

## 2024 MEDIA KIT

AN INTEGRAL PART OF  
YOUR SHOW COMMUNICATION!



SITL Daily / 2024 Mockup

**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

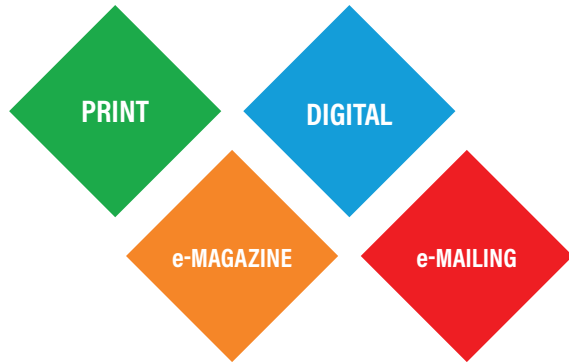
**SITL DAILY IS THE EXCLUSIVE OFFICIAL  
DAILY MAGAZINE OF SITL**



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**

**WHO ARE THE BUYERS?**

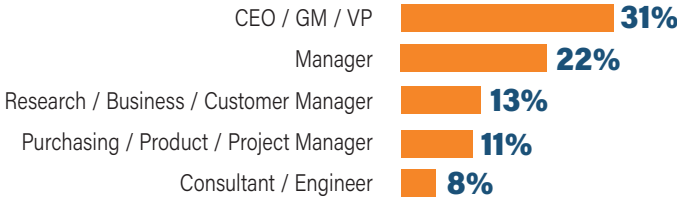
**JOB TITLES**



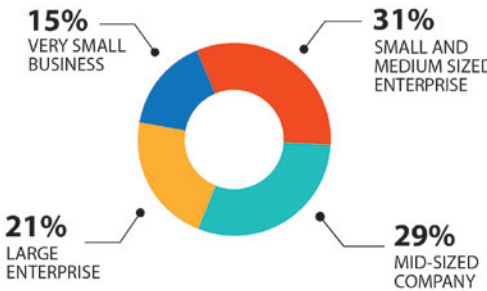
Logistics, Transport,  
Supply Chain, Purchasing  
Services, Strategy Product  
Managers, R&D,  
General Management,  
Operations Managers...

**WHO IS VISITING?**

**71%  
DECISION  
MAKERS**



**Sizes of the companies  
visiting SITL**



**“** 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



**“** Le Daily est un magazine bien construit et un bon outil de communication pour Jungheinrich sur le salon SITL. Bravo à toute l'équipe !

**Alain Ferrand**  
Directeur Solutions d'Entreposage,  
Jungheinrich France



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
- METAPHORPHOSE CENTER: Conference & Networking spaces
- VIP Buyers Lounge
- 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



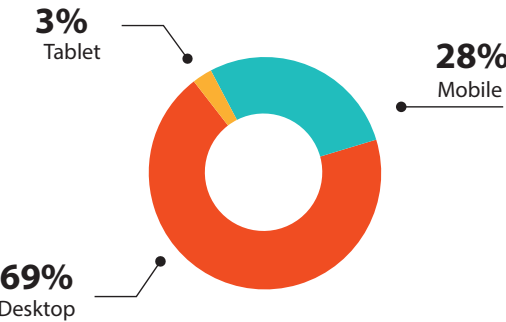
sitldaily.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

