



2025 MEDIA KIT

AN INTEGRAL PART OF
YOUR SHOW COMMUNICATION!



SITL Daily / 2024 Editions

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

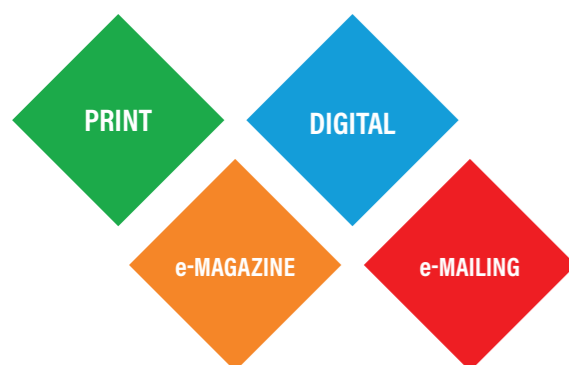
SITL DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF SITL



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: RX Global 2023/2024

500+
EXHIBITORS

25,000+
PARTICIPANTS

9 SECTORS

100+
CONFERENCES

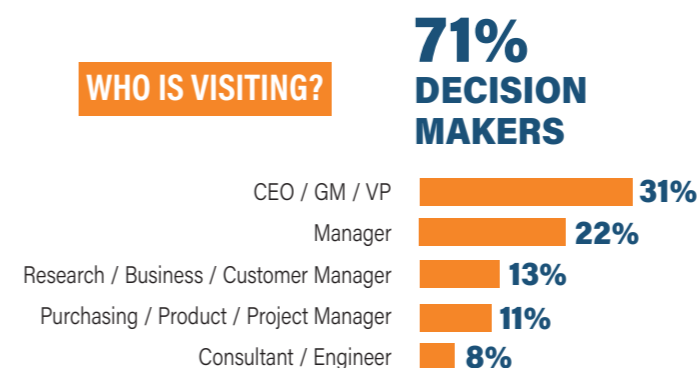
WHO ARE THE BUYERS?

JOB TITLES



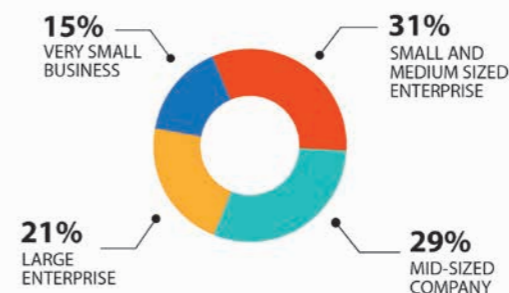
Logistics, Transport,
Supply Chain, Purchasing
Services, Strategy Product
Managers, R&D,
General Management,
Operations Managers...

WHO IS VISITING?



Sizes of the companies

visiting SITL



Olivier Poncelet
General Delegate at TLF

“ SITL Daily is an essential tool for informing people about developments in the sector at SITL, helping to demystify the complexities of our industry and stimulating dialogue between key players in the sector.



Gaétan Jetté
President and founder of GMR Safety

“ SITL Daily is the exhibitors' showcase, giving us real visibility. The team is top notch, really a great approach.



Guillaume Larroque
President of AFGNV

“ SITL creates intelligence, added value, and knowledge. And its media - SITL Daily - responds to that.



Eric Faveron
Site Maintenance Manager at C-Logistics

“ The official daily is a real value-add and contributes to connecting the different actors at the show. We can get a bigger picture of all relevant topics!



Alain Ferrand
Director of Warehousing Solutions, Jungheinrich France

“ The Daily is a well-constructed magazine and a good communication tool for Jungheinrich at SITL. Well done to the whole team!

