the major challenges of the transports & logistics sector.

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 SITL 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 officials
- Contributions and thought leadership for our Regional Spotlights and Special Features

SPECIAL FEATURES

PREVIEW

19 March 2024
ONLY ONLINE

SITL 2023 SNEAK PEEK

DAY 1

19 March 2024
ONLINE & PRINT



TRANSPORT & LOGISTICS SERVICES



SUSTAINABLE DEVELOPMENT & ENERGIES

DAY 2

20 March 2024
ONLINE & PRINT



INTRALOGISTICS, ROBOTICS & AUTOMATION



TRANSPORT MODES/ MULTIMODALITY: **Maritime Day**



PACKAGING, CONDITIONING & PALLET

DAY 3

21 March 2024
ONLINE & PRINT



TECHNOLOGIES & IOT SYSTEMS - **Cybersecurity & new technologies**



REAL ESTATE & URBAN LOGISTICS



TRANSPORT MODES/ MULTIMODALITY: **Rail Freight Day**



PRINT / AD OPPORTUNITIES



ADVERTORIAL (IN ONE EDITION)	(€)
• 1/2 page	2,100
• 1 full page	3,600
• 1 double page	6,300

HALL PLAN	(€)
• Large logo & Stand N°	2,000
• Standard-sized Logo & Stand N°	500
• Standard-sized Logo & Stand N° + QR code	1,000

PRODUCT SPOTLIGHT	(€)
Photo, description, 3 USPs & Stand N°	
• 1/2 page	2,100

SMARTGUIDE	(€)
Customized publication (24 pages). Insertion into 1 edition of SITL Daily from	37,000

ADVERTISING RATES (€)

Advertising space is only available for exhibitors of SITL

ADVERTISEMENT	All Editions	Online Preview (12 March)	Day 1 or Day 2 (19 March) (20 March)		Day 3 (21 March)
			Print & Online Versions		
• 1/4 page	3,500	500	1,000	800	
• 1/3 page	5,000	700	1,300	1,100	
• 1/2 page	7,000	900	1,750	1,500	
• 1 full page	11,500	1,500	3,000	2,500	
• 1 double page	21,000	2,700	5,400	4,600	

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



NEW! SITL DAILY QR CODE CARD

6,000 units.
Logo on card, exclusive position
from € 7,500



SPONSORING OF CONFERENCE PROGRAMME (€)

Back cover	7,000
1/5 banner on Front Cover	4,500
Logo on Front Cover (3 spaces available)	1,500



Logo & stand N° on front cover - Example

HIGHLIGHT POSITIONS ALL EDITIONS (PREVIEW INCLUDED)	(€)
• Logo & stand N° on front cover	4,500
• 1/5 page banner on front cover	11,500
• 1 full page advertisement, first 12 pages	13,000
• 1 double page advertisement, first 12 pages	24,000
• Inside front cover, double page	31,000
• Inside back cover	14,000
• Back cover	17,000
• Insert in the magazine	on demand

PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1/2 PAGE ADVERTISEMENT	1/2 PAGE ADVERTISEMENT	1 FULL PAGE ADVERTISEMENT	1 DOUBLE PAGE ADVERTISEMENT
1 STANDARD LOGO ON THE HALL PLAN FREE BONUS	1/2 PAGE ADVERTORIAL	1 FULL PAGE ADVERTORIAL	1 FULL PAGE ADVERTORIAL
	1 STANDARD LOGO & QR CODE ON THE HALL PLAN FREE BONUS	1 ONLINE SHORT ARTICLE FREE BONUS	1 ONLINE SHORT ARTICLE FREE BONUS
		1 STANDARD LOGO & QR CODE ON THE HALL PLAN FREE BONUS	1 LARGE LOGO ON THE HALL PLAN FREE BONUS
1,750 €	3,850 €	6,600 €	9,000 €

[3]

SCROLL TO READ THE REVIEW EDITION OF SITL DAILY

[2]

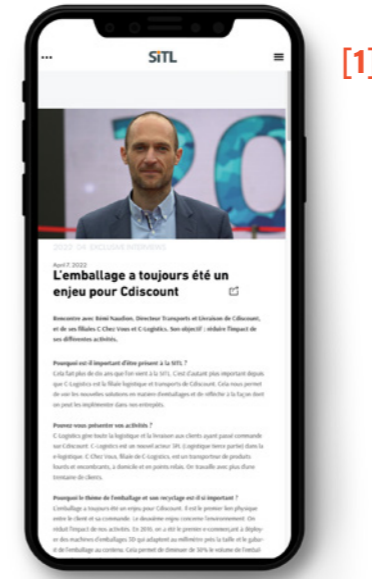
MISSION POSSIBLE 🇫🇷 SITL 2022 proves to be a resounding success - a blueprint for the industry in the context of reinvention and transition

MISSION POSSIBLE 🇫🇷 La SITL 2022 couronnée de succès - le rendez-vous incontournable pour l'industrie dans un contexte de réinvention et de transition mission

EPISODE #33 SITL News
Fabien Esnout
Président & Fondateur de SprintProject

Jan 9, 2023 - Episode 33
#33 L'innovation ? Une clé pour sortir des crises ?

