

The Daily

VINEXPO ASIA

VINEXPO ASIA
Singapore

2025 MEDIA KIT

AN INTEGRAL PART OF
YOUR SHOW COMMUNICATION!



KEY BENEFITS FOR EXHIBITORS:

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

NEWS LIVE
FROM THE SHOW

SPECIAL
FEATURES

REGIONAL
SPOTLIGHTS



vinexpoasia.com

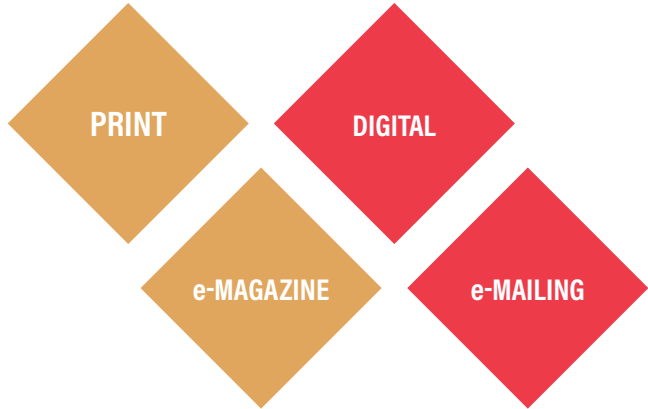
THE DAILY IS THE EXCLUSIVE OFFICIAL
DAILY MAGAZINE OF VINEXPO ASIA



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 Asia 2024

10,000
EXPECTED
PROFESSIONAL
VISITORS

1,000
EXHIBITORS FROM
ACROSS THE GLOBE

“
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 Entreprise

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
4,000
copies

DAY 2
3,000
copies

DAY 3
2,000
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 Singapore

CIRCULATION / ONLINE vinexpoasia.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.

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

SOCIAL MEDIA

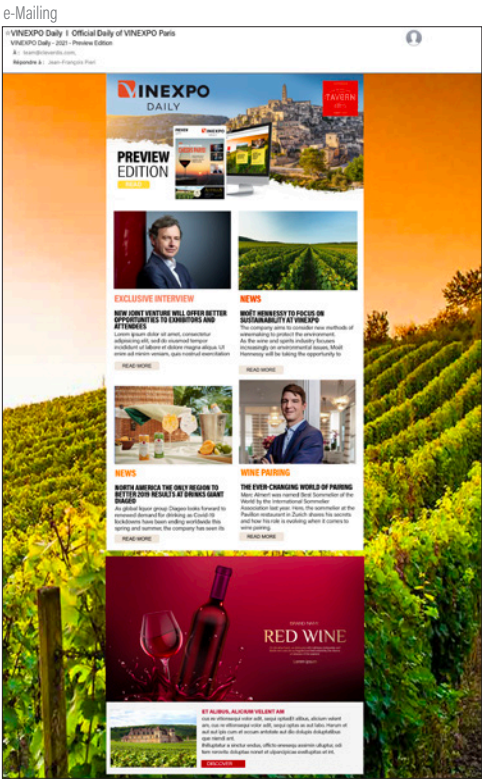
VINEXPO WINE The Daily contents are promoted through the VINEXPO ASIA social media channels

