2023 MEDIA KIT

AN INTEGRAL PART OF YOUR SHOW COMMUNICATION!

KEY BENEFITS FOR EXHIBITORS:
- ATTRACT TRADE VISITORS
- MAXIMISE BUSINESS AT MILIPOL PARIS
- GIVE BUYERS THE STRATEGIC INFORMATION THEY NEED

NEWS LIVE FROM THE SHOW

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

news.milipol.com
MILIPOL DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF MILIPOL 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

800 exhibitors
55% non-French exhibitors

89% satisfaction rates for:
- 77% of exhibitors are satisfied with Milipol Paris 2021
- 58% prospecting new clients
- 84% presenting new products/services

22,000 visitors
138 countries
39% non-French visitors

100 Official delegations
Including:
- Minister of Internal Affairs, Kosovo
- Ministry of Security, Burkina Faso
- Minister of Intelligence, Israel
- Ministry of the Interior, Ukraine
- Deputy Minister of the Interior, Ukraine
- Deputy Minister of Defence, Ukraine
- Deputy Minister of Digital Transformation, Ukraine
- President of the General Committee of Prisons and Rehabilitation, Turkey

60 Countries
- General Commander of the Federal Ministry of Interior, Nigeria
- Deputy Supreme Commander of Armed Forces, UAE
- Secret Services Director, Gabon
- Assistant Director of the Department of Justice - FBI, USA
- Senior Secretary of Ministry of Defence, Bangladesh
- Permanent Secretary, Botswana Police Service
- Chief of Maritime Police, Cyprus

Visitor Profile
42% Public sector
58% Private sector

Visitors are buyers
1 in 2 visitors came with a purchase or investment project
92% of them found what they needed to achieve it

- 14th Law enforcement
- 10th Urban and public places security
- 10th Systems integration
- 9th Fight against terrorism
- 8th Data protection
- 8th Private security
**CIRCULATION / PRINT**

<table>
<thead>
<tr>
<th>Day</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>4,500</td>
</tr>
<tr>
<td>Day 2</td>
<td>4,500</td>
</tr>
<tr>
<td>Day 3</td>
<td>4,500</td>
</tr>
<tr>
<td>Day 4</td>
<td>4,500</td>
</tr>
</tbody>
</table>

**STRATEGIC DISTRIBUTION POINTS**

- All main entrances
- All main information counters
- Official Delegation Lounge
- Conference area
- International press stand
- Press centre
- Top 50 partners’ & participants’ stands

**CIRCULATION / ONLINE**

Daily e-Mailing to over 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, 4)

**SOCIAL MEDIA**

Milipol Daily contents are promoted through the Milipol social media channels

- 5,8K followers
- 3K followers
- 3,800 followers

**WEBSITE / STATISTICS**

- news.milipol.com

**Full contents & e-Magazines online**

@ milipol.com

**Full integration of contents into digital event tools**

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

**RESPONSIVE & POWERFUL**

**STATISTICS**

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

**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, 4)

**SOCIAL MEDIA**

Milipol Daily contents are promoted through the Milipol social media channels

- 5,8K followers
- 3K followers
- 3,800 followers

**WEBSITE / STATISTICS**

- news.milipol.com

**Full contents & e-Magazines online**

@ milipol.com

**Full integration of contents into digital event tools**

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

**RESPONSIVE & POWERFUL**

**STATISTICS**

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

Thursday, November 16th

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.

MILIPOL 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.

CYCLE JEUDI DE LA SECURITE
Thursday, November 16th

MARKET TRENDS
Important new industry trends and interviews with leading analysts.

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.

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
Industry experts and professionals explain their current key concerns and discuss some of the most interesting offers they have seen at the show.

