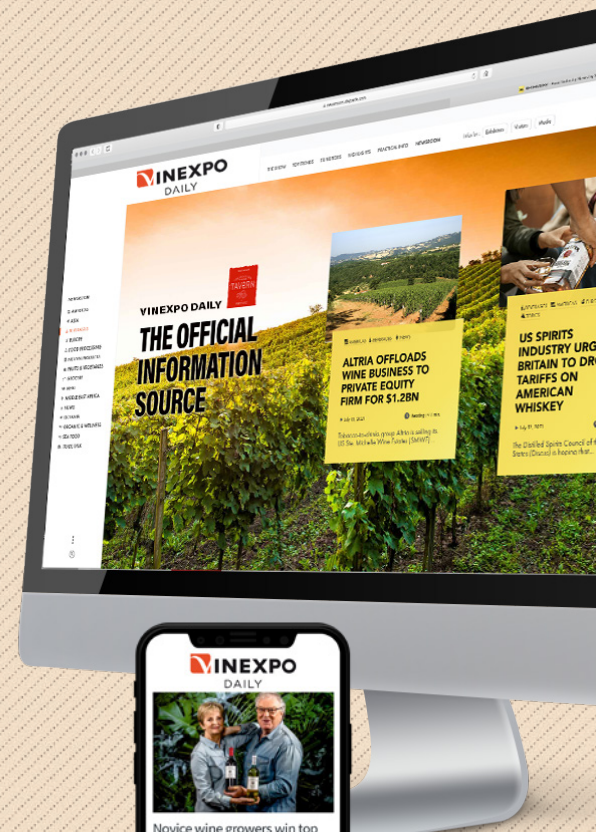
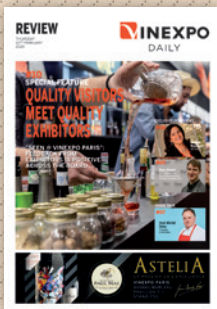
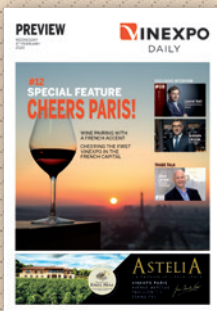


# The Daily



## 2023 MEDIA KIT

AN INTEGRAL PART OF  
YOUR SHOW COMMUNICATION!



NEWS LIVE  
FROM THE SHOW

SPECIAL  
FEATURES

REGIONAL  
SPOTLIGHTS

[vinexpodaily.com](http://vinexpodaily.com)

**KEY BENEFITS  
FOR EXHIBITORS:**

- ▶ ATTRACT TRADE VISITORS
- ▶ MAXIMISE BUSINESS AT VINEXPO WINE PARIS
- ▶ GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED

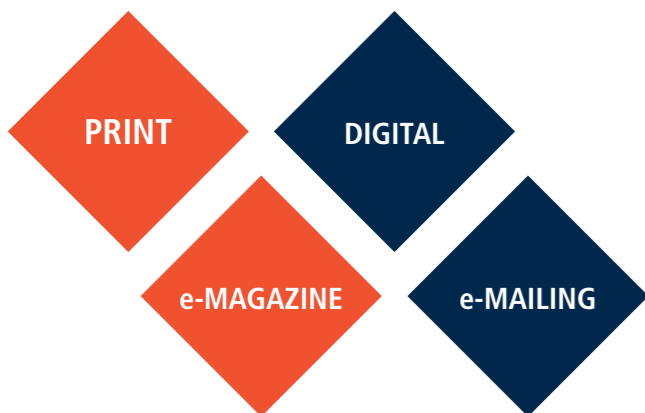
**THE DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF VINEXPO WINE PARIS**



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 exhibition.

