



# ITB BERLIN NEWS

The Official Information Source



**ITB  
BERLIN**

4-6 MARCH  
2025  
BERLIN

# 2025 MEDIA KIT



## KEY BENEFITS FOR EXHIBITORS:

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



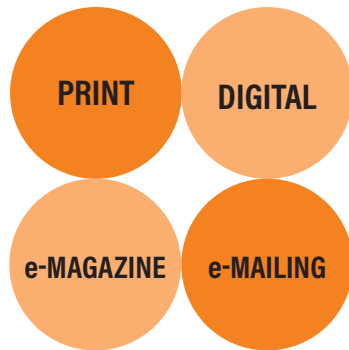
NEWS LIVE  
FROM THE SHOW

SPECIAL  
FEATURES

REGIONAL  
SPOTLIGHTS



## ITB BERLIN NEWS IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF ITB BERLIN



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

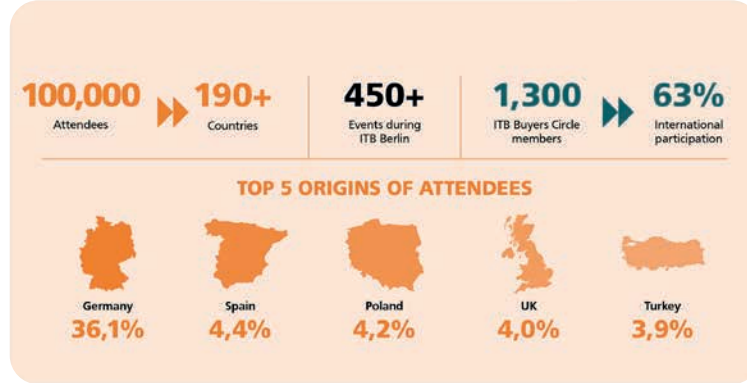
It is THE source of information for all trade professionals and international press, and covers the event live from the fair.

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



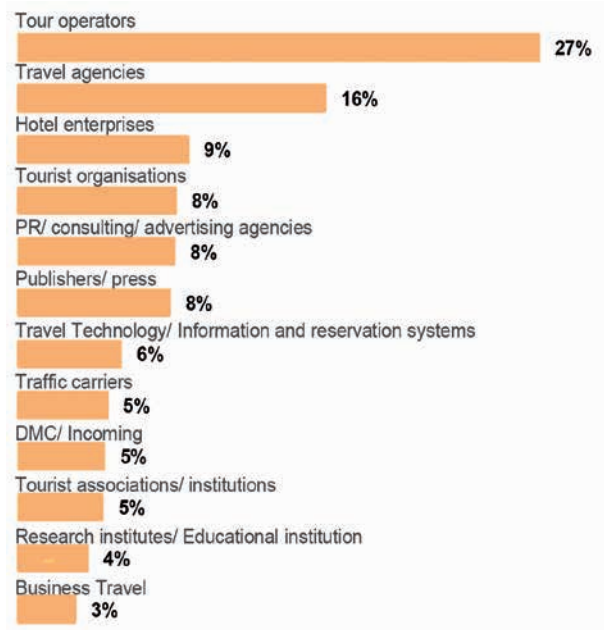
## FIGURES & READER PROFILE

Source: ITB Berlin 2023/24



## LINE OF BUSINESS

(Multiple citations / Extract employed trade visitors > 2%)



## TESTIMONIALS



**Tony Lübeck**  
Lime Travel  
ITB Buyers Circle Member

ITB Berlin News is a great way to be updated, as it's quite impossible to cover everything when it comes to ITB being one of the largest trade shows. I also like the mix of news and trivia.



**Mirela Kumbaro**  
Minister of Tourism and the Environment, Albania

ITB Berlin News serves as an essential communication platform not only during the fair itself but also beyond. Albania utilized this channel effectively to showcase its events and highlight its tourism potential throughout the three days of ITB Berlin 2024. We firmly believe in maintaining this collaboration into 2025, especially as Albania assumes the role of Host Country for ITB Berlin.



