



26 - 28TH MAY 2026 - SHANGHAI

2026 MEDIA KIT



KEY BENEFITS FOR EXHIBITORS:

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

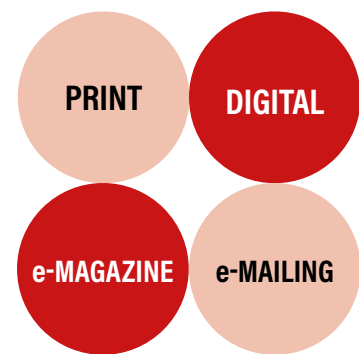
NEWS LIVE
FROM THE SHOW

SPECIAL
FEATURES

REGIONAL
SPOTLIGHTS



ITB CHINA NEWS IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF ITB CHINA



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

MORE THAN
20,500
ATTENDEES

MORE THAN
38,800
BUSINESS
MEETINGS

85
COUNTRIES

1400
SELECTED BUYERS
FROM **450+** COMPANIES

150+
SPEAKERS

60+
TOPICS

Source: ITB China 2023

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
- Exhibition show floor
- International press stand
- Media Centre
- Top 50 Partners' & Participants' stands
- Over 20 leading hotels in Shanghai

WEBSITE / STATISTICS

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

Full integration of contents
into digital event tools

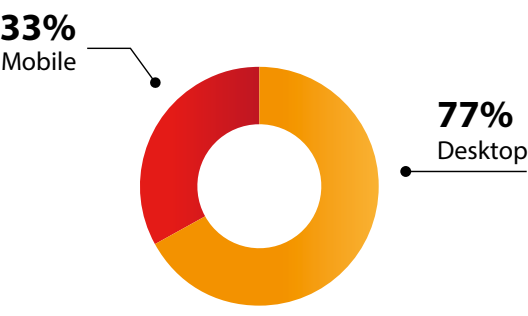
news.itb.com is the daily updated
website with unique articles and
exclusive interviews live from the show.

RESPONSIVE & POWERFUL

STATISTICS*
May 2025

Users **28K**
Page views **41K**
Average spent time **1,42min**

Device Access:



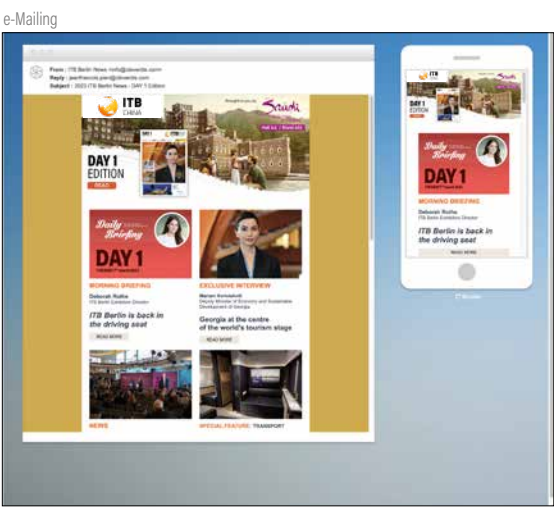
* Google Analytics - news.itb.com - May 2025

CIRCULATION / ONLINE news.itb.com

Daily e-Mailing to
> **25,000** 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, DAY 2 and DAY 3)



SOCIAL MEDIA

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



16,000+
FOLLOWERS



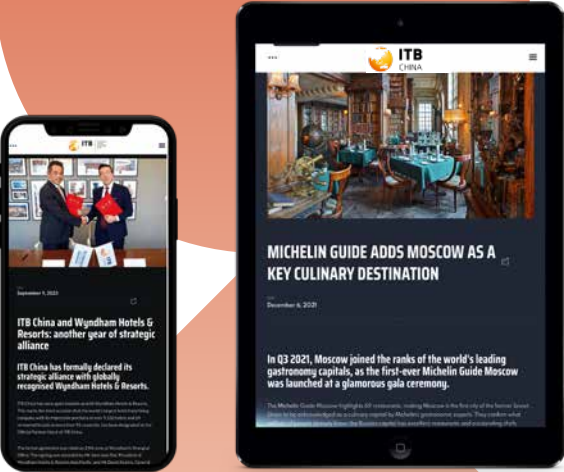
8,330+
MEMBERS



12,000+
FOLLOWERS



1,110+
FOLLOWERS



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 CHINA CONFERENCE

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 ITB China explain why they’re here and what their personal “ITB highlights” are.