60K FOLLOWERS

21,1K FOLLOWERS

15,500 FOLLOWERS

29K FOLLOWERS



WEBSITE / STATISTICS vinexpoasia.com

Full contents & e-Magazines online @ vinexpodaily.com

Full integration of contents into digital event tools

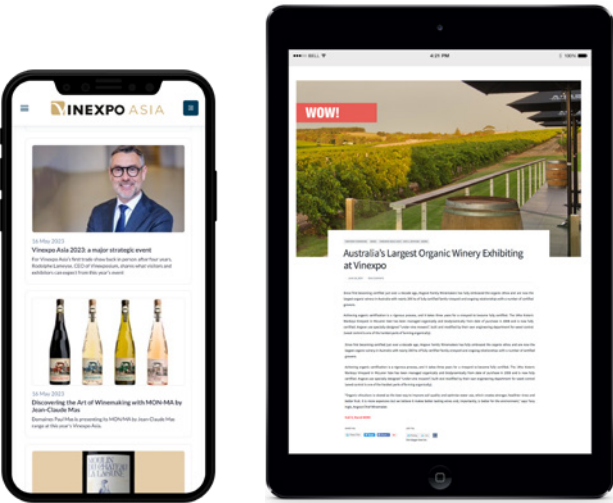
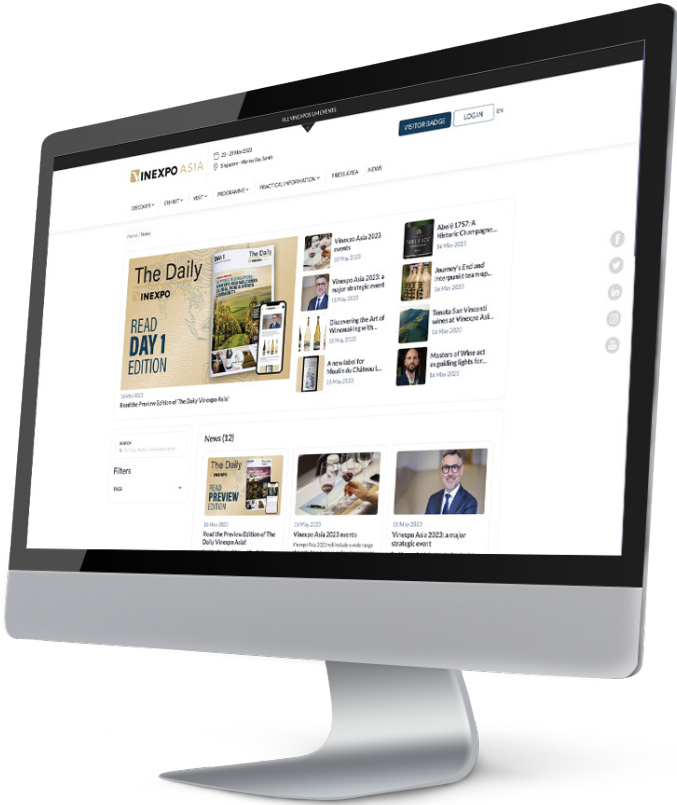
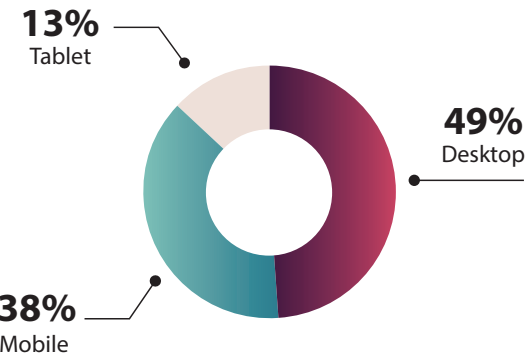
vinexpoasia.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

STATISTICS - FORECAST 2024

Users: **15,700**
Pageviews: **31,800**
Average spent time: **2,07**

Device Access:



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 SINGAPORE

A definitive guide on where to go out in Singapore 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

ONLINE
PREVIEW EDITION

[21st May 2024]

GLOBAL OVERVIEW

- SOUTH AFRICA
- EUROPE

ONLINE & PRINT
DAY 1 EDITION

[28th May 2024]

RED & WHITE

- FRANCE
- AUSTRALIA

ONLINE & PRINT
DAY 2 EDITION

[29th May 2024]