**Chris Kaiser**  
CEO, Founder, Click A Tree

They're all great sources of news when navigating the ITB. I personally love the magazine: When I'm at the show, I get updated about the latest happenings, learn about trendy topics and get inspired about which companies I should meet up with.



**HON. Peninah Malonza**  
Kenya - Former Cabinet Secretary - Ministry of Tourism, Wildlife and Heritage

ITB News has become an authoritative media platform to update on destination news or information and thereby enhance top of mind awareness about destinations as well as their attractions.



**Norbert Fiebig**  
President, German Travel Association (DRV)

A good cup of coffee and the ITB daily - this is how a day at the fair can start well informed. For me? A must.



CIRCULATION / PRINT

DAY 1 11,000 copies	DAY 2 9,000 copies	DAY 3 9,000 copies
---------------------------	--------------------------	--------------------------

• Day 1 edition benefits from an extra distribution at the opening gala (3<sup>rd</sup> March 2025).

STRATEGIC DISTRIBUTION POINTS

- All main entrances
- All main information counters
- ITB Berlin News distribution bike
- ITB Buyers Circle
- Convention Area
- Media Centre
- Top 50 Partners' & Participants' stands
- Over 100 Leading Berlin Hotels

CIRCULATION / ONLINE ➔ news.itb.com

Daily Newsletter to  
> 25,000 contacts

Promotion of the edition of the day in the ITB newsletters, sent out every morning to trade visitors, exhibitors and press before, during and after the fair for a full media coverage.

• 5 newsletters  
(PREVIEW - DAY 1, 2 and 3 - REVIEW)



SOCIAL MEDIA

ITB Berlin News contents are promoted through the ITB social media channels

75,400 FOLLOWERS	24,000 FOLLOWERS
31,400 FOLLOWERS	14,620 MEMBERS

WEBSITE / STATISTICS

Full contents  
& e-Magazines online  
@ news.itb.com

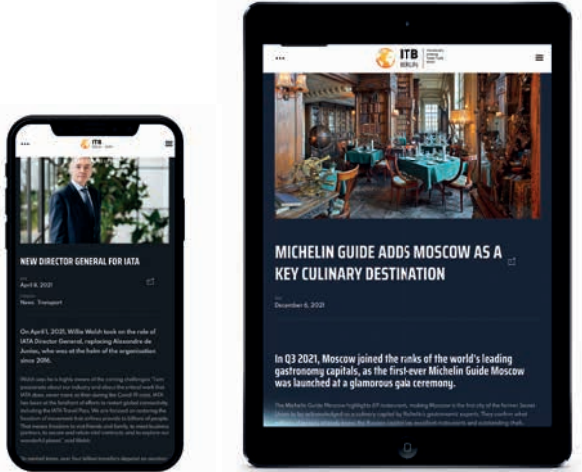
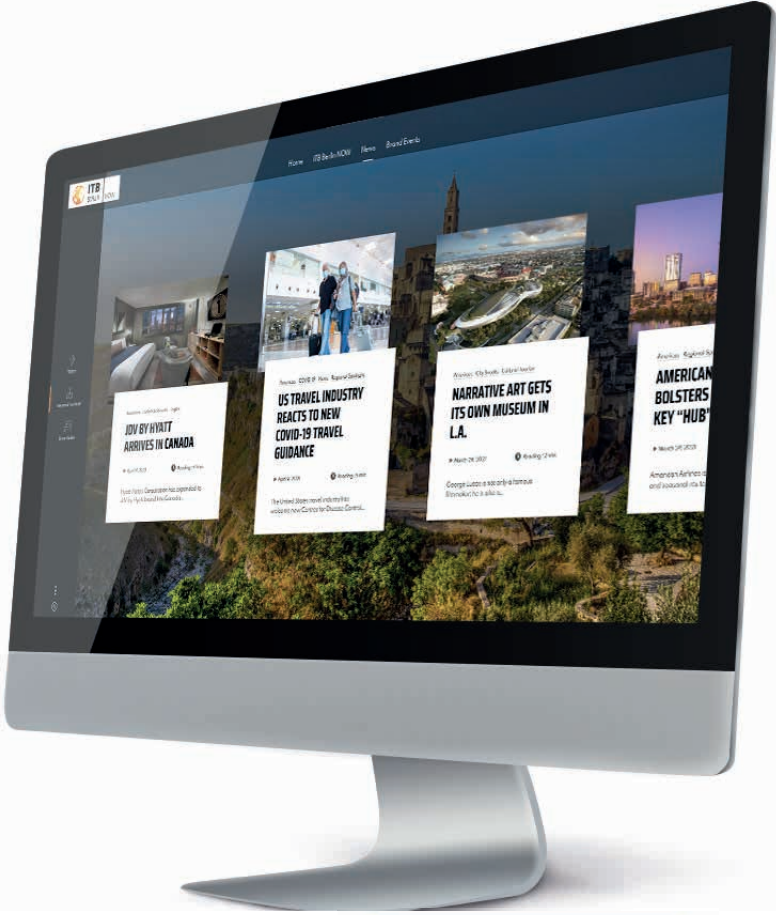
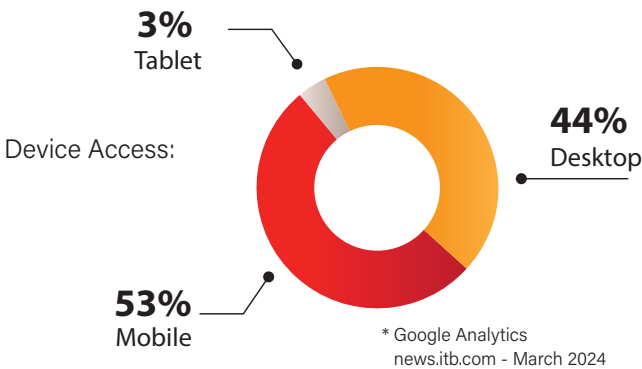
Full integration of contents  
into digital event tools