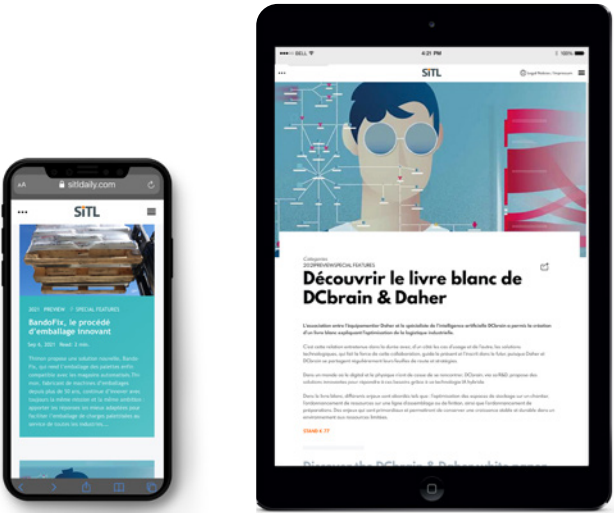
STATISTICS\*

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

12 March 2024  
ONLY ONLINE

SITL 2024 SNEAK PEEK

### DAY 1

19 March 2024  
ONLINE & PRINT



TRANSPORT & LOGISTICS SERVICES



ALTERNATIVE ENERGIES



CONSULTING, CAREER & FUNDING

### DAY 2

20 March 2024  
ONLINE & PRINT



INTRALOGISTICS, ROBOTICS & AUTOMATION



TRANSPORT EQUIPMENT



PACKAGING & PALLET

### DAY 3

21 March 2024  
ONLINE & PRINT



TECHNOLOGIES, IOT & INFORMATION SYSTEMS



REAL ESTATE



INFRASTRUCTURES & TERRITORIES





PRINT / AD OPPORTUNITIES



| ADVERTISING RATES (€) |              |                |                       | Advertising space is only available for exhibitors of SITL |                         |  |  |
|-----------------------|--------------|----------------|-----------------------|--|-------------------------|--|--|
| ADVERTISEMENT         | All Editions | Online Preview | Day 1, Day 2 or Day 3 |  | Print & Online Versions |  |  |
| • 1/4 page            | 3,200        | 550            |                       |  | 1,000                   |  |  |
| • 1/3 page            | 4,100        | 650            |                       |  | 1,300                   |  |  |
| • 1/2 page            | 5,600        | 950            |                       |  | 1,750                   |  |  |
| • 1 full page         | 9,600        | 1,700          |                       |  | 3,000                   |  |  |
| • 1 double page       | 17,400       | 3,150          |                       |  | 5,400                   |  |  |

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



Logo & stand N° on front cover - Example

| HIGHLIGHT POSITIONS ALL EDITIONS (PREVIEW INCLUDED) | (€)       |
|---|-----------|
| • Logo & stand N° on front cover                    | 3,400     |
| • 1/5 page banner on front cover                    | 11,500    |
| • Inside front cover, double page                   | 22,800    |
| • Inside back cover                                 | 11,300    |
| • Back cover  | 13,400    |
| • Bookmark - in one edition                         | 6,900     |
| • Insert in the magazine                            | on demand |

| ADVERTORIAL (IN ONE EDITION) | (€)     |
|------------------------------|---------|
| • 1/2 page                   | € 2,200 |
| • 1 full page                | € 3,750 |
| • 1 double page              | € 6,600 |

| PRODUCT SPOTLIGHT                     | (€)   |
|---------------------------------------|-------|
| Photo, description, 3 USPs & Stand N° |       |
| • 1/2 page                            | 2,200 |

| HALL PLAN                                  | (€)     |
|--|---------|
| • Large logo & Stand N°                    | € 2,100 |
| • Standard-sized Logo & Stand N°           | € 550   |
| • Standard-sized Logo & Stand N° + QR code | € 1,050 |

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



**NEW!**  
**SITL DAILY QR CODE CARD**

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



| CONFERENCE PROGRAMME (€)                    |       |
|---|-------|
| Back cover                                  | 7,000 |
| 1/5 banner on Front Cover                   | 4,500 |
| Logo on Front Cover<br>(3 spaces available) | 1,500 |

|  | YOUR VIDEO INTERVIEW                | (€)   |
|--|-------------------------------------|-------|
|  | 4-5min / published on sitldaily.com | 1,900 |

PACKAGES

| STARTER  | ADVANCED   | PREMIUM  | PREMIUM PRO   |
|--|--|--|---|
| 1/2 PAGE ADVERTISEMENT<br>1 STANDARD LOGO ON THE HALL PLAN<br>FREE BONUS | 1/2 PAGE ADVERTISEMENT<br>1/2 PAGE ADVERTORIAL<br>1 STANDARD LOGO & QR CODE ON THE HALL PLAN<br>FREE BONUS | 1 FULL PAGE ADVERTISEMENT<br>1 FULL PAGE ADVERTORIAL<br>1 ONLINE SHORT ARTICLE<br>FREE BONUS<br>1 STANDARD LOGO & QR CODE ON THE HALL PLAN<br>FREE BONUS | 1 DOUBLE PAGE ADVERTISEMENT<br>1 FULL PAGE ADVERTORIAL<br>1 ONLINE SHORT ARTICLE<br>FREE BONUS<br>1 LARGE LOGO ON THE HALL PLAN<br>FREE BONUS |
| 1,750 €  | 3,950 €  | 6,750 €  | 9,150 €   |

DIGITAL / AD OPPORTUNITIES sitldaily.com

[3]

Podcast

Videos

Our Dailies :  
Preview  
Day 1  
Day 2  
Day 3  
Day 4  
REVIEW

E-Magazines

Programme

Edition 2021

SITLDAILY  
The Official Show Daily

PREVIEW

SITL DAILY

2022

LE BAROMETRE DE L'INDUSTRIE

2022 SITL THE BAROMETER OF THE INDUSTRY

GMR

SYSTEME DE BLOCAGE DE ROUE

SCROLL TO READ THE REVIEW EDITION OF SITL DAILY

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 Esnault

Président & Fondateur de SprintProject

Jan 9, 2023, Episode 33

#33 L'innovation ? Une clé pour sortir des crises ?

15:48

2022

NEWS REVIEW

"Nous sommes très satisfaits de cette édition"

Apr 13, 2022

Read: 5 min.