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



**FIGURES & READER PROFILE**

Source: Vinexpo Bordeaux 2019

**TOP VISITING COUNTRIES**

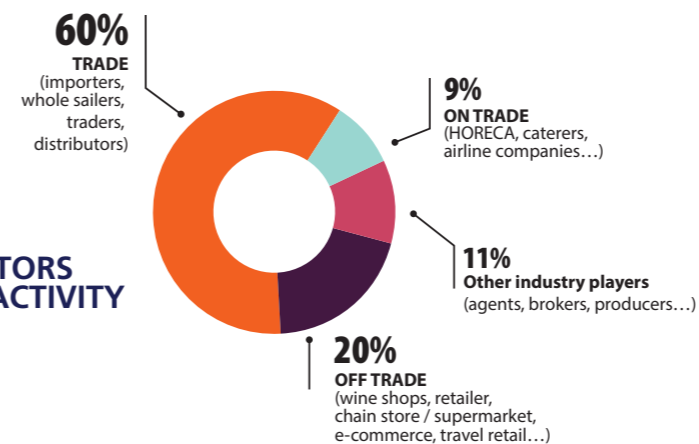
- FRANCE 1
- CHINA 2
- USA 3
- UK 4
- GERMANY 5
- SPAIN 6
- ITALY 7
- CANADA 8
- RUSSIA 9

**29,500**  
PROFESSIONAL VISITORS

**140**  
COUNTRIES



**VISITORS BY ACTIVITY**



**TESTIMONIALS**



**Carolyn O'Grady-Gold**

Acting Vice-President, Products, Sales and Merchandising – LCBO

Vinexpo Daily is a great resource for visitors, but also for those not attending and in the business. It's a tool that we reference during the show to keep on top of what's happening at the show and in our industry.



**Alex De Cata**

International Development Advisor, Wine & Spirit Education Trust

The show allowed us to keep growing our presence which is one of our main aims of course. Our appearance in Vinexpo Daily no doubt contributed to this.



**François Demouy**

Communication Manager, Champagne Palmer & Co

We were very happy about our communication in Vinexpo Daily 2017. The Special Feature "Champagne & Sparkling Wines" allowed us to present our brand next to some prestigious industry leaders. We had quite a few walk-ins on the stand thanks to our communication with Vinexpo Daily.



**Gerard Margeon**

Executive Wine Director, Alain Ducasse Entrepise

Vinexpo Daily is very complete and very playful at the same time.



**Sylvia Bernard**

Group International Marketing Director, La Martiniquaise

Vinexpo Daily is very much appreciated and I thank the team for my interview about which I had good feedback.

## CIRCULATION / PRINT

DAY 1  
8,000  
copies

DAY 2  
8,000  
copies

DAY 3  
6,000  
copies

## STRATEGIC DISTRIBUTION POINTS

- All main entrances
- All main information counters
- Key Buyers area
- Convention area
- International press stand
- Press centre
- Top 50 partners' & participants' stands
- Selection of leading hotels in Paris

## WEBSITE / STATISTICS

www.vinexpodaily.com

Full contents  
& e-Magazines online  
@ vinexpodaily.com

Full integration of contents  
into digital event tools

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

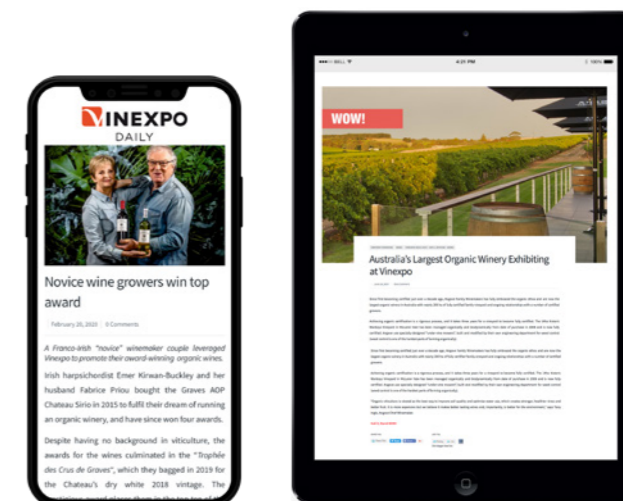
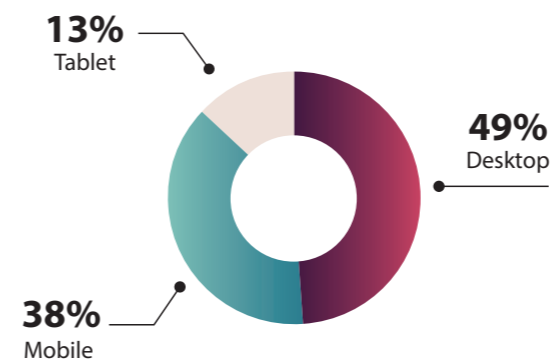