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

RESPONSIVE & POWERFUL

STATISTICS\*

March 2024  
Users: 53K  
Page views: 76K  
Average time spent: 1,5 mn



EDITORIAL CONTENT

Content is designed to be highly **relevant** and useful for trade visitors & press, helping them to **set their show agenda** and **define their priorities**, as well as giving them the “big picture” with market data and leaders’ strategies.

Benefit from this **unique communication platform** to get YOUR message across. Contact our editorial team for themes and interview.



DAILY SECTIONS

SHOW NEWS

The top stories of the day of interest to international trade visitors, including major announcements & debates.

ITB BERLIN CONVENTION

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 ITB Berlin explain why they're here and what their personal “ITB highlights” are.

MARKET TRENDS

Important industry trends and interviews with leading analysts from organisations such as UNWTO, WTTC, IPK, PhocusWright, Deloitte, etc.

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

Members of the ITB Buyers Circle explain their current key concerns and discuss some of the most interesting offers they have seen at the show.

SUSTAINABILITY & CSR

CSR (Corporate Social Responsibility) and eco-tourism - initiatives to reduce our impact on our planet.

WHERE TO GO IN BERLIN

A definitive guide on where to go out in Berlin to make the international visitors feel much more “at home” in this exciting city.

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of ITB Berlin News?

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 EDITION

[26 February 2025 ]

- Youth travel
- Adventure Travel & Sustainable Tourism
- Career Center

- Americas & Caribbean
- Oceania

DAY 1 EDITION

[4 March 2025 ]

- Travel Technology
- TTA – Technology, Tours & Activities
- Transport
- Sports Tourism
- City Breaks

- Albania Official Host Country ITB Berlin 2025
- Europe
- German-speaking Countries



DAY 2 EDITION

[5 March 2025 ]

- Cultural Tourism - Authentic Cultural Experiences
- Luxury Travel
- Hospitality
- Cruises
- Nature Tourism
- Gastronomy & Wine Tourism
- Mega-Events

- Middle East
- Africa

DAY 3 EDITION

[6 March 2025 ]

- Business Travel
- Family Destinations & Resorts, Amusement Parks
- Golf Tourism
- Wellness
- Medical Tourism
- LGBTQ+ Tourism
- MICE

- Asia

REVIEW EDITION

[13 March 2025 ]