CIRCULATION / PRINT

DAY 1
4,000
copies

DAY 2
4,000
copies

DAY 3
4,000
copies

STRATEGIC DISTRIBUTION POINTS

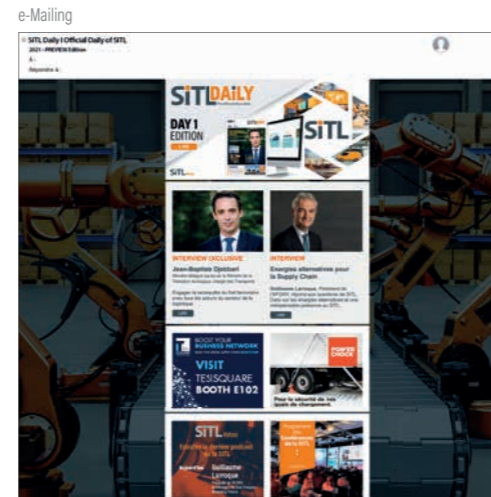
- All main entrances
- All main information counters
- Conference & Networking spaces
- VIP Buyers Lounge
- Exhibition show floor
- International press stand
- Media Centre
- Top 50 Partners' & Participants' stands
- Over 20 leading hotels

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.

• **4 e-mailings**
(PREVIEW - DAY 1, 2 and 3)



SOCIAL MEDIA

SITL Daily contents are promoted through the SITL social media channels

 **1,9K**
FOLLOWERS

 **7K**
FOLLOWERS

 **3,2K**
FOLLOWERS

WEBSITE / STATISTICS

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

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



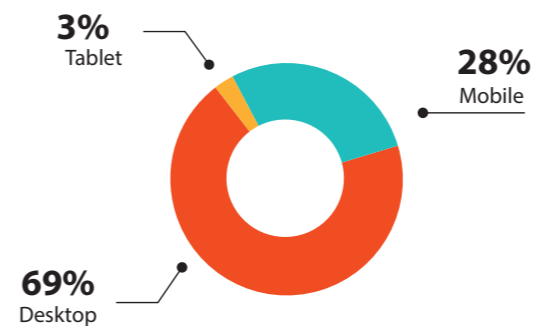
sitldaily.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

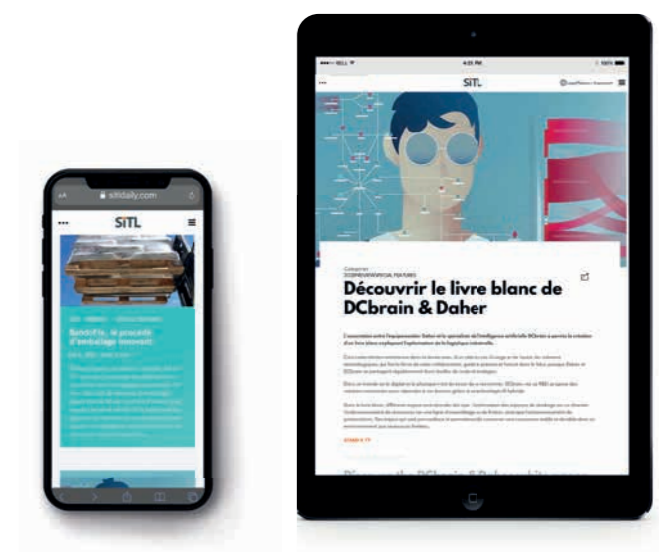
STATISTICS*

Users **11,500**
Pageviews **17,200**
Average spent time **1:52**

Device Access:



* March 2024



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 & REGIONAL SPOTLIGHTS

PREVIEW

25 March 2025
ONLY ONLINE

SITL 2025 SNEAK PEEK

DAY 1

1 April 2025
ONLINE & PRINT



TRANSPORT & LOGISTICS SERVICES



ALTERNATIVE ENERGIES



CONSULTING, CAREER & FUNDING

REGIONAL SPOTLIGHT: **SPAIN**

DAY 2

2 April 2025
ONLINE & PRINT



INTRALOGISTICS, ROBOTICS & AUTOMATION



TRANSPORT EQUIPMENT



PACKAGING & PALLET

REGIONAL SPOTLIGHT: **ITALY**

DAY 3

3 April 2025
ONLINE & PRINT



TECHNOLOGIES, IOT & INFORMATION SYSTEMS



REAL ESTATE



INFRASTRUCTURES & TERRITORIES

REGIONAL SPOTLIGHT: **BELGIUM**



PRINT / AD OPPORTUNITIES



SITL Daily / 2025 Day 1

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 (Only available as part of our PACKAGES) (€)

| | |
|--|---------|
| • 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).
Insertion into 1 edition of SITL Daily from

| | |
|--|--------|
| | 37,000 |
|--|--------|



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 (3 spaces available) | 1,500 |

