



Media Kit

IFA Paper 2026.

IFA Paper - Why communicate?

Trends shaping the industry. Innovations that set the tone.

IFA Paper is where the industry pauses, looks ahead and takes direction.

It is a shared editorial space for the IFA community to put ideas into context, give meaning to innovation and turn presence into perspective. It captures what is emerging now and why it will influence what comes next.

Each edition brings together voices transforming the market. First-hand insights,, sharp analysis, curated product stories and on-the-ground insights come together to frame the conversations that define the event and ripple far beyond it. The focus is on relevance and cutting through the noise to the heart of what truly matters.

Published in 3 editions, before and during IFA, and extended across digital channels, IFA Paper moves with the rhythm of the show. It reflects its energy and creates continuity before, during and after the event. What happens at IFA does not stop at the exhibition floor.

Content Focus

- **Edition #1:** The World of AI / Future of Tech & Commerce
- **Edition #2:** Smart Living & Robotics
- **Edition #3:** Creativity, Culture & Lifestyle

Put your brand center stage

For brands, IFA Paper is a way to be part of the discussion. A space to express vision, share expertise and take a clear position within a premium editorial environment that values credibility, clarity and long term impact. This is where innovation is explored and brought to life, where stories gain momentum and where the future of the industry takes shape.

Why advertise?

- **Reach** your target audience on a premium, perception-shaping platform
- **Engage** trade visitors and drive business to your booth
- **Increase** visibility among buyers, media, influencers, and consumers through a dynamic print and digital mix
- **Strengthen** your brand
- **Build** deeper connections through storytelling and advertorials
- **Deliver** valuable insights to buyers and media



02 Why communicate ?
03 IFA by the numbers
04 Circulation

05 Rates – Advertising
06 Rates – Advertorial
07 Technical specifications

IFA by the numbers

Online reach

80,000+

Media mentions *

219bn

Reach of media coverage*

2.4m

Interactions

67%

Engagement rate

19.42bn

Impressions

664,133

Total website users*

90,355

Number of mentions
in social medias

Visitors – Reader profile

4,500

Attendees press, media & creators
from +100countries

220,000+

Attendees from approx. 140 countries

Domestic vs international
attendance

37%

Germany

63%

International

from 139 Countries

Split of
visitor profiles

63%

Trade visitors

37%

Consumers & GenZ

190,000+

Square meters of exhibitions grounds

1,900+

Exhibitors from around 50 countries
A stage of innovation in tech, home and
consumer electronics
– more brands gathered here
than there are days in five years.



Circulation – Print

IFA Paper

The Intro Edition #1

10,000 copies

- Focus: Pre-Show:
- Distribution: Onsite (IFA Media Days, IFA Retail Summit), Offsite & Online
- Launch: Sept. 2

Edition #2

20,000 copies

- Focus: IFA Days 1, 2 & 3
- Distribution: Onsite, Offsite & Online
- Launch: Sept. 4

Edition #3

20,000 copies

- Focus: IFA Days 4 & 5
- Distribution: Onsite, Offsite & Online
- Launch: Sept. 7

IFA Paper
Distribution Bike

On-site

- Main entrances
- Information counters
- Lounges
- Stages
- Media centre
- Top 50 partner stands
- IFA Global Markets

Off-site

- Over 50 Berlin Hotels
- Partner locations
- Satellite events

3 Printed editions

- IFA Paper #1: The Intro Edition
- IFA Paper #2: Edition Two
- IFA Paper #3: Edition Three



Circulation – Online

ifa-berlin.com

Digital

- Dedicated section on IFA website
- E-magazines available online

664,133

Total website users



Social media

→ 100,000 followers/members

Instagram 22,400 LinkedIn 23,000

X 13,700 YouTube 21,800

Facebook 10,800 TikTok 22,400

e-Mailing



→ 144,000 recipients

Rates – Advertising

Highlight Placements (All editions):

- **Front Cover:** Bellyband
- **Horizontal Banner Ad:** on Bellyband ~~€45,000~~ (Sold out)
- **Logo & Stand N°:** on Bellyband €6,600
(Limited to 5 spaces)
- **Inside front cover – 2/1** €48,000
- **Inside back cover – 1/1** €23,000
- **Back cover – 1/1** ~~€40,000~~ (Sold out)

Highlight Placements (1 edition):

- **Supplement or Bookmark:**
€15,000 (limited availability)