- OUTLOOK
- A LOOK BACK AT KEY HIGHLIGHTS OF ITB BERLIN 2025



PRINT / AD OPPORTUNITIES



ADVERTISING RATES\* (€)

Advertising space is only available for exhibitors of ITB Berlin

ADVERTISEMENT	All Editions	Online Preview & Review (26 February) (13 March)		Day 1 or Day 2 (4, 5 March)	Day 3 (6 March)
				Print & Online Versions	
• 1/4 page	5,250	750		1,400	1,100
• 1/3 page	6,900	950		1,800	1,600
• 1/2 page	9,400	1,250		2,450	2,150
• 1 full page	15,700	2,100		4,200	3,550
• 1 double page	28,300	3,750		7,600	6,550

\* + 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 AND REVIEW INCLUDED)

	(€)
• Logo & stand N° on front cover	6,300
• 1/5 page banner on front cover	21,000
• Inside front cover, double page	<del>42,000</del> Sold out
• 1 full page advertisement, first 12 pages	17,800
• 1 double page advertisement, first 12 pages	32,500
• Inside back cover	19,900
• Back cover	23,500
• Bookmark - Insertion into 1 edition	9,900
• Insert in the magazine	on demand



ADVERTORIAL (IN ONE EDITION)

(€)

• 1/4 page	1,700
• 1/2 page	2,900
• 1 full page	5,000
• 1 double page	8,900

SMARTGUIDE

(€)

Customized publication (24 pages).  
Insertion into 1 edition of ITB Berlin News  
from 37,000

ITB BERLIN NEWS QR CODE CARD

ITB Berlin News QR Code Card  
(5,000 units):  
Logo on card, exclusive position  
from € 7,500



HALL PLAN

(€)

4 PAGE BOOKLET - ALL EDITIONS (EXCEPT REVIEW)

Inserted into all editions of ITB BERLIN NEWS  
(except Review edition)

• 1 full page advertisement, back cover	24,500
• 1/2 page ad - Front cover	13,500
• Logo & Stand N°, Large size	3,350
• Standard size logo, Stand N° + QR-Code	1,700
• Logo & Stand N°, Standard size	850

ITB BERLIN NEWS DISTRIBUTION BIKE

Sponsoring of the bike

Your logo printed on the bike signage

Full sponsoring: € 7,500



PACKAGES

STARTER

1/4 PAGE ADVERTORIAL  
1 STANDARD LOGO  
ON THE HALL PLAN  
FREE BONUS

1,700 €

ADVANCED

1/2 PAGE ADVERTISEMENT  
1/2 PAGE ADVERTORIAL  
1 STANDARD SIZE LOGO  
ON THE HALL PLAN  
FREE BONUS

5,350 €

PREMIUM

1 FULL PAGE  
ADVERTISEMENT  
1 FULL PAGE  
ADVERTORIAL  
1 DIGITAL SHORT  
ARTICLE  
1 STANDARD LOGO  
& QR CODE  
ON THE HALL PLAN - FREE BONUS