PRODUCT INNOVATIONS GUIDE

Each day, trade visitors at ITB China are offered a highly synthetic “Product Innovations Guide” in a number of major tourism sectors. In this way, ITB China News is even more useful as a purchasing tool providing buyers with the ultimate guide on “what sells in 2018/2019”.

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

Tour Operators and Travel Agents explain their current key concerns and discuss some of the most interesting offers they have seen at the show..

WHERE TO GO IN SHANGHAI

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

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of ITB China 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

ONLINE EDITION

PREVIEW EDITION

SPECIAL FEATURES

ITB CHINA SNEAK PEEK

REGIONAL SPOTLIGHTS

PRINT & ONLINE EDITION

DAY 1 EDITION

TRAVEL TECHNOLOGY
NATURE & ADVENTURE TOURISM

CITY BREAKS
HOTELS

ASIA

PRINT & ONLINE EDITION

DAY 2 EDITION

MICE
TRANSPORT
WELLNESS

MEDICAL TOURISM
EDUCATIONAL TOURISM

MIDDLE EAST

PRINT & ONLINE EDITION

DAY 3 EDITION

INBOUND / RURAL TOURISM
FAMILY DESTINATIONS & RESORTS
SENIOR TOURISM

CULTURAL TOURISM
LUXURY TRAVEL

EUROPE

PRINT / AD OPPORTUNITIES



ITB China News / 2022 Day 3 Edition

ADVERTISING RATES* (€)

Advertising space is only available for exhibitors of ITB China

ADVERTISEMENT	All Editions	PREVIEW	Day 1, Day 2 or D3 Print & Online Versions
• 1/4 page	3,200	580	1000
• 1/3 page	3,800	680	1,200
• 1/2 page	6,200	990	1,750
• Full page	8,500	1,750	3,000
• Double page	17,500	3,300	5,400

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

HIGHLIGHT POSITIONS ALL EDITIONS (€)

• Logo & stand N° on front cover	3,500
• 1/5 page banner on front cover	12,000
• Inside front cover	13,200
• Inside front cover, double page	23,900
• Inside back cover	13,200
• Back cover	14,000
• Insert in the magazine	on demand
• Bookmark - in one edition	6,900



Logo & stand N° on front cover - Example



ADVERTORIAL (IN ONE EDITION) (€)

• 1/4 page	1,400
• 1/2 page	2,300
• 1 full page	3,900
• 1 double page	6,900

SMARTGUIDE (€)

Customized publication (24 pages).
Insertion into 1 edition of ITB China News from 38,800



ITB CHINA NEWS QR CODE CARD

ITB China News QR Code Card (3,000 units):
Logo on card, exclusive position from € 5,000



HALL PLAN (€)

• Large logo & Stand N°	2,100
• Standard-sized Logo & Stand N°	550
• Standard-sized Logo & Stand N° + QR code	1,050