## RESPONSIVE & POWERFUL

### STATISTICS\*

Sessions **15,000**  
Avg. Session Duration **2:07**  
Pageviews **29,500**  
Pages per Session **4,23**

Device Access:



\* Google Analytics - www.vinexpodaily.com - May 2018 (Vinexpo Hong Kong)

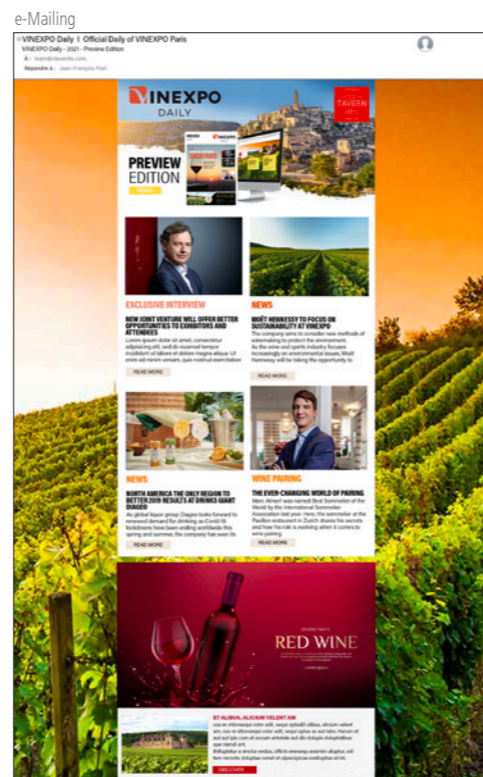
## CIRCULATION / ONLINE

www.vinexpodaily.com

Daily e-Mailing to  
> **40,000** 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, 3 - REVIEW)



## SOCIAL MEDIA

VINEXPO WINE The Daily contents are promoted through the VINEXPO WINE Paris social media channels



**29,500**  
FOLLOWERS



**11,900**  
FOLLOWERS



**15,500**  
FOLLOWERS



**15,850**  
MEMBERS

## 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

### HEADLINE NEWS

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

### VINEXPO WINE TALKS

As international 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 international visitors.

### PRESS & BLOGGER CORNER

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

### BE SPIRIT

A new section spotlighting this high growth market.

### MARKET TRENDS

Important new industry trends and interviews with leading analysts.

### EXCLUSIVE INTERVIEWS

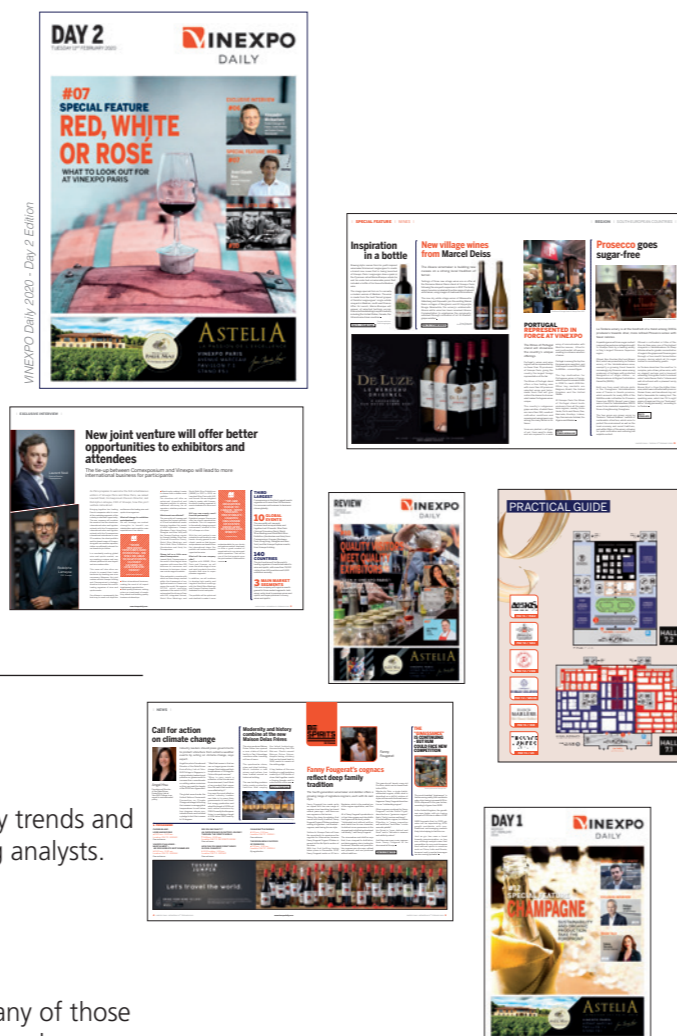
Given the calibre of many of those presenting conferences, where possible we not only give a précis of their conference, but also field exclusive comments that are specifically destined to our readers.