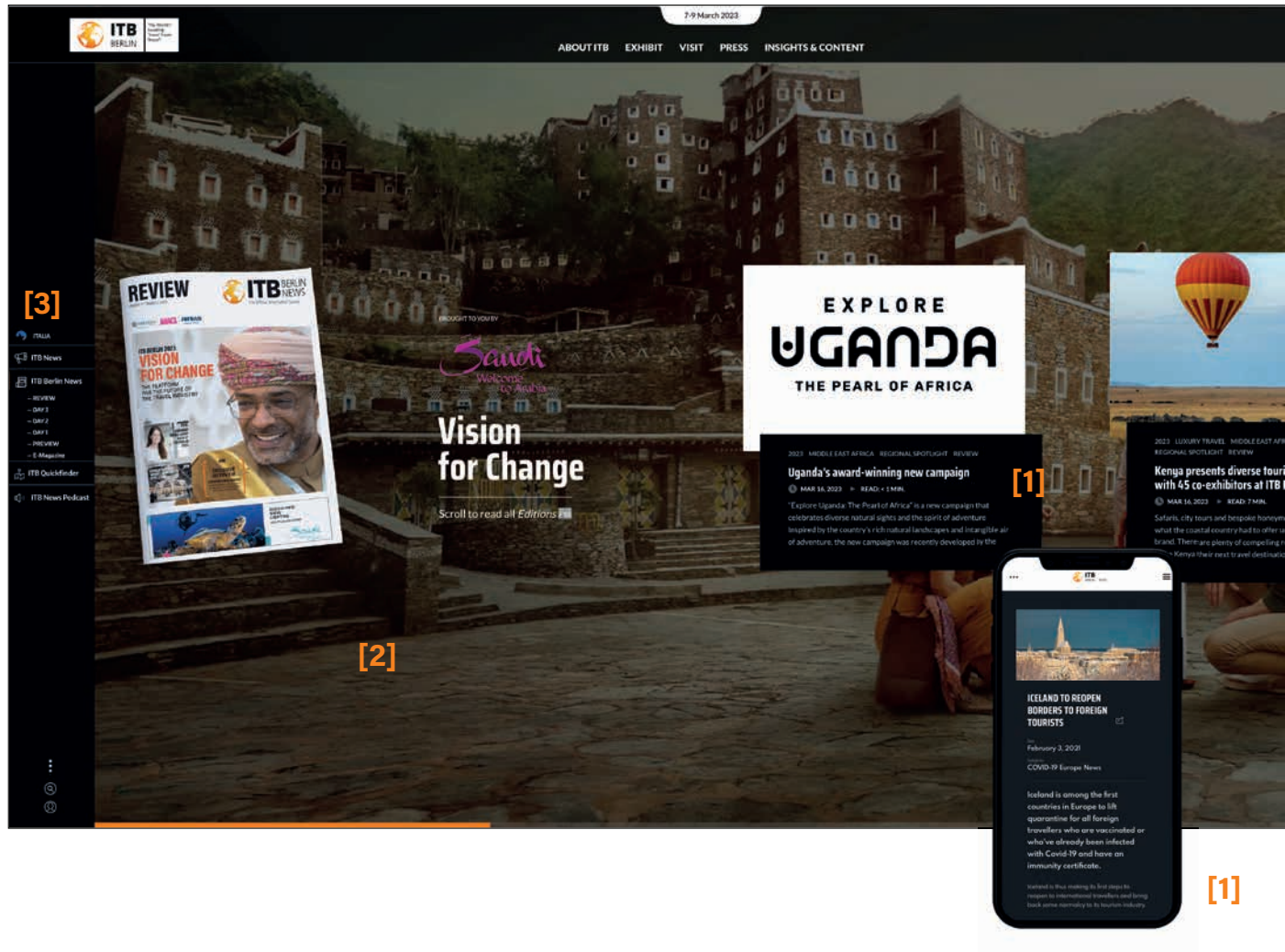
9,800 €

PREMIUM PRO

2 FULL PAGE  
ADVERTISEMENTS  
1 FULL PAGE  
ADVERTORIAL  
1 DIGITAL SHORT  
ARTICLE ONLINE  
1 LARGE LOGO  
ON THE HALL PLAN  
FREE BONUS

14,000 €





**RATES** (PRE-ITB - DEC-FEB)  
**OFFICIAL ITB NEWSROOM**

**OFFICIAL ITB NEWSROOM**

- **Online Article** (300 words per language),  
1st positions in the ITB Newsroom  
(week of publication)
- English & German
- + 1 newsletter inclusion € 2,000