CHAMPAGNE, SPARKLING & SPIRITS

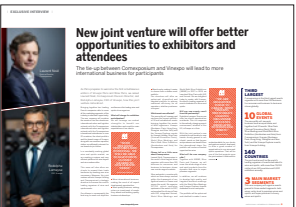
- ITALY
- USA

ONLINE & PRINT
DAY 3 EDITION

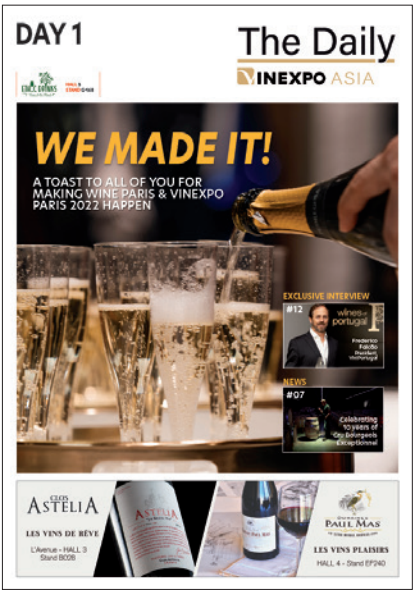
[30th May 2024]

ROSÉ

- SPAIN
- LATIN AMERICA



PRINT / AD OPPORTUNITIES



The Daily 2022 - Day 1 Edition

ADVERTISING RATES* (€) Advertising space is only available for exhibitors of VINEXPO ASIA

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

* + 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	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	18,000
• Inside front cover, double page	25,000
• Inside back cover	12,500
• Back cover	19,000
• Insert in the magazine	on demand



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



VISITOR BAG	(€)
Sponsoring of VINEXPO ASIA Visitor bag (6,000 units)	from 14,000



HALL PLAN (ALL EDITIONS)	(€)
• Large logo & Stand N°	3,200
• Standard-sized Logo & Stand N° + QR code	1,600
• Standard-sized Logo & Stand N°	900

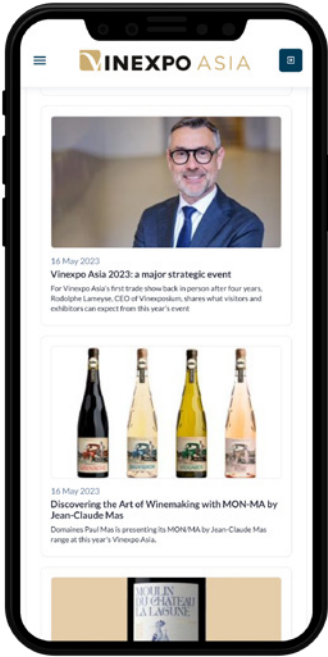
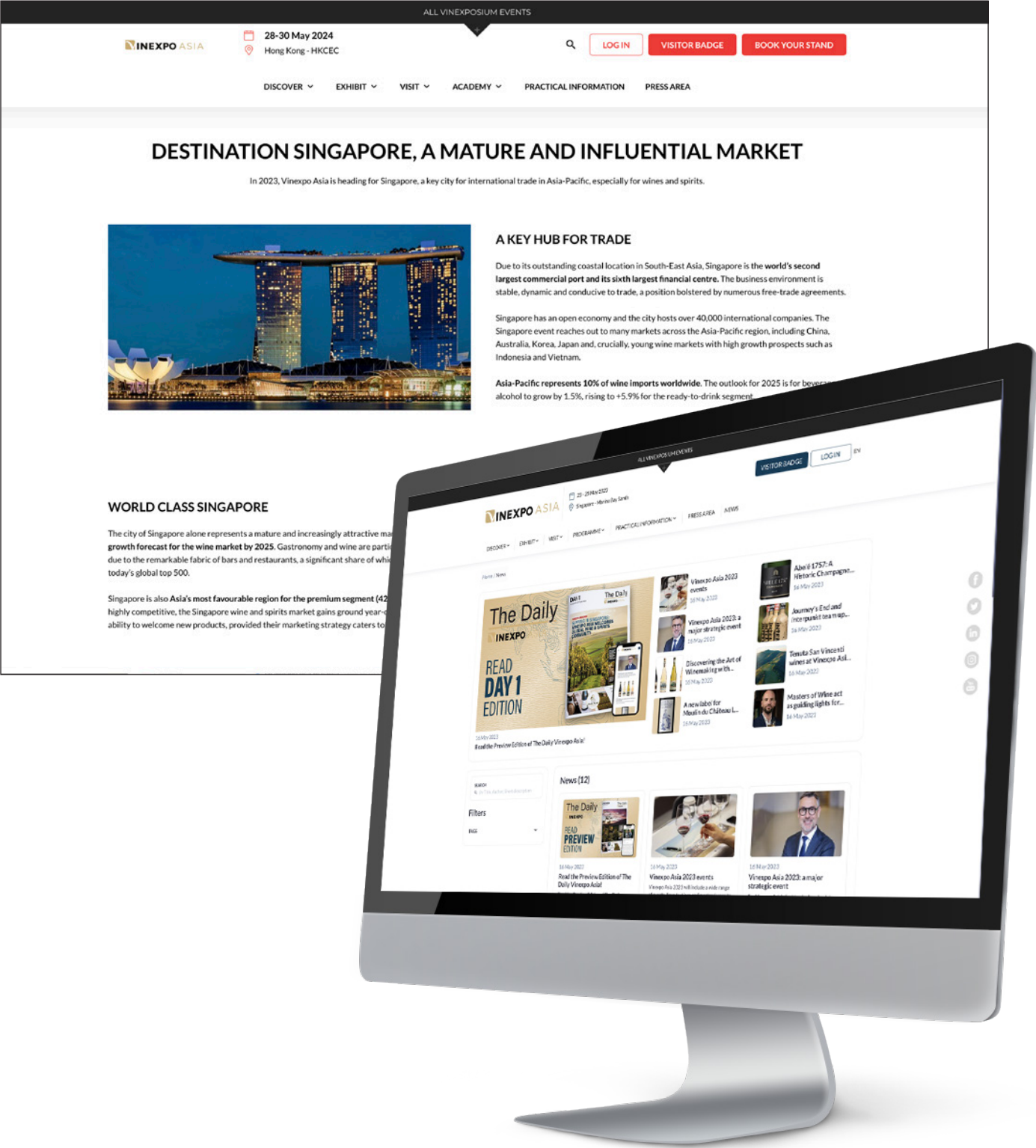
SMARTGUIDE	(€)
Customized publication (24 pages). Insertion into 1 edition of VINEXPO Daily from	37,000