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of Milipol 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
PREVIEW EDITION
[7th November 2023]

SPECIAL FEATURES
Large Event Security Management
Olympic & Paralympic Games Paris 2024

REGIONAL SPOTLIGHTS
Olympic Games Paris 2024 & France

DAY 1 EDITION
[14th November 2023]

Anti-terrorism
- Special forces, Fight against organised crime, Economic and industrial intelligence, Port and airport security
- Border control, Economic and industrial intelligence
- Fight against cyberthreats and cybercrime

EDITIONS
DAY 2 EDITION
[15th November 2023]

Security of public places
Urban security, Road safety, Transport security

EDITIONS
DAY 3 EDITION
[16th November 2023]

- Risk analysis and management
- CBRN
- Private security
- Protection of industrial and sensitive sites
- Perimeter security

EDITIONS
DAY 4 EDITION
[17th November 2023]

- Policing and protection of first responders
- Prison security

EDITIONS
Olympic Games Paris 2024 & France

REGIONAL SPOTLIGHTS
Europe

Americas

Middle East

Asia
**PRINT / AD OPPORTUNITIES**

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>ADVERTISEMENT</th>
<th>All Editions</th>
<th>Online Preview</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>5,000</td>
<td>700</td>
<td>1,350</td>
<td>1,350</td>
<td>1,050</td>
<td>700</td>
</tr>
<tr>
<td>1/3 page</td>
<td>6,600</td>
<td>900</td>
<td>1,750</td>
<td>1,750</td>
<td>1,500</td>
<td>900</td>
</tr>
<tr>
<td>1/2 page</td>
<td>9,000</td>
<td>1,200</td>
<td>2,350</td>
<td>2,350</td>
<td>2,050</td>
<td>1,200</td>
</tr>
<tr>
<td>1 full page</td>
<td>15,000</td>
<td>2,000</td>
<td>4,000</td>
<td>4,000</td>
<td>3,400</td>
<td>2,000</td>
</tr>
<tr>
<td>1 double page</td>
<td>27,000</td>
<td>3,600</td>
<td>7,250</td>
<td>7,250</td>
<td>6,250</td>
<td>3,600</td>
</tr>
</tbody>
</table>

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

**PRODUCT SPOTLIGHT**

- Photo, description, 3 USPs & Stand N°
- + 1/4 page

<table>
<thead>
<tr>
<th></th>
<th>(€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>1,200</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,600</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,100</td>
</tr>
<tr>
<td>1 full page</td>
<td>3,600</td>
</tr>
<tr>
<td>1 double page</td>
<td>6,300</td>
</tr>
</tbody>
</table>

**SMARTGUIDE**

Customized publication (24 pages).
Insertion into 1 edition of Milipol Daily from 37000

**NEW!**

**THE DAILY QR CODE CARD**

The Daily QR Code Card (3000 units):
Logo on card, exclusive position from € 1,500

**PACKAGES**

<table>
<thead>
<tr>
<th>STARTER</th>
<th>ADVANCED</th>
<th>PREMIUM</th>
<th>PREMIUM PRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 PRODUCT SPOTLIGHT</td>
<td>1/2 PAGE ADVERTISEMENT</td>
<td>1 FULL PAGE ADVERTORIAL</td>
<td>1 FULL PAGE ADVERTORIAL ALL EDITIONS - FIRST 12 PAGES</td>
</tr>
<tr>
<td>1 SHORT DIGITAL ARTICLE BEFORE THE SHOW</td>
<td>1 SHORT DIGITAL ARTICLE</td>
<td>1 PRODUCT SPOTLIGHT</td>
<td>1 IN-DEPTH DIGITAL ARTICLE FREE BONUS</td>
</tr>
<tr>
<td>FREE BONUS</td>
<td>FREE BONUS</td>
<td>FREE BONUS</td>
<td>FREE BONUS</td>
</tr>
<tr>
<td>1,200 €</td>
<td>3,850 €</td>
<td>9,600 €</td>
<td>13,000 €</td>
</tr>
</tbody>
</table>