**RATES** (SHOW TIME - MARCH 2025)

**INDUSTRY NEWS SECTION**

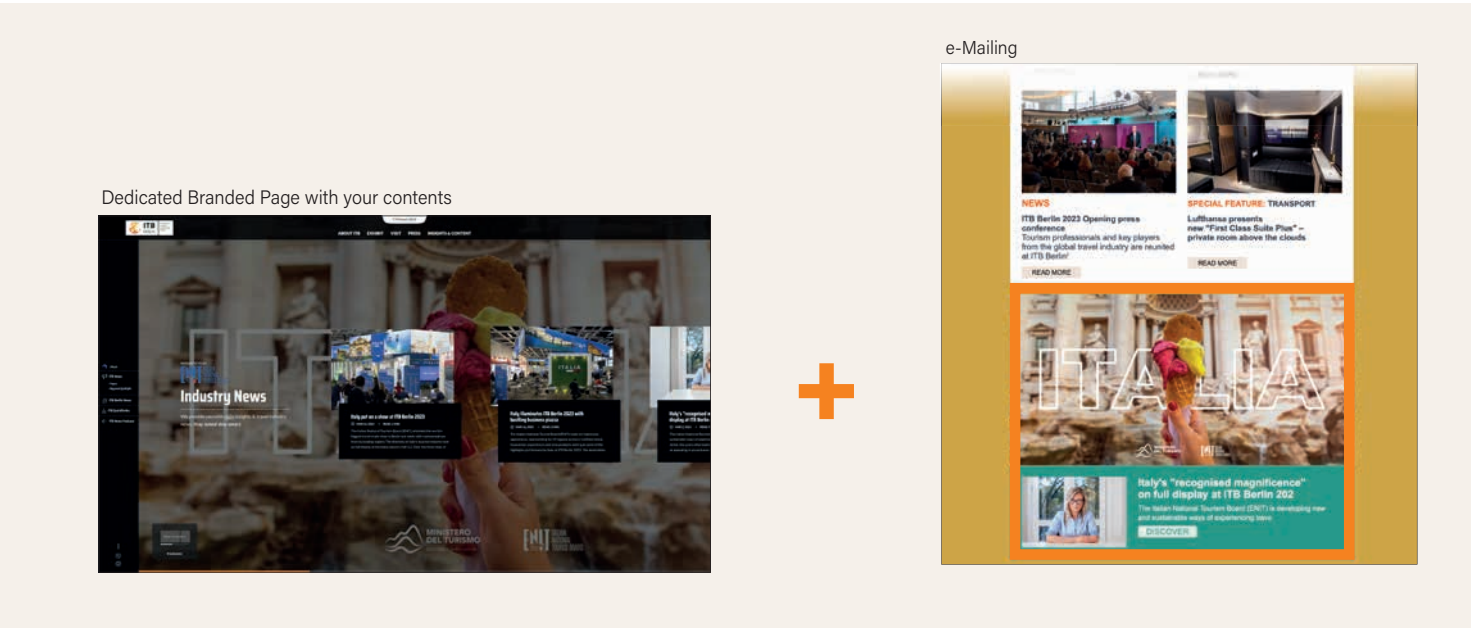
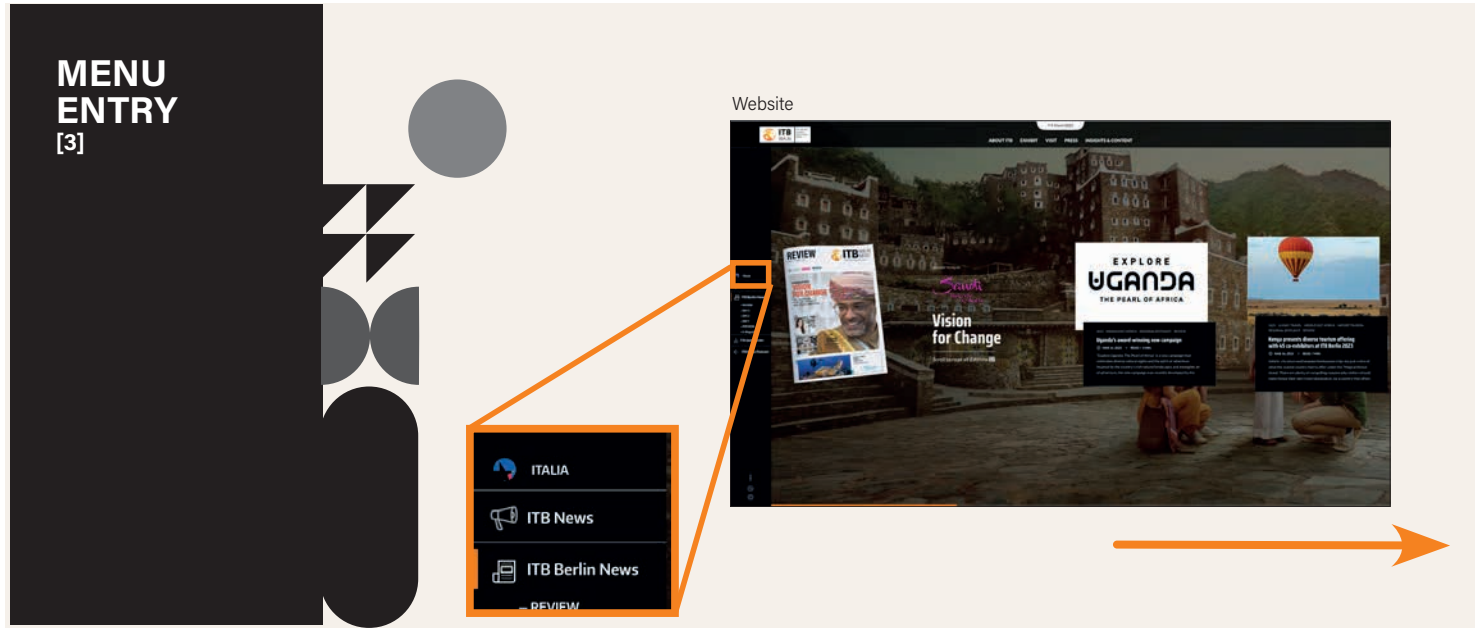
- **In-Depth Article:** 600 words **[1]**  
1st positions on day of publication € 1,400
- **Short Article:** 200 words  
1st positions on day of publication € 600