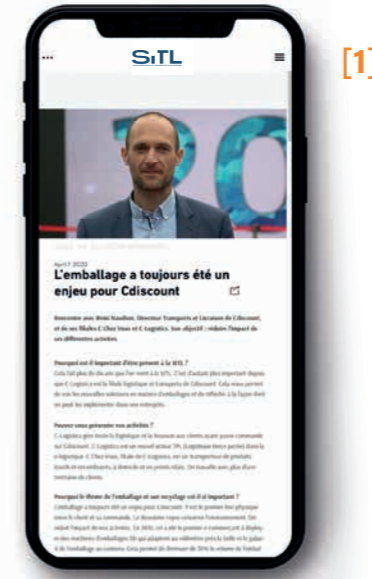
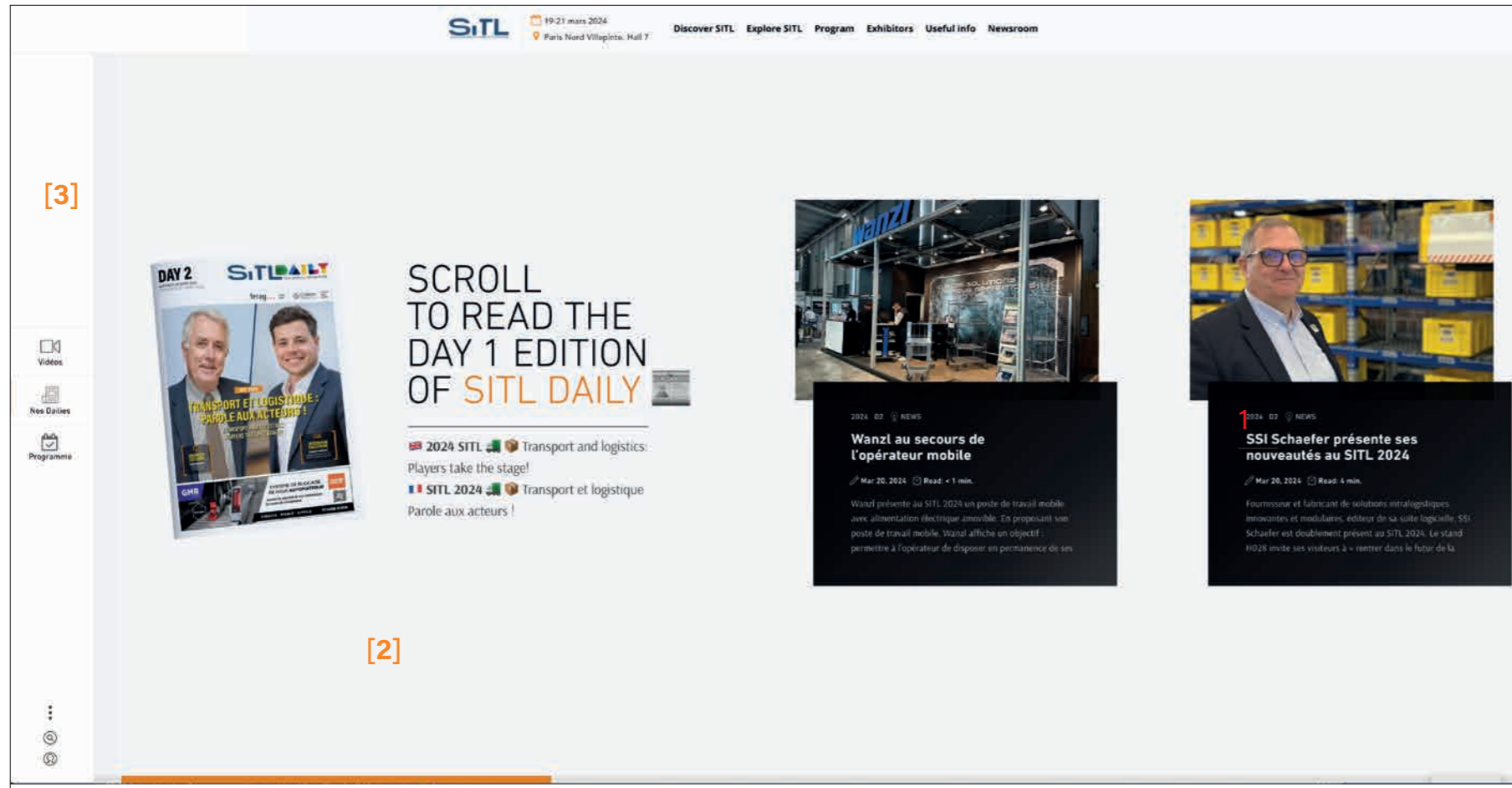