**HIGHLIGHT POSITIONS ALL EDITIONS**

<table>
<thead>
<tr>
<th></th>
<th>(€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo &amp; stand N° on front cover</td>
<td>4,500</td>
</tr>
<tr>
<td>1/5 page banner on front cover</td>
<td>11,500</td>
</tr>
<tr>
<td>1 full page advertisement, first 12 pages</td>
<td>13,000</td>
</tr>
<tr>
<td>1 double page advertisement, first 12 pages</td>
<td>24,000</td>
</tr>
<tr>
<td>Inside front cover, double page</td>
<td>31,000</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>14,000</td>
</tr>
<tr>
<td>Back cover</td>
<td>17,000</td>
</tr>
<tr>
<td>Insert in the magazine</td>
<td>on demand</td>
</tr>
</tbody>
</table>
RATES

NEWS.MILIPOL.COM

- In-Depth Article: 600 words  
  1st positions during 1 week  
  [1] (2 spaces available)  
  € 1,400

- Short Article: 200 words  
  1st positions during 1 week  
  (2 spaces available)  
  € 600

OPTIONS

- Global sponsoring  
  Your branding on all sections, 3 months:  
  € 19,500
  (including 2 in-depth articles)

OPTIONS

- Menu Entry
  - Dedicated Menu Point
  - Dedicated Branded Page with your contents
  - 6 Articles (3 In-Depth, 3 Short)
  - 2 newsletter inclusions
  - 2 social media posts
  3 months  
  € 16,500

NEWSLETTER INCLUSION

Your article highlighted in 1 newsletter:  
1,200

[2] OPTION - MENU ENTRY

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

[3] OPTION - MENU ENTRY

[1] 600 words
## PRINT / TECHNICAL SPECIFICATIONS

### STANDARD POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Trim size</th>
<th>Bleed size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>250 x 353 mm</td>
<td>260 x 363 mm</td>
</tr>
<tr>
<td>Double page</td>
<td>500 x 353 mm</td>
<td>510 x 363 mm</td>
</tr>
<tr>
<td>1/2 page</td>
<td>230 x 160 mm</td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>86 x 300 mm</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>230 x 80 mm</td>
<td></td>
</tr>
</tbody>
</table>

### HIGHLIGHT POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Trim size</th>
<th>Bleed size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo + Stand No. on front cover</td>
<td>230 x 58 mm</td>
<td>260 x 363 mm</td>
</tr>
<tr>
<td>1/5 banner on front cover</td>
<td>230 x 58 mm</td>
<td>260 x 363 mm</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>250 x 353 mm</td>
<td>260 x 363 mm</td>
</tr>
<tr>
<td>Back cover</td>
<td>250 x 353 mm</td>
<td>260 x 363 mm</td>
</tr>
</tbody>
</table>

>> Material Deadline: 1st November 2023

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

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.

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. .jpegs must be 300 dpi.
- A final version will then be produced and sent to the client – in annotations on the PDF.
- 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.milipol.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
- Format: 300 x 250 px - jpg or gif

FEATURED ARTICLE
- Headline article: up to 600 words
- Standard article: up to 300 words
- Images: jpg - HD
- Videos: YouTube link
- Format: 300 x 250 px - jpg or gif

WEB 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

Global Sponsorship Section Sponsoring

Digital / Technical Specifications

Entry Menu Package

Featured Article

Material Deadline: 1st November 2023
Contact: productions@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 Milipol press centre during the show!

CONTACTS

CONTACTS

EDITORIAL TEAM

Emiliana Van Der Eng
Head of editorial team
Tel +33 442 774 600
emiliana.vandereng@cleverdis.com

ADVERTISING

Veronika Verzhak
Sales Manager
Tel : +33 413 22 80 60
Mob: +33 766 668 030
veronika.verzhak@cleverdis.com

CLEVERDIS • Relais du Griffon • 439 route de la Seds • 13127 Vitrolles • France • Tel: +33 442 77 46 00 • www.cleverdis.com
SAS capitalised at 155 750 € - VAT FR 954 136 044 71 - RCS Salon-de-Provence 413 604 471