Standard Placements: (1 edition)*

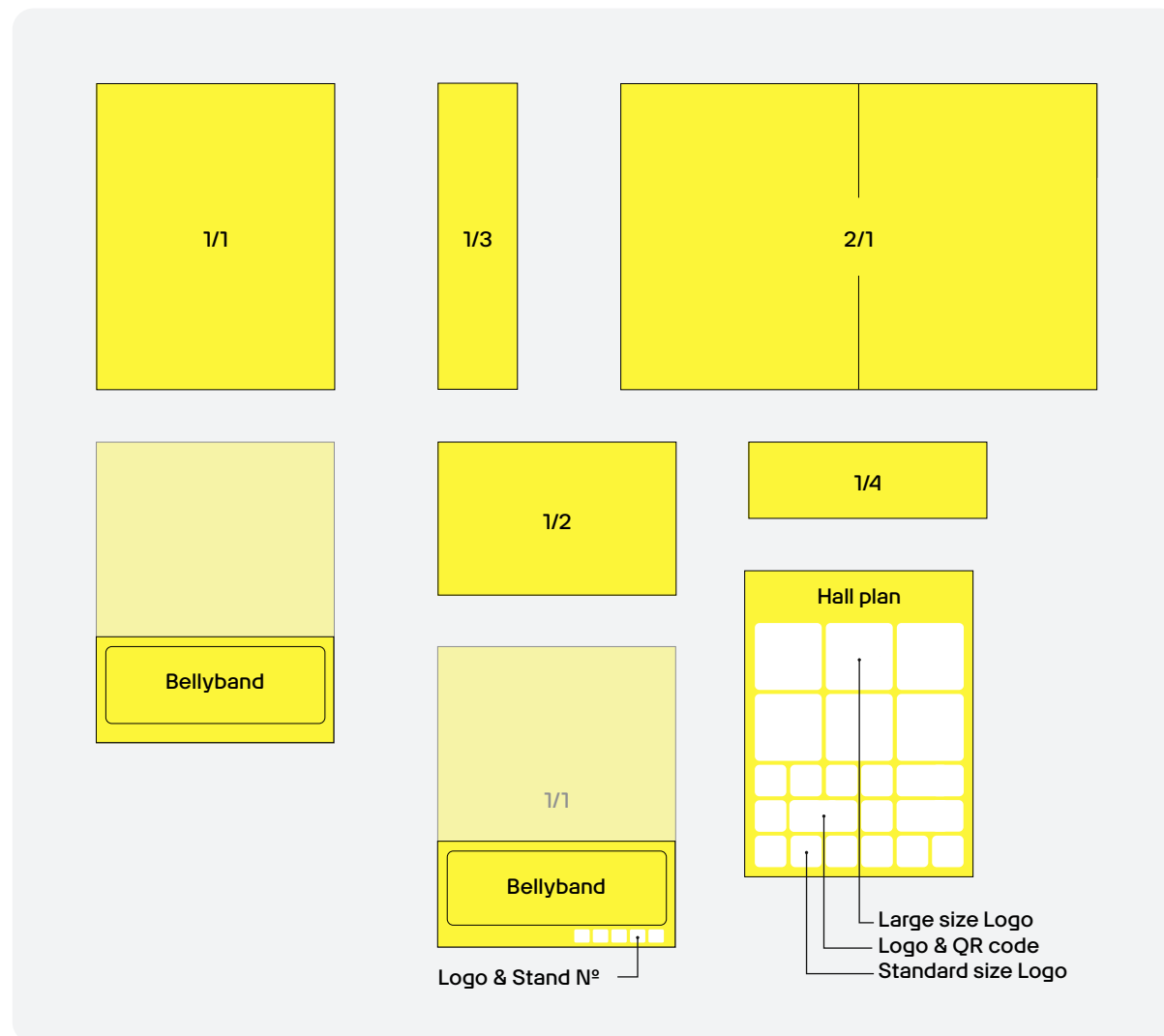
- **2/1** €8,000
- **1/1** €4,200
- **1/2** €2,500
- **1/3** €2,000
- **1/4** €1,500

Hall Plan (All editions):

- **Large size Logo** €3,350
- **Logo & QR Code** €1,700
- **Standard size Logo** €850

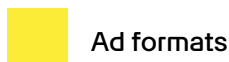
Distribution Bike:

- **Sponsoring of the bike**
Your logo printed
on the bike signage
Full sponsoring € 7,900



***All 3 editions: -10%**

Prime placement (first third, all editions only): +10%



Rates – Advertorial

Standard*

- 2/1: €9,900
- 1/1 €5,600
- 1/2 €3,500
- 1/4 €2,300
- 1/8 Product Spotlight €1,200