### TRADE TALKS

Wholesalers, agents, retailers and departments stores explain their current key concerns and discuss some of the most interesting offers they have seen at the show.

### 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 VINEXPO WINE The Daily?

Provide us with your input:

- Coverage of your company's main news, events and press conferences
- A strategic platform for your top management
- Contributions and thought leadership for our Regional Spotlights and Special Features

## SPECIAL FEATURES & REGIONAL SPOTLIGHTS

EDITIONS

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

### PREVIEW EDITION

[ 7<sup>th</sup> February 2022 ]

### GLOBAL OVERVIEW

- REGIONS FRANCE

### DAY 1 EDITION

[ 14<sup>th</sup> February 2022 ]

### WHITE, CHAMPAGNE & SPARKLING

- SPAIN & PORTUGAL
- REGIONS FRANCE

### DAY 2 EDITION

[ 15<sup>th</sup> February 2022 ]

### BE SPIRITS

- ITALY
- FRANCE

### DAY 3 EDITION

[ 16<sup>th</sup> February 2022 ]

### RED & ROSÉ

- REST OF THE WORLD
- REGIONS FRANCE

### REVIEW EDITION

[ 22<sup>th</sup> February 2022 ]

SEEN@ VINEXPO WINE PARIS

# PRINT / AD OPPORTUNITIES



**Halewood in good spirits as the buoyant artisanal market leads to rapid growth**



**#12 SPECIAL FEATURE CHEERS PARIS!**

**WINE PAIRINGS WITH A FRENCH ACCENT**

**CHEERING THE FIRST VINEXPO IN THE FRENCH CAPITAL**

## ADVERTISING RATES\* (€)

Advertising space is only available for exhibitors of VINEXPO

ADVERTISEMENT	All Editions	Online Preview	Day 1	Day 2	Day 3	Online Review
			Print & Online Versions			
• 1/4 page	5,000	700	1,350	1,350	1,050	700
• 1/3 page	6,600	900	1,750	1,750	1,500	900
• 1/2 page	9,000	1,200	2,350	2,350	2,050	1,200
• 1 full page	15,000	2,000	4,000	4,000	3,400	2,000
• 1 double page	27,000	3,600	7,250	7,250	6,250	3,600

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

## HIGHLIGHT POSITIONS ALL EDITIONS (PREVIEW AND REVIEW INCLUDED) (€)

• Logo & stand N° on front cover	4,800
• 1/5 page banner on front cover	20,000
• 1 full page advertisement, first 12 pages	17,500
• 1 double page advertisement, first 12 pages	30,000
• Inside front cover, single page	15,000
• Inside front cover, double page	25,000
• Inside back cover	12,500
• Back cover	19,000
• Insert in the magazine	on demand



Logo & stand N° on front cover - Example



## New from New York Wines

New York Wine and Grape Foundation presents new Finger Lakes wineries in Paris

The New York Wine & Grape Foundation is welcoming Finger Lakes winery representatives from Anthony Road Wine Company, Stradella Park Vineyards, and Nathan & Wines, as guest presenters to the New York Wines booth at Vinexpo Paris.