THE DAILY QR CODE CARD	
The Daily QR Code Card (5,000 units):	
Logo on card, exclusive position	from € 7,500

PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1 PRODUCT SPOTLIGHT 1 LOGO & Highlight entry FREE BONUS	1/2 PAGE ADVERTORIAL 1/2 PAGE ADVERTISEMENT 1 STANDARD LOGO & QR CODE ON THE HALL PLAN FREE BONUS	1 FULL PAGE ADVERTISEMENT 1 FULL PAGE ADVERTORIAL 1 PRODUCT SPOTLIGHT FREE BONUS 1 STANDARD LOGO & QR CODE ON THE HALL PLAN FREE BONUS	1 DOUBLE PAGE ADVERTISEMENT 1 FULL PAGE ADVERTORIAL 1 PRODUCT SPOTLIGHT FREE BONUS 1 LARGE LOGO & QR CODE ON THE HALL PLAN FREE BONUS
1,600 €	5,150 €	8,800 €	12,050 €



RATES

VINEXPOASIA.COM

• In-Depth Article: 600 words 1 st positions on the day of publication (2 spaces available)	€ 1,400
• Short Article: 200 words 1 st positions on the day of publication (2 spaces available)	€ 600

NEWSLETTER INCLUSION

Your article highlighted in 1 newsletter:	1,200
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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