Laurence Gaborieau Directrice de la Division Transport à Logistique, Tourisme et Sport RX France, organisatrice de la SITL. Laurence Gaborieau dresse le bilan de cette 39e édition de la SITL qui a séduit les acteurs du

[1]

| RATES   |          |
|---|----------|
| SITLDAILY.COM   |          |
| • In-Depth Article: up to 600 words<br>1 <sup>st</sup> positions on the day of publication [1]  | € 1,400  |
| • Short Article: up to 270 words<br>1 <sup>st</sup> positions on the day of publication   | € 600    |
| OPTIONS   |          |
| • Global sponsoring [2]<br>Your branding on all sections<br>1 month:<br>(including 2 in-depth articles)   | € 17,000 |
| OPTIONS   |          |
| MENU ENTRY [3]  |          |
| • Dedicated Menu Point<br>• Dedicated Branded Page with your contents<br>• 6 Articles (3 In-Depth, 3 Short)<br>• 2 newsletter inclusions<br>1 month | € 16,000 |

NEWSLETTER INCLUSION

Your article highlighted in 1 newsletter: 1,200

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

10

11

January 2024 - Non contractual document



PRINT / TECHNICAL SPECIFICATIONS



SITL Daily / 2024 Mockup



| 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

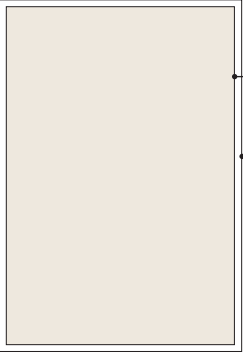
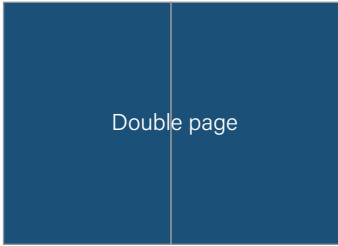
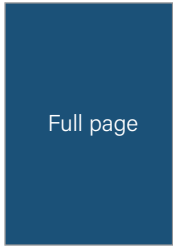
|                                 |              |              |
|---------------------------------|--------------|--------------|
| Logo + Stand No. on front cover |              |              |
| 1/5 banner on front cover       | 220 x 54 mm  |              |
| Inside front cover              | 240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

>> **Material Deadline:**  
**8<sup>th</sup> March 2024**

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

PRINT / TECHNICAL SPECIFICATIONS

Front Cover



Trim size  
Bleed size  
Trim size + 5mm Bleed

**HALL PLAN**

**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.

## 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: 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.

## DIGITAL / TECHNICAL SPECIFICATIONS

→ [sitldaily.com](https://sitldaily.com)

### GLOBAL SPONSORING - SECTION SPONSORING

- Background image: 3,409 x 1,500 px - HD
- Logo: svg
- URL link

### ENTRY MENU PACKAGE

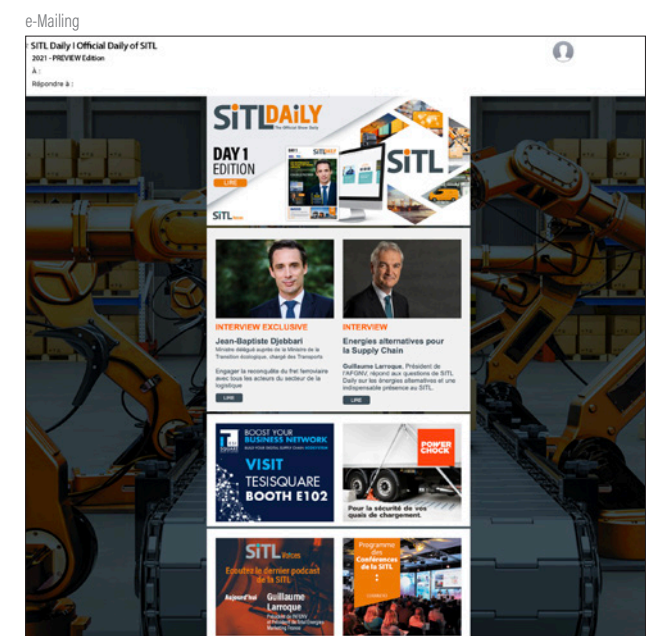
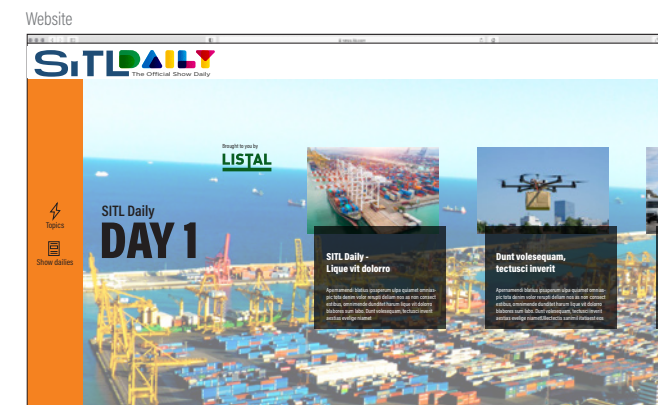
- Background image: 3,409 x 1,500 px - HD
- Logo: svg
- URL link
- e-Mailing section banner: 2,560 x 1,440 px - HD

### FEATURED ARTICLE

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

>> **Material Deadline:**  
**8<sup>th</sup> March 2024**

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





**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**

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*Project Manager*  
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#### **EDITORIAL TEAM**

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**CLEVERDIS**