Also joining at the New York Wines booth will be winemakers and their New York Wine Brand Ambassador Charles Brady, New York Wine Brand Ambassador Thomas Schmitt, and New York Wine & Grape Foundation President and CEO, Robert G. Thompson.

The New York Wine & Grape Foundation has been looking to enter Europe and Asia since 2011. The general strategy of the foundation is to create a network of wine professionals in Europe and Asia who can help them to reach the market in their respective regions.

New York State has been looking to enter Europe and Asia since 2011. The general strategy of the state is to create a network of wine professionals in Europe and Asia who can help them to reach the market in their respective regions.

## Maintaining traditions in the production of organic wine

Château Forge Celeste organic wine boasts two centuries of tradition safeguarded by the Verhaeghe family

The Verhaeghe family have two centuries of tradition behind them in the production of their Château Forge Celeste organic wine in the heart of Saint-Émilion.

On the borders of France, Spain and Portugal, the Verhaeghe family has been producing wine since 1800. The family's commitment to organic wine production is a testament to their dedication to quality and tradition.

Château Forge Celeste organic wine is produced in the heart of Saint-Émilion, a UNESCO World Heritage site. The wine is made from 100% organic grapes and is certified organic by the French government.

The Verhaeghe family has been producing wine since 1800. The family's commitment to organic wine production is a testament to their dedication to quality and tradition.

## ADVERTORIAL (IN ONE EDITION) (€)

• 1/4 page	1 600
• 1/3 page	2 100
• 1/2 page	2 800
• 1 full page	4 800
• 1 double page	8 500

## PRODUCT SPOTLIGHT (€)

Photo, description, 3 USPs & Stand N°	
• 1/4 page	1,600

## HALL PLAN (ALL EDITIONS EXCEPT REVIEW) (€)

• Large logo & Stand N°	3,200
• Standard-sized Logo & Stand N° + QR code	1,600
• Standard-sized Logo & Stand N°	800

## SMARTGUIDE (€)

Customized publication (24 pages). Insertion into 1 edition of VINEXPO Daily from	37,000 €
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Non contractual picture

## NEW! VISITOR BAG (€)

Sponsoring of VINEXPO WINE PARIS Visitor bag (6,000 units)	from 10,500
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# DIGITAL / AD OPPORTUNITIES

www.vinexpodaily.com

## SPONSORING

(€)

### GLOBAL SPONSORING - EXCLUSIVE POSITION\*

Sponsoring of the website, webkiosk (e-magazine) and e-mailings 22,500

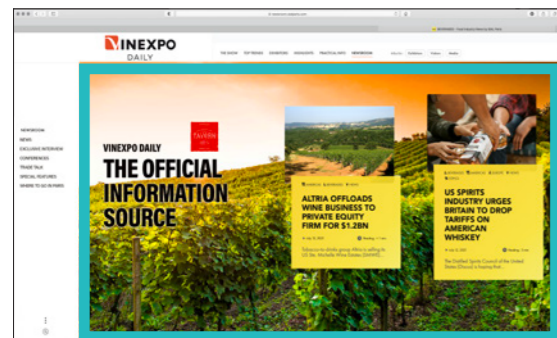
\* Except for Special Feature and Regional Spotlight sections

### SPONSORING OF THE SECTION OF YOUR CHOICE\* - HIGHLIGHT POSITIONS

- Section landing page: your logo, branding & link
- Menu: your brand name on section
- Homepage: your brand name on section entry
- + E-mailing: Branding of your section in the e-mailing (day of publication)