YOUR VIDEO INTERVIEW (€)

4-5min / published on sitldaily.com 1,900

PACKAGES

| STARTER | ADVANCED | PREMIUM | PREMIUM PRO |
|----------------------------------|--|--|-------------------------------|
| 1/2 PAGE ADVERTISEMENT | 1/2 PAGE ADVERTISEMENT | 1 FULL PAGE ADVERTISEMENT | 1 DOUBLE PAGE ADVERTISEMENT |
| 1 STANDARD LOGO ON THE HALL PLAN | 1/2 PAGE ADVERTORIAL | 1 FULL PAGE ADVERTORIAL | 1 FULL PAGE ADVERTORIAL |
| FREE BONUS | 1 STANDARD LOGO & QR CODE ON THE HALL PLAN | 1 ONLINE SHORT ARTICLE | 1 ONLINE SHORT ARTICLE |
| | FREE BONUS | 1 STANDARD LOGO & QR CODE ON THE HALL PLAN | 1 LARGE LOGO ON THE HALL PLAN |
| | | FREE BONUS | FREE BONUS |
| 1,750 € | 3,950 € | 7,350 € | 9,750 € |



RATES

SITLDAILY.COM

- **In-Depth Article:** up to 600 words
1st positions on the day of publication [1] € 1,400
- **Short Article:** up to 200 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) € 17,000