PACKAGES

STARTER

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

1,750 €

ADVANCED

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

4,050 €

PREMIUM

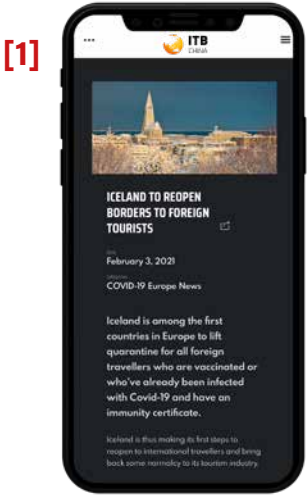
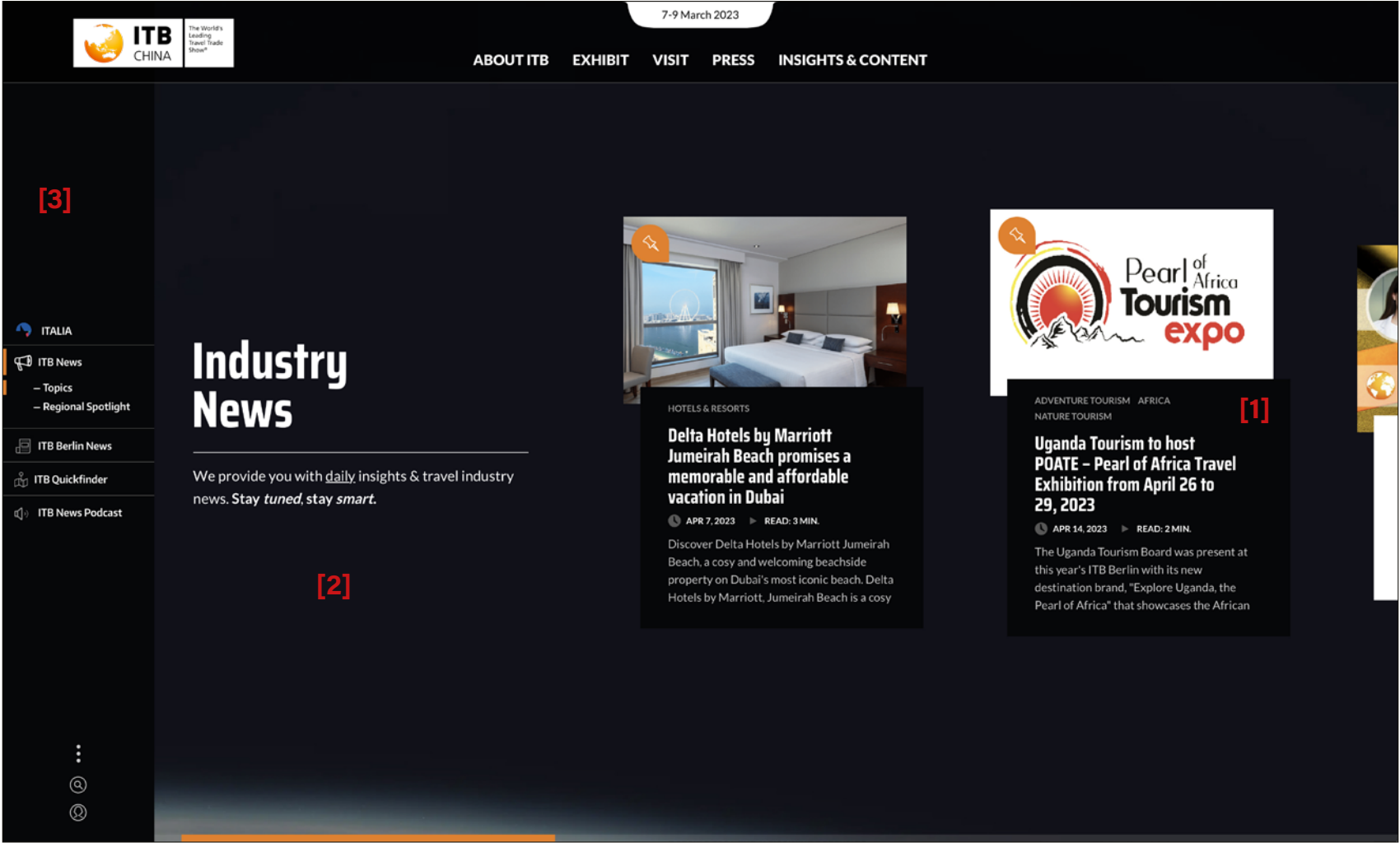
1 FULL PAGE ADVERTISEMENT
1 FULL PAGE ADVERTORIAL
1 DIGITAL SHORT ARTICLE
1 STANDARD LOGO & QR CODE ON THE HALL PLAN - FREE BONUS