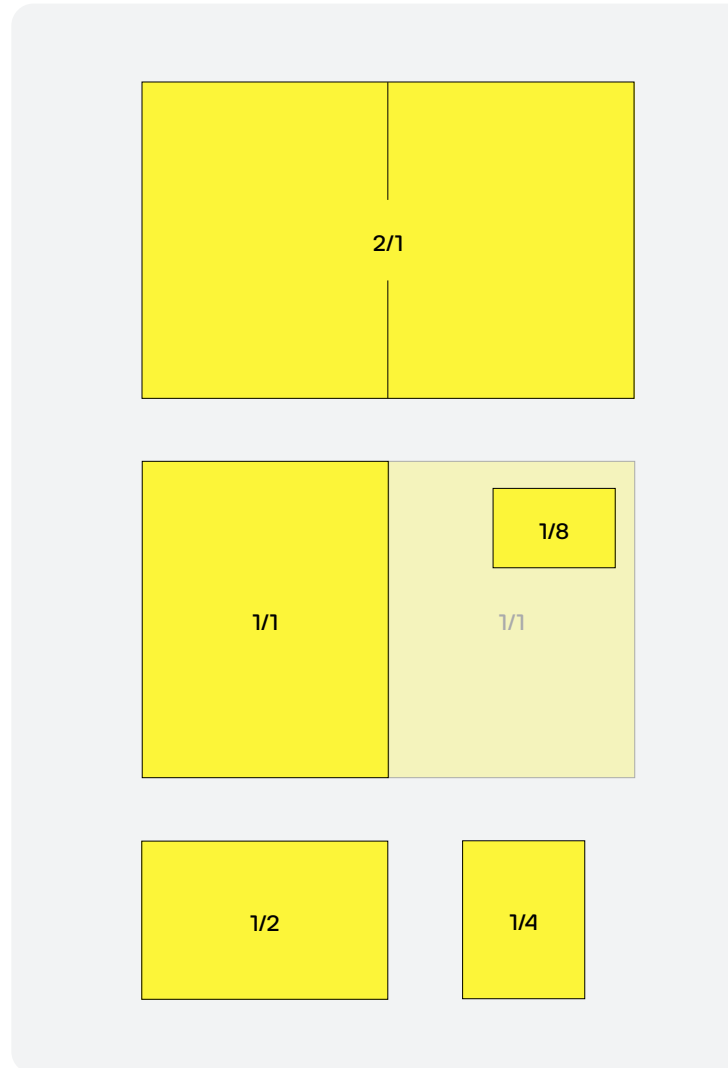
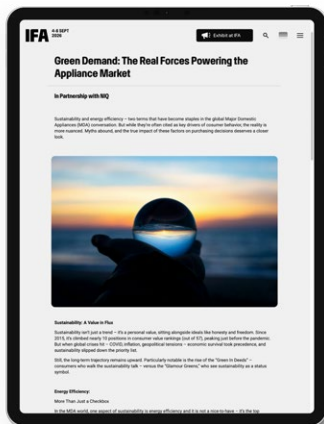
Online

Online In-depth article*: €1,500

- 600 words – 1st positions on day of publication

Online Short Article*: €700

- 200 words – 1st positions on day of publication



***All 3 editions: -10%**

Prime placement (first third, all editions only): +10%

Packages

Starter: €2,100

- 1/4 Ad (1 ed)
- 1/8 Product Spotlight (1 ed) - Half price

Advanced: €4,200

- 1/1 Ad (1 ed)
- 1/8 Product Spotlight (1 ed) - Free

Premium: €9,800

- 1/1 Ad (1 ed)
- 1/1 Advertorial (1 ed)
- 1/8 Product Spotlight (1 ed) - Free

Premium pro: €16,900

- 1/1 Ad (all ed's)
- 1/1 Advertorial (1ed)
- 2 x 1/8 Product Spotlight (1 ed) - Free

 Advertorial formats

Technical specifications

Technical specs print

Format: 235x302mm

Bleed: +5mm on all sides
(ex: 235x302 + bleed = 245x312mm)

Safe Zone: (Margin for content placement):
Minimum 20 mm margin on the inside (gutter)
to ensure no content is lost or placed too
close to the binding. 10–15 mm on the top,
bottom, and outer edges .