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 € 16,000

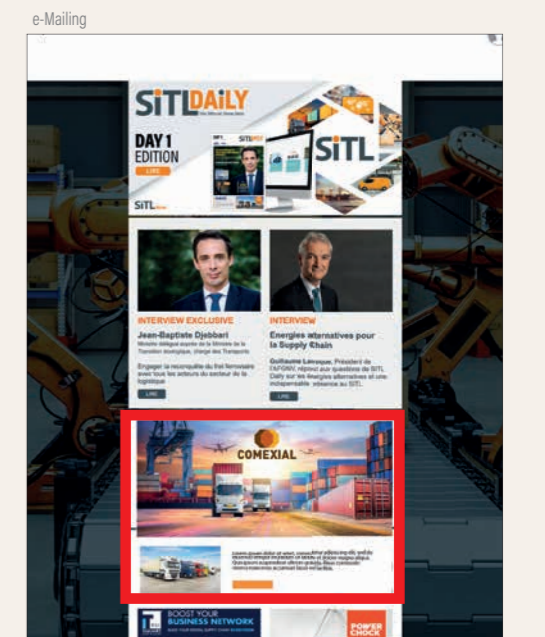
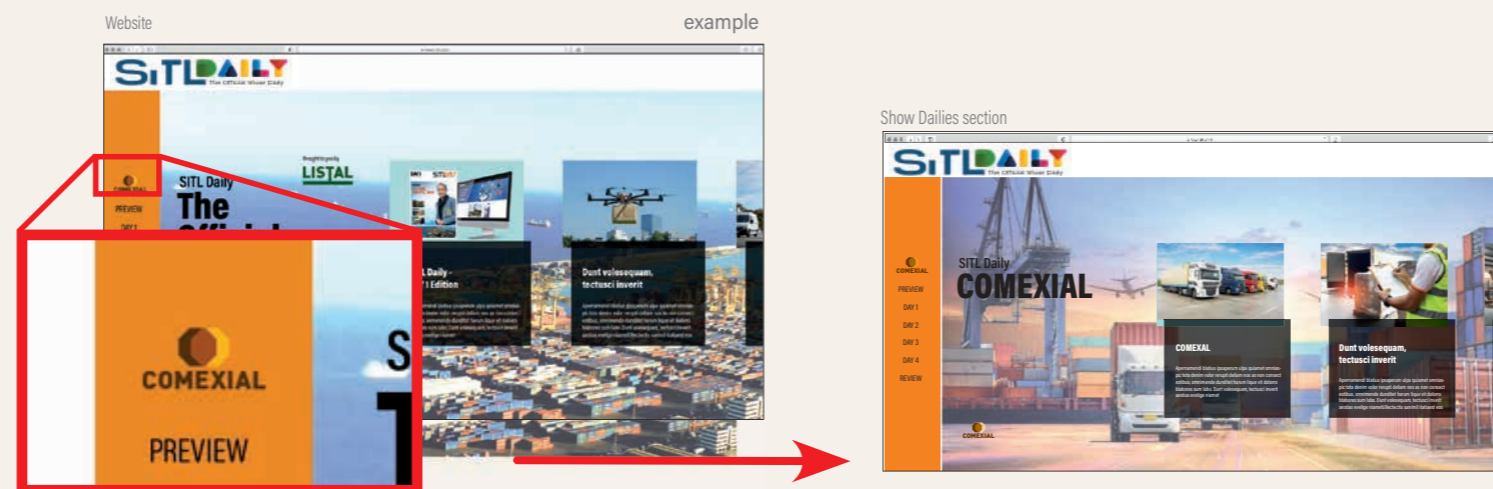
NEWSLETTER INCLUSION