• Sponsoring of 1 Section - 1 edition 4,000

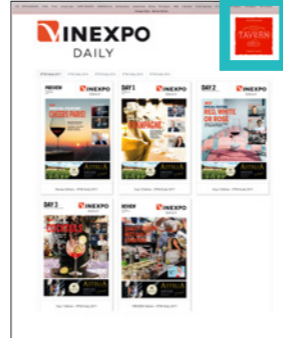
Website



e-Mailing



Webkiosk



### GLOBAL SPONSORING EXCLUSIVE POSITION

Sponsoring of the website, webkiosk and e-mailing

## MENU ENTRY

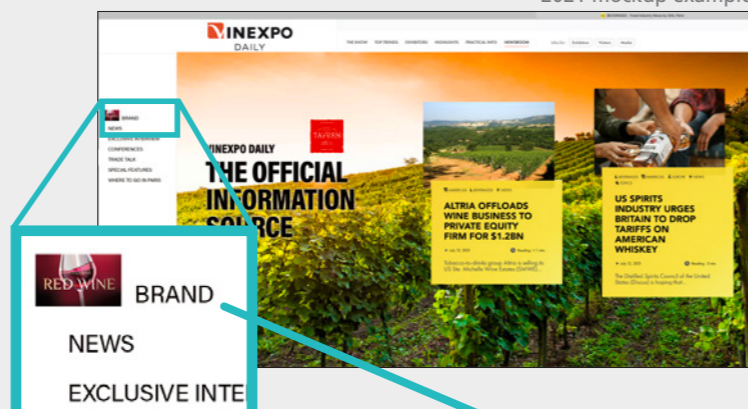
(€)

- Dedicated menu point
- Dedicated branded page with your contents
- 10 articles (1 In-Depth, 9 Short)
- 5 e-mailing inclusions - Branding of your section in the e-mailing

20,150

Website

2021 mockup example



## FEATURED ARTICLE - HIGHLIGHT POSITION

(€)

> 1 In-Depth Article (Up to 600 words)

WEBSITE: Homepage - 1<sup>st</sup> positions (day of publication)  
+ Section landing page - 1<sup>st</sup> positions

E-MAILING: Article highlighted (day of publication)

- In all editions 17,000
- In 1 edition 4,000

## FEATURED ARTICLE - STANDARD POSITION

(€)

> 1 Short Article (Up to 300 words)

WEBSITE: Section landing page: 1<sup>st</sup> positions - Home page: Standard position (day of publication)

- In 1 edition 1,350

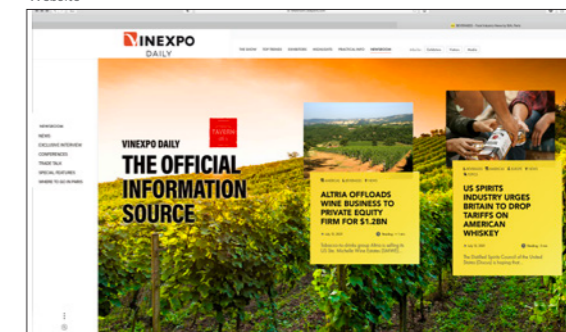
## E-MAILING

(€)

Banner in 5 e-mail blasts (only 4 spaces available)