File Format: PDF/X-1a

Resolution: Minimum 300 dpi

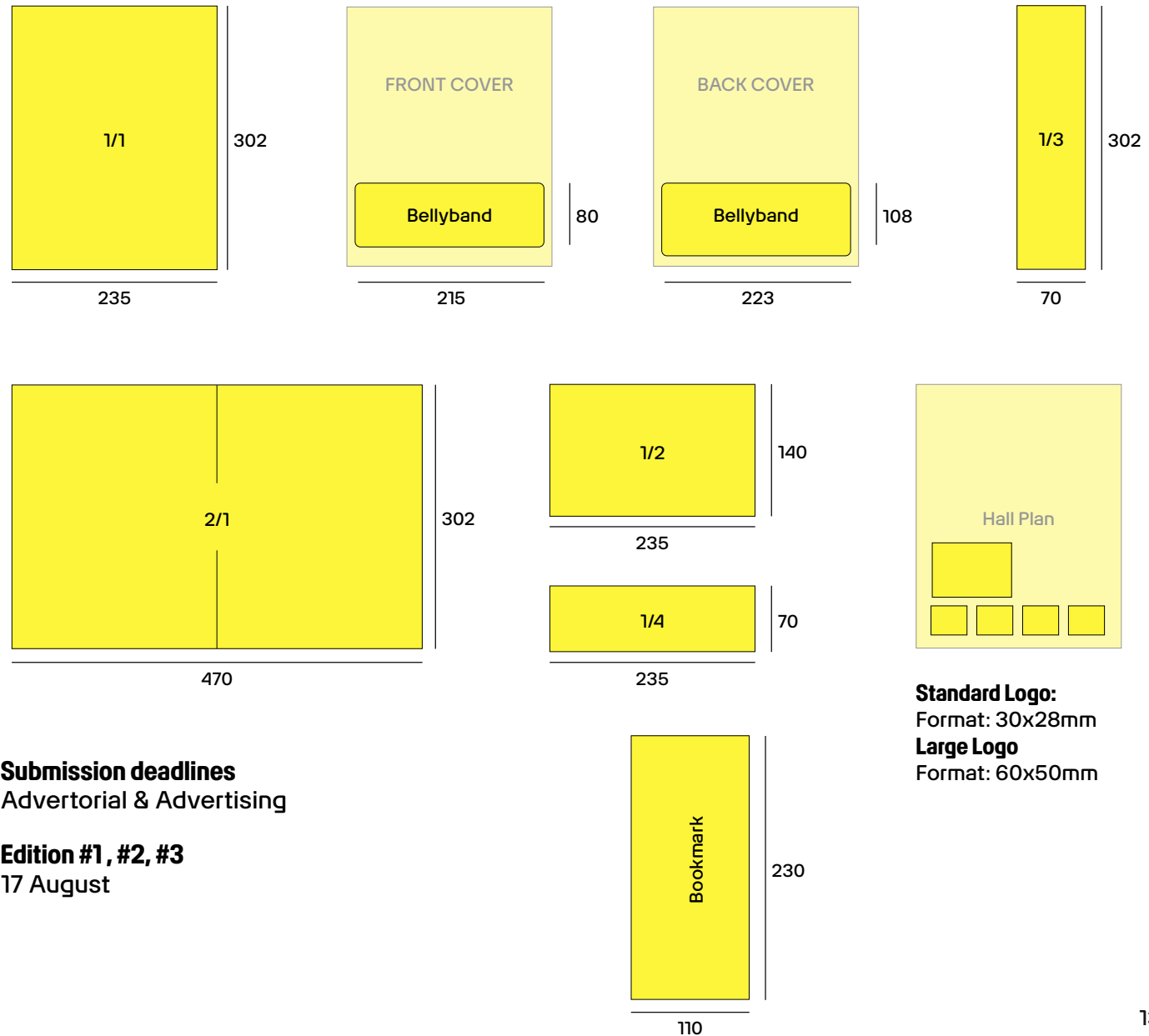
Colour Profile:
PSO matt coated (FOGRA 39)
PSO gloss coated (FOGRA 39) on Bellyband

Crop Marks: not required

Technical specs digital

See technical specs print: no bleed, safe zone
or crop marks needed.

Please note: The Information provided is
subject to change. Final requirements will be
communicated in due time.



Submission deadlines
Advertorial & Advertising

Edition #1, #2, #3
17 August

Standard Logo:
Format: 30x28mm
Large Logo
Format: 60x50mm

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 /IFA Paper
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: 400
- Half-page: 230
- Third page: 150
- Quarter page: 100
- Eighth page (product spotlight): 50

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.

Get in touch with us!



Bettina Badon
bettina.badon@cleverdis.com
+33 660 42 6804

Prices

All prices excl. 20% VAT. EU clients must provide a VAT no., non-EU clients a valid trading license to avoid VAT.

Please note: The information provided is subject to change.
Final requirements will be communicated in due time.