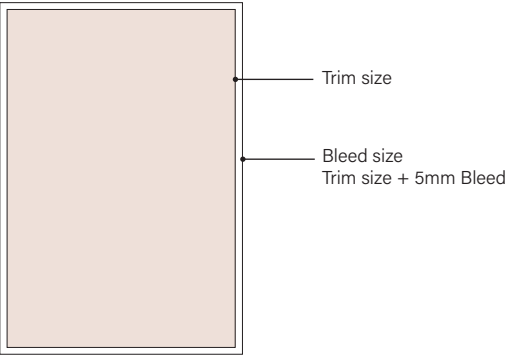
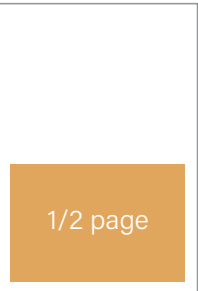
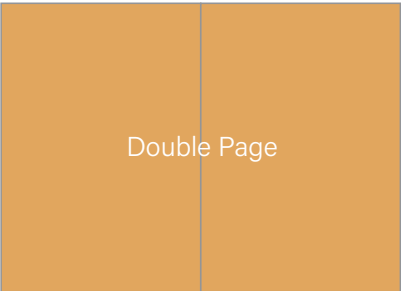
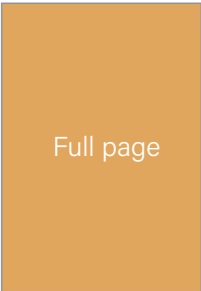
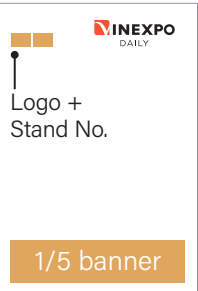
Logo + Stand No. on front cover		
1/5 banner on front cover	220 x 54 mm	
Inside front cover	240 x 330 mm	250 x 340 mm
Back cover	240 x 330 mm	250 x 340 mm

>> Material Deadline:
2ND May 2025

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

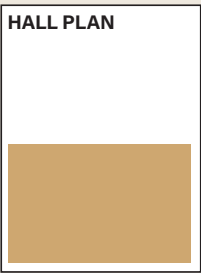
PRINT / TECHNICAL SPECIFICATIONS

Front Cover

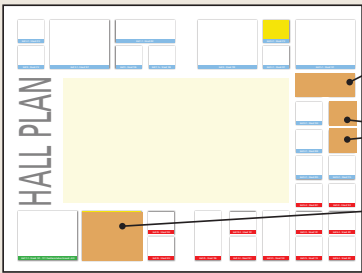


HALL PLAN - 4 PAGE BOOKLET - 230 X 320 mm

	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	



1/2p Front cover



Standard-sized
Logo + QR Code

Standard-sized
Logo

Large Logo



Back cover

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 / VINEXPO ASIA 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

vinexpoasia.com

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:**
2ND May 2025

Contact: 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 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)

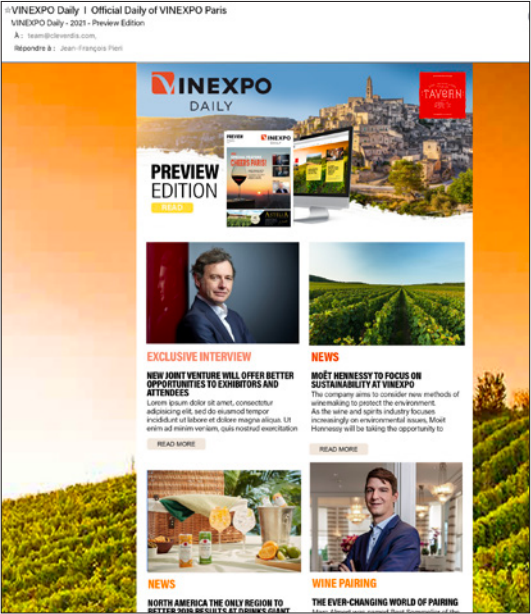
Word Count

- 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.

e-Mailing



Website



**AN EXPERT COMMUNICATION
TEAM AT YOUR DISPOSAL**

100% LIVE DURING THE SHOW

Come visit us at the VINEXPO ASIA press centre during the show!



CONTACTS



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CLEVERDIS

is the publisher of