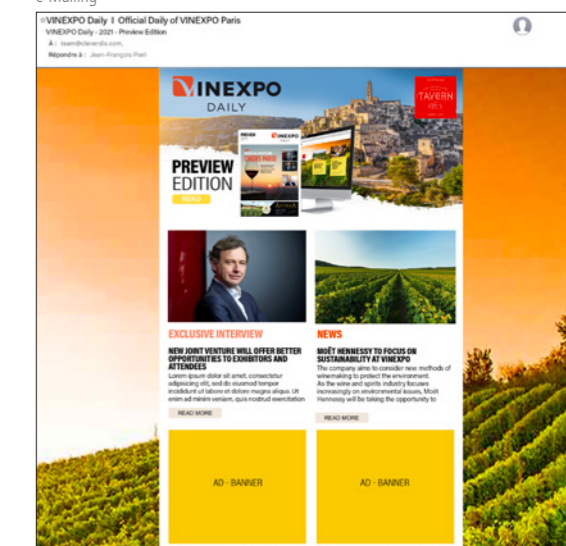
4,000

Website



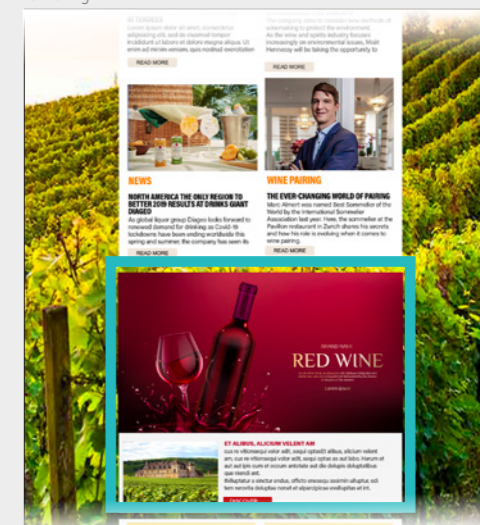
FEATURED ARTICLE HIGHLIGHT POSITION

e-Mailing



BANNER

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

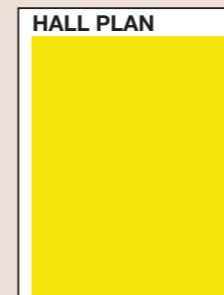
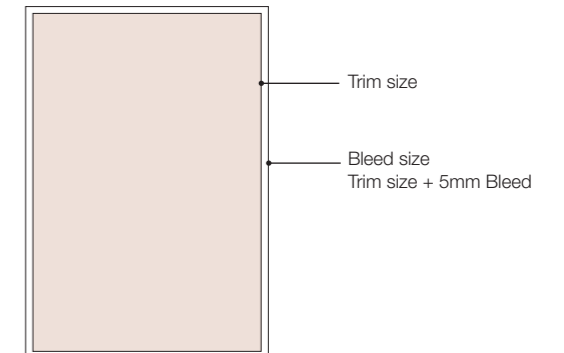
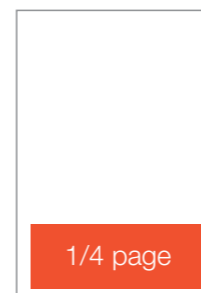
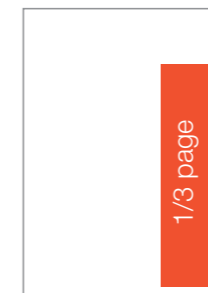
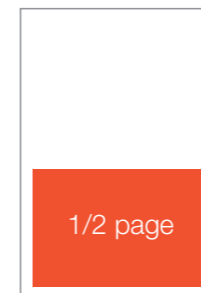
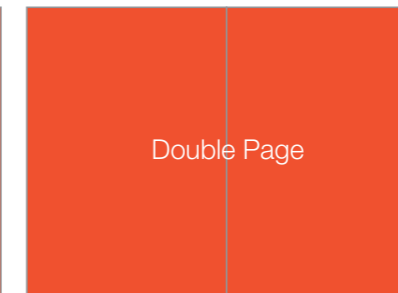
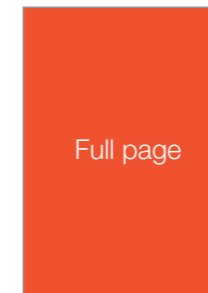
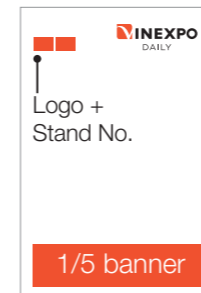
Logo + Stand No. on front cover		
1/5 banner on front cover	230 x 58 mm	
Inside front cover	250 x 353 mm	260 x 363 mm
Back cover	250 x 353 mm	260 x 363 mm

>> **Material Deadline:**  
**24<sup>TH</sup> January 2023**

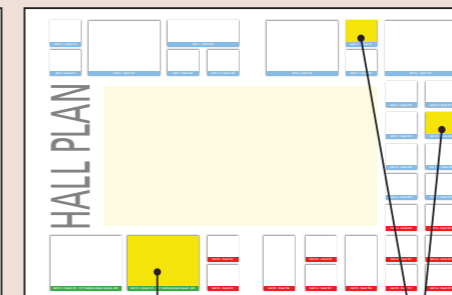
**Contact:** [production@cleverdis.com](mailto:production@cleverdis.com)  
Tel: +33 (0)442 77 46 00