2022 NEWS REVIEW
"Nous sommes très satisfaits de cette édition"
Apr 13, 2022 Read: 5 min.
Laurence Gaborieau Directrice de la Division Transport & Logistique, Tourisme et Sport RX France, organisatrice de la SITL. Laurence Gaborieau dresse le bilan de cette 30e édition de la SITL qui a séduit les acteurs du



RATES

SITLDAILY.COM

- **In-Depth Article:** up to 600 words
1st positions on the day of publication **[1]** € 1,400
- **Short Article:** up to 270 words
1st positions on the day of publication € 600

OPTIONS

- **Global sponsoring [2]**
Your branding on all sections
1 month:
(including 2 in-depth articles) € 19,500

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 € 16,500

NEWSLETTER INCLUSION

Your article highlighted in 1 newsletter: 1,200

e-Mailing

MENU ENTRY [3]

- Dedicated Menu Point
- Dedicated Branded Page with your contents
- 6 Articles (3 In-Depth, 3 Short)
- 2 newsletter inclusions

Website example

Show Dailies section



e-Mailing

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:**

8th March 2024

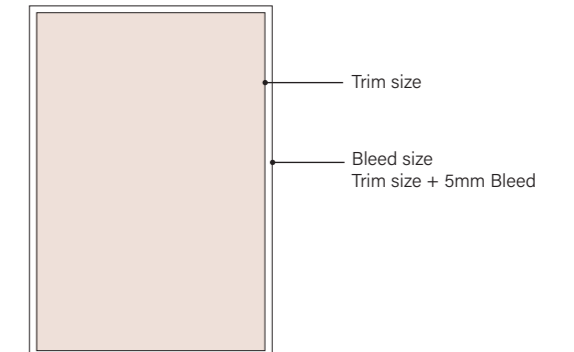
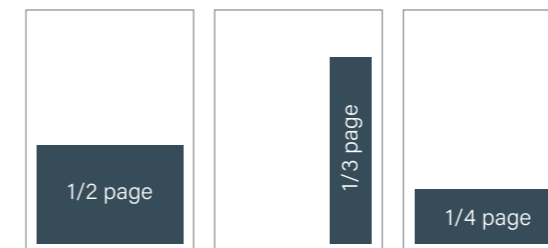
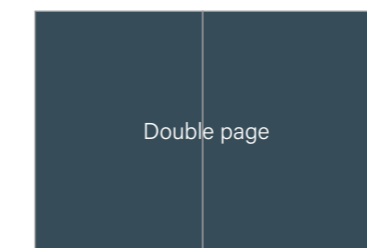
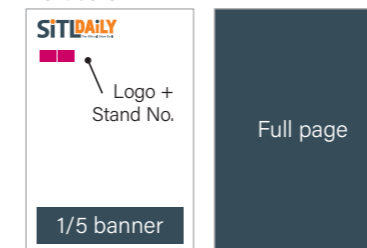
Contact:

production@cleverdis.com

Tel: +33 (0)442 77 46 00

PRINT / TECHNICAL SPECIFICATIONS

Front Cover



HALL PLAN

Standard-sized Logo & Stand No.	32 x 20 mm
Large Logo & Stand No.	74 x 54 mm

Large Logo

Standard-sized 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 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 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 / SITL 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

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:**
8th March 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 1500px 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

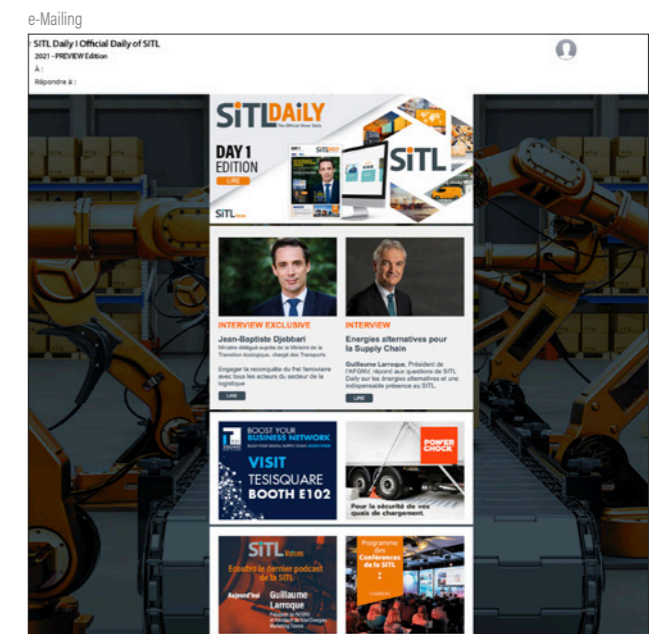
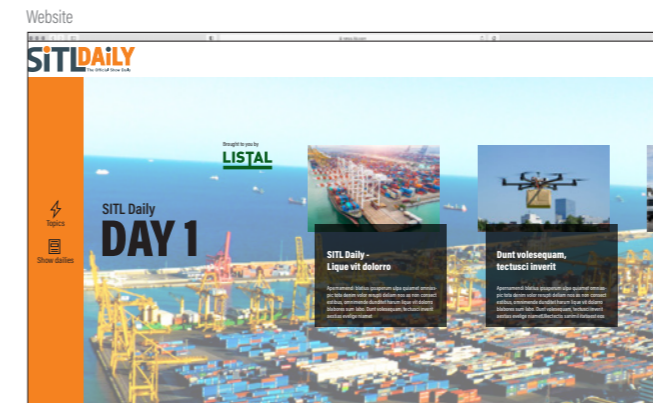
Featured Article

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.



**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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CLEVERDIS