**OPTION**

- Global Sponsorship [2]**  
Your branding on all sections during  
1 month (26/02 - 31/03/2025): € 19,500  
(including 2 in-depth articles)

**OPTION**

- MENU ENTRY [3]**
  - Dedicated Menu Point
  - Dedicated Branded Page with  
your contents
  - 6 Articles (3 In-Depth, 3 Short)
- 1 month € 16,500



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

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
Bookmark (both sides)	110 x 230mm 120 x 240 mm

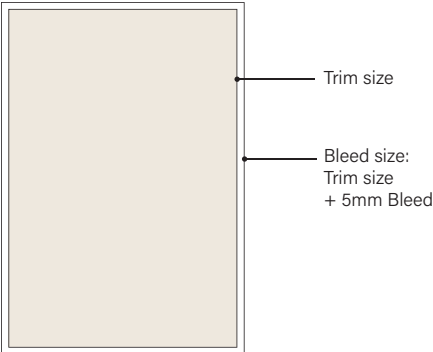
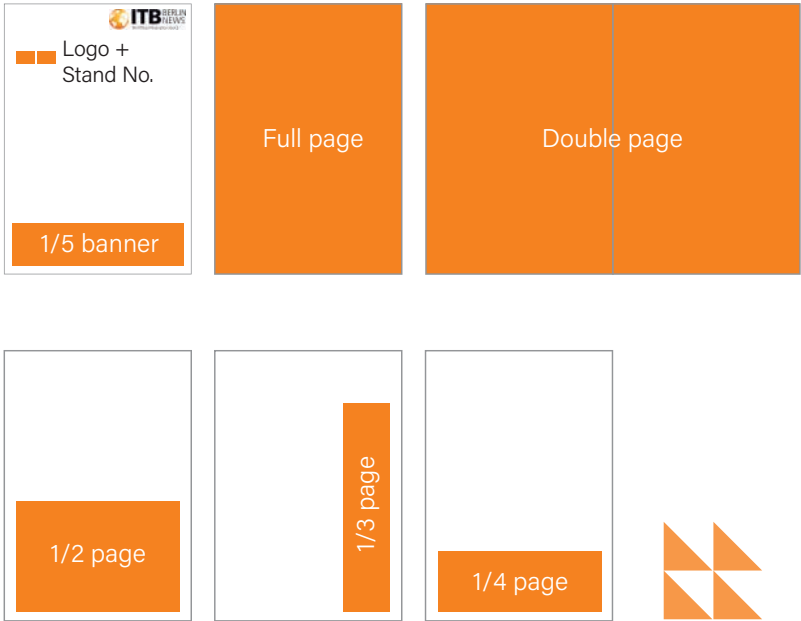
>> Material Deadline:  
12<sup>th</sup> February 2025