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



PRINT / TECHNICAL SPECIFICATIONS

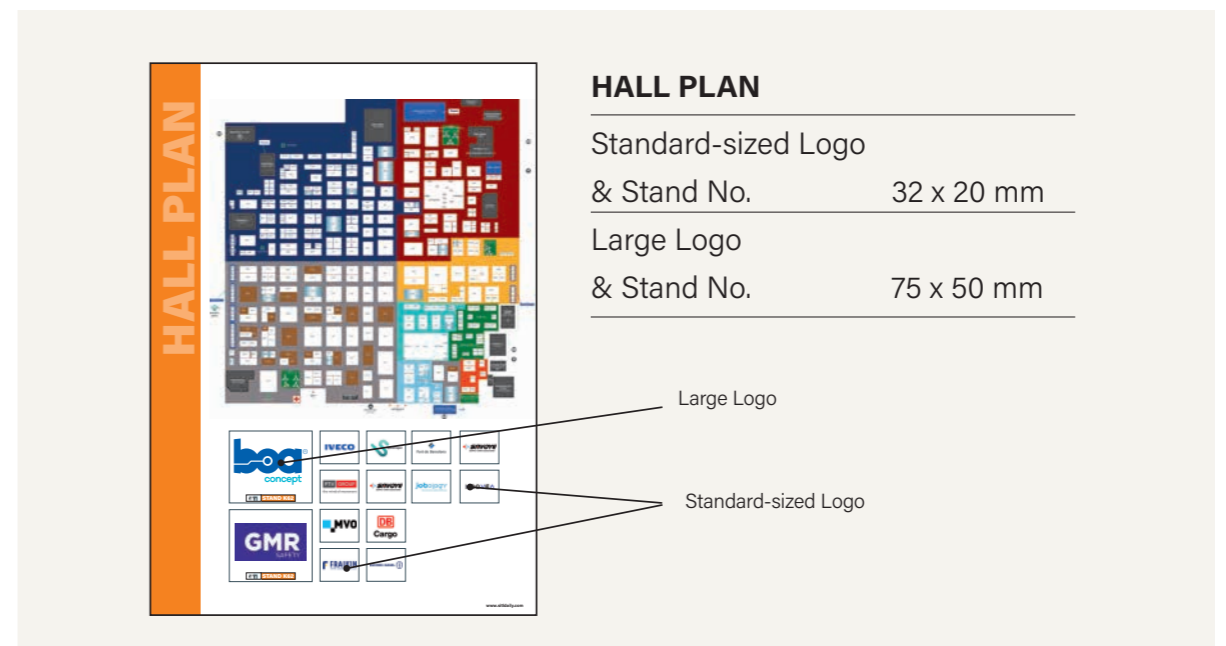
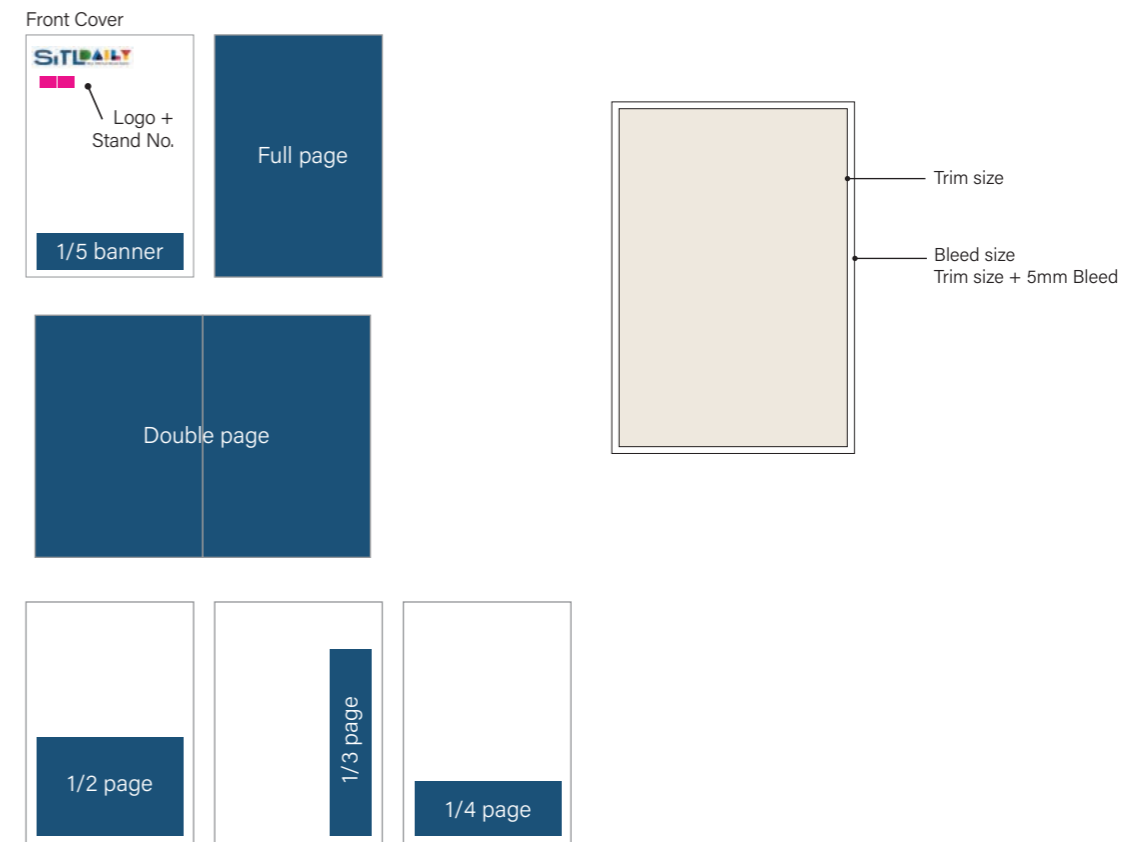


| STANDARD POSITIONS | Trim size | Bleed size |
|--------------------|--------------|--------------|
| Full page | 240 x 330 mm | 250 x 340 mm |
| Double page | 480 x 330 mm | 490 x 340 mm |
| 1/2 page | 220 x 136 mm | |
| 1/3 page | 66 x 280 mm | |
| 1/4 page | 220 x 68 mm | |

| HIGHLIGHT POSITIONS | Trim size | Bleed size |
|---------------------------------|--------------|--------------|
| 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:
17th March 2025
Contact:
production@cleverdis.com
 Tel: +33 (0)442 77 46 00