7,550 €

PREMIUM PRO

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

15,900 €



OPTIONS

NEWSLETTER

Your article highlighted in 1 newsletter

RATES

- Your article highlighted in 1 newsletter € 1,200

RATES (SHOW TIME)

NEWSROOM

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

OPTION

Global Sponsorship [2]

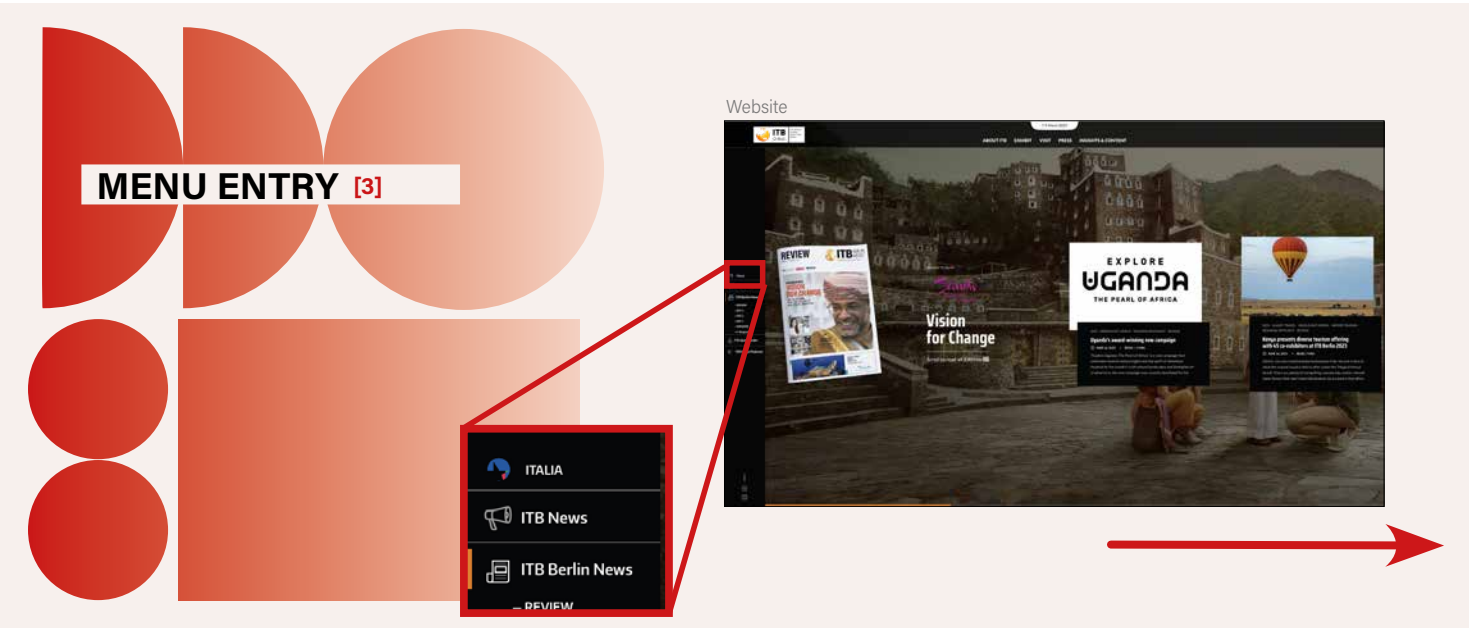
- Your branding on all sections 1 month: € 19,500
(including 2 in-depth articles)

OPTION

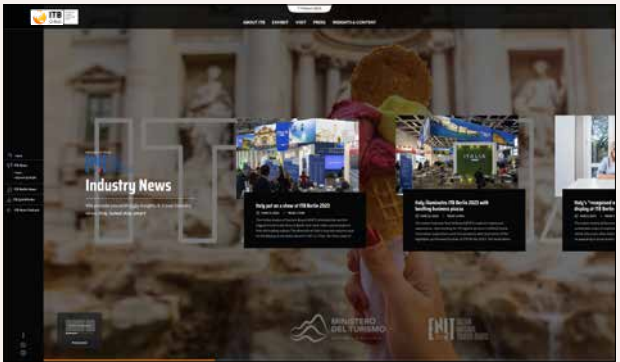
MENU ENTRY [3]