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



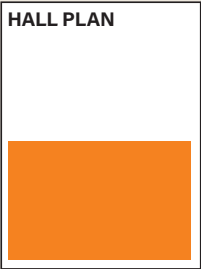
PRINT / TECHNICAL SPECIFICATIONS

Front Cover



HALL PLAN - 4 PAGE BOOKLET - 230 X 320 mm

	TRIM SIZE	BLEED SIZE
1/2 page - Front cover	210 x 127 mm	
Back Cover	230 x 320 mm	240 x 330 mm
Large logo	75 x 50 mm	
Standard logo	32 x 20 mm	



Standard-sized  
Logo + QR Code

Standard-sized  
Logo

Large 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 / ITB Berlin News**  
**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 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: 250 words
- Third page: 200 words
- Quarter page: 90 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

news.itb.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

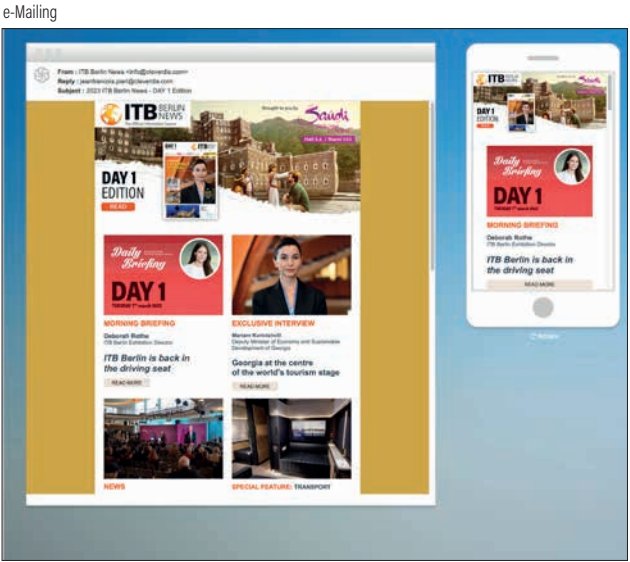
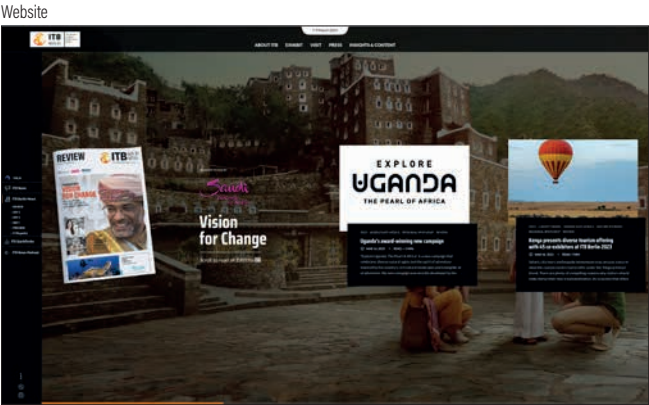
FEATURED ARTICLE

- In-Depth article: up to 600 words
- Short article: up to 200 words
- Images: jpg - HD
- Videos: YouTube link

e-MAILING BANNER

- Format: 300 x 250 px - jpg or gif

>> Material Deadline: 12<sup>th</sup> February 2025  
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 ITB press centre during the show!

### CONTACTS



#### **ADVERTISING**

**Bettina Badon**  
*Project Manager*  
Tel: +33 442 77 46 07  
[bettina.badon@cleverdis.com](mailto:bettina.badon@cleverdis.com)



#### **EDITORIAL TEAM**

**Zineb Elhabiri**  
*Head of editorial team*  
Tel +33 442 774 600  
[zineb.elhabiri@cleverdis.com](mailto:zineb.elhabiri@cleverdis.com)



**CLEVERDIS**

*is the publisher of*