# PRINT / TECHNICAL SPECIFICATIONS

Front Cover



Hall Plan Front cover



Large Logo

Standard-sized Logo

## HALL PLAN

TRIM SIZE

Front cover page	230 x 314 mm
Back cover page	240 x 340 mm
Standard logo	32 x 20 mm
Large logo	74 x 54 mm

## 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 24<sup>th</sup> January 2023. 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 / VINEXPO WINE PARIS The 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

[www.vinexpodaily.com](http://www.vinexpodaily.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

### e-MAILING BANNER

- Format: 300 x 250 px - jpg or gif

>> **Material Deadline:**  
**24<sup>TH</sup> January 2023**

**Contact:** [production@cleverdis.com](mailto: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).

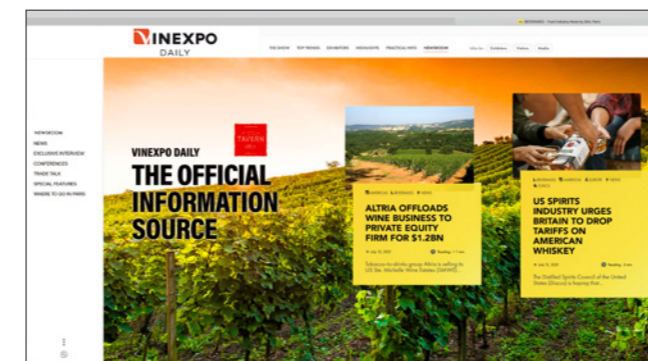
### Content

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.

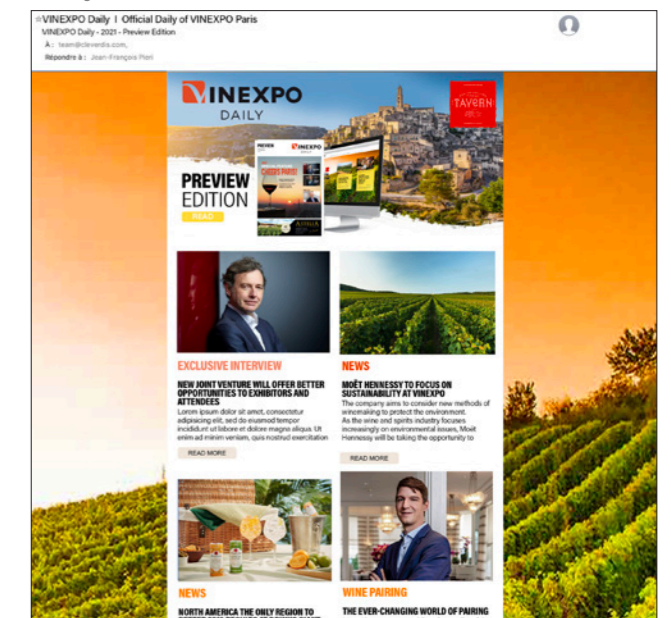
A final version will then be produced and sent to the client for "OK to Print". This must be marked on the PDF - either scanned or digitally signed.

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.

Website



e-Mailing





**AN EXPERT COMMUNICATION TEAM  
AT YOUR DISPOSAL**

**100% LIVE DURING THE SHOW**

Come visit us at the VINEXPO WINE PARIS press centre during the show!



## CONTACTS



### ADVERTISING

**Benjamin Klene**

*Senior Account Manager*

Tel : +33 413 22 80 63

Mob: +33 698 402 927

[benjamin.klene@vinexpodaily.com](mailto:benjamin.klene@vinexpodaily.com)



### EDITORIAL TEAM

**Emiliana Van Der Eng**

*Head of editorial team*

Tel +33 442 774 600

[emiliana.vandereng@vinexpodaily.com](mailto:emiliana.vandereng@vinexpodaily.com)



**CLEVERDIS**