- Dedicated Menu Point
- Dedicated Branded Page with your contents
- 6 Articles (3 In-Depth, 3 Short)
- 2 newsletter inclusions
- 2 social media posts

- 1 month € 16,500



Show Dailies section



e-Mailing



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	

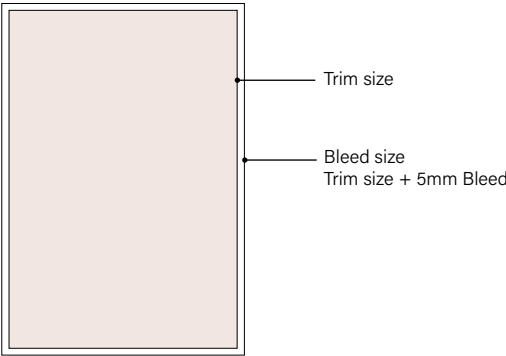
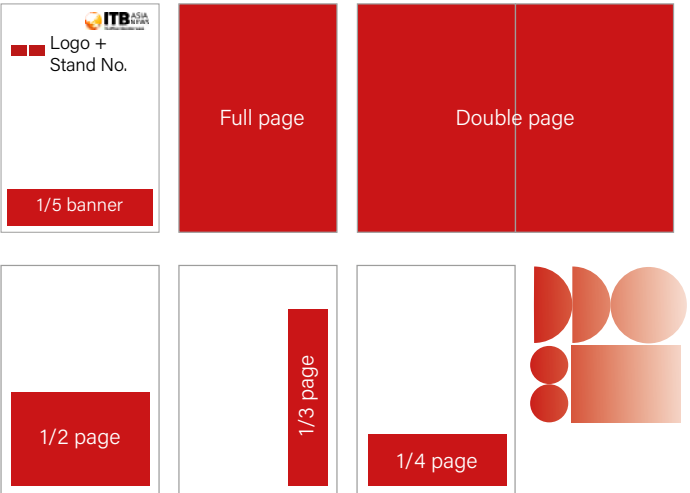
HIGHLIGHT POSITIONS

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



PRINT / TECHNICAL SPECIFICATIONS

Front Cover



FLOOR PLAN

Standard-sized Logo & Stand No.	32 x 20 mm
Large Logo & Stand No.	75 x 50 mm



Large Logo

Standard-sized 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 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 China 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.

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

>> **Material Deadline: 27th April 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
- Quarter page: 90 words

Featured Article

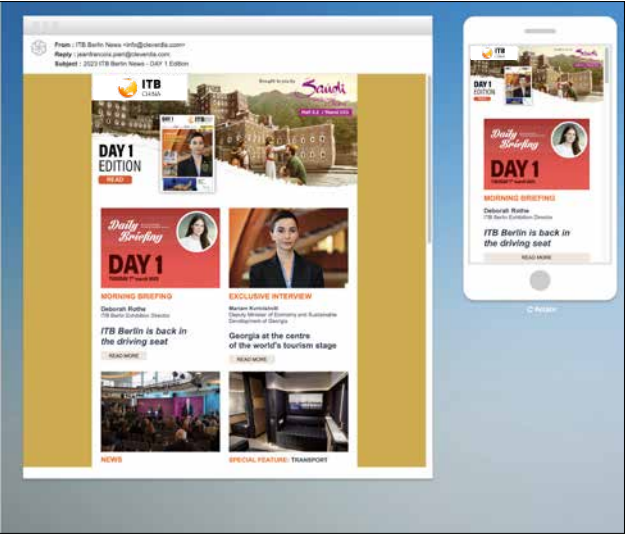
Featured Articles designate a highlighted position for your advertorial online - on the homepage and section landing page or in standard position (only section landing page).

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





**AN EXPERT COMMUNICATION
TEAM AT YOUR DISPOSAL**

100% LIVE DURING THE SHOW

Come visit us at the ITB press centre during the show!

CONTACTS



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CLEVERDIS

is the publisher of