PRINT / TECHNICAL SPECIFICATIONS



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

- Double page: 430 words
- Full page: 230 words
- Half-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.

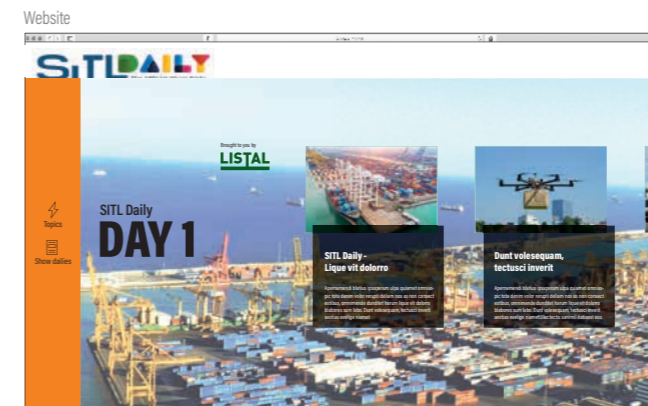
DIGITAL / TECHNICAL SPECIFICATIONS

GLOBAL SPONSORING - SECTION SPONSORING

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

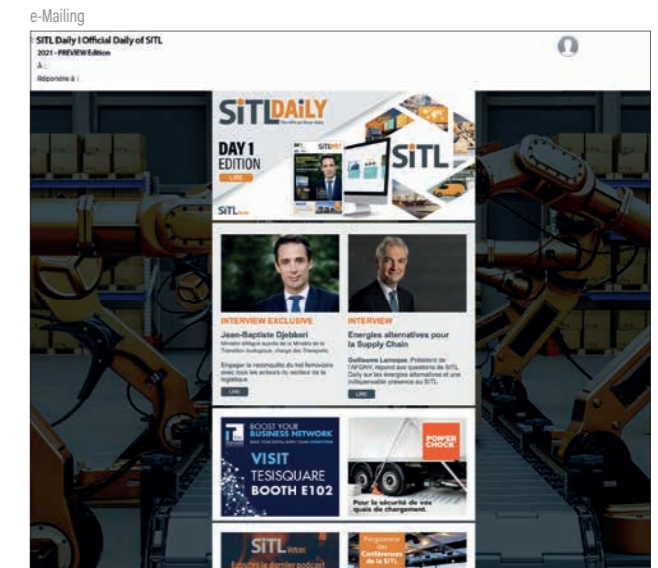
ENTRY MENU PACKAGE

- 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 550 words
- Standard article: up to 200 words
- Images: jpg - HD
- Videos: YouTube link



>> Material Deadline: 17th March 2025

Contact: production@cleverdis.com

Tel: +33 (0)442 77 46 00



In partnership with Click A Tree, we have grown a forest of 2,500 trees in the Philippines, covering 3,125m² and absorbing over 732.5t of CO₂.

Additionally, 2,500kg of ocean plastic has been collected, offsetting the carbon emissions from magazine production, distribution, and team travel. This initiative not only benefits the environment but also creates jobs in rural Philippines and repurposes plastic into school chairs.

Cleverdis achieved carbon neutrality in 2024 and plans

to maintain it by offsetting emissions through tree planting, recycling, and social projects. An ongoing audit with Greenly will ensure all 2024 emissions are offset in 2025, alongside efforts to reduce them, such as limiting travel and minimizing the digital footprint. CSR remains central to our growth strategy.



**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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CLEVERDIS