

2023 MEDIA KIT

AN INTEGRAL PART OF
YOUR SHOW COMMUNICATION!



2023 non contractual design



NEWS LIVE FROM THE SHOW

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

KEY BENEFITS FOR EXHIBITORS:

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

news.milipol.com

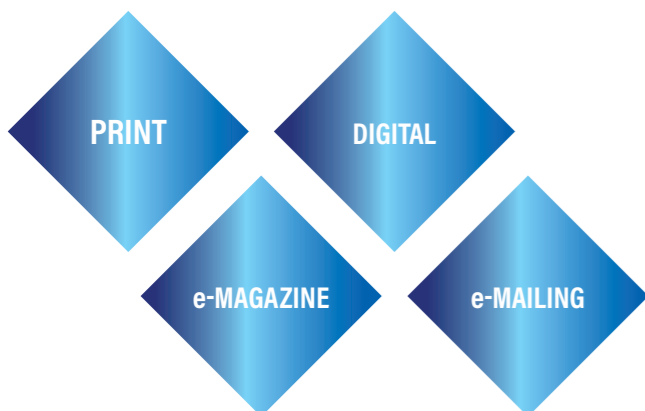
MILIPOL DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF MILIPOL PARIS



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!



2023 non contractual design



non contractual design



FIGURES & READER PROFILE

Source: Milipol 2021 - Comexposium

800 exhibitors

55% non-French exhibitors



of exhibitors are satisfied with Milipol Paris 2021



meeting clients



prospecting new clients



presenting news products / services

satisfaction rates for:

22,000 visitors

138 countries

39% non-French visitors



of visitors are satisfied with Milipol Paris 2021

100 Official delegations including:

- Minister of Internal Affairs, Kosovo
- Minister of Security, Burkina Faso
- Minister of Intelligence, Israel
- Minister 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, Tunisia

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 including:

- 14% Law enforcement
- 10% Urban and public places security
- 10% Systems integration

Visitors are buyers

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

- 9% Fight against terrorism
- 8% Data protection
- 8% Private security

CIRCULATION / PRINT

DAY 1
4,500
copies

DAY 2
4,500
copies

DAY 3
4,500
copies

DAY 4
4,500
copies

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

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**



* Estimation 2023 Milipol Daily

CIRCULATION / ONLINE

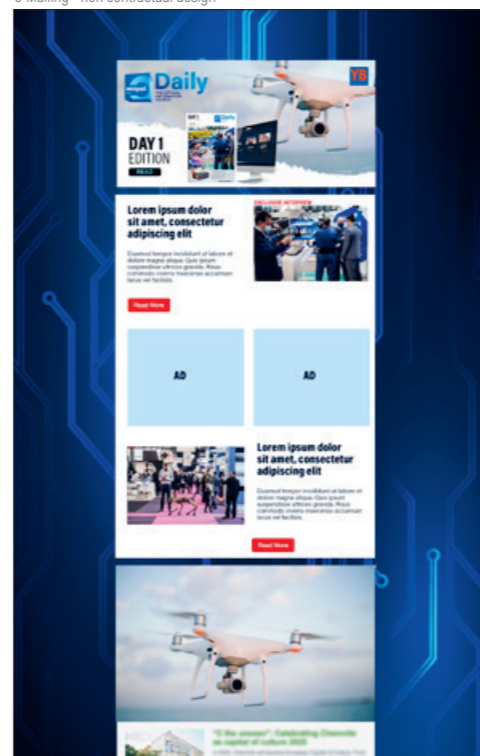
news.milipol.com

**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, 4)

e-Mailing - non contractual design



SOCIAL MEDIA

Milipol Daily contents are promoted through the Milipol social media channels

 **5,8K**
FOLLOWERS

 **3K**
FOLLOWERS

 **3,800**
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

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 SÉCURITÉ

Thursday, November 16th

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

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

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

PREVIEW EDITION

[7th November 2023]

Large Event Security Management
Olympic & Paralympic Games Paris 2024

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

Europe

DAY 2 EDITION

[15th November 2023]

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

Americas

DAY 3 EDITION

[16th November 2023]

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

Middle East

DAY 4 EDITION

[17th November 2023]

- Policing and protection of first responders
- Prison security

Asia

PRINT / AD OPPORTUNITIES



ADVERTISING RATES* (€)

Advertising space is only available for exhibitors of Milipol

ADVERTISEMENT	All Editions	Online Preview	Day 1	Day 2	Day 3	Day 4
			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



Logo & stand N° on front cover - Example

HIGHLIGHT POSITIONS ALL EDITIONS (PREVIEW INCLUDED) (€)

• Logo & stand N° on front cover	4,500
• 1/5 page banner on front cover	11,500
• 1 full page advertisement, first 12 pages	13,000
• 1 double page advertisement, first 12 pages	24,000
• Inside front cover, double page	31,000
• Inside back cover	14,000
• Back cover	17,000
• Insert in the magazine	on demand

ADVERTORIAL (IN ONE EDITION) (€)

• 1/4 page	1,200
• 1/3 page	1,600
• 1/2 page	2,100
• 1 full page	3,600
• 1 double page	6,300

PRODUCT SPOTLIGHT (€)

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

1,200

SMARTGUIDE (€)

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

37,000

PACKAGES

STARTER

- 1 PRODUCT SPOTLIGHT
- 1 SHORT DIGITAL ARTICLE BEFORE THE SHOW
FREE BONUS

1,200 €

ADVANCED

- 1/2 PAGE ADVERTISEMENT
- 1/2 PAGE ADVERTORIAL
- 1 IN-DEPH DIGITAL ARTICLE BEFORE THE SHOW
FREE BONUS

3,850 €

PREMIUM

- 1 FULL PAGE ADVERTISEMENT
- 1 FULL PAGE ADVERTORIAL
- 1 ARTICLE IN 1 OF THE NEWSLETTERS
- 1 PRODUCT SPOTLIGHT
FREE BONUS
- 1 SHORT DIGITAL ARTICLE
FREE BONUS

9,600 €

PREMIUM PRO

- 1 FULL PAGE ADVERTISEMENT - FIRST 12 PAGES
- 1 IN-DEPH DIGITAL ARTICLE
FREE BONUS

13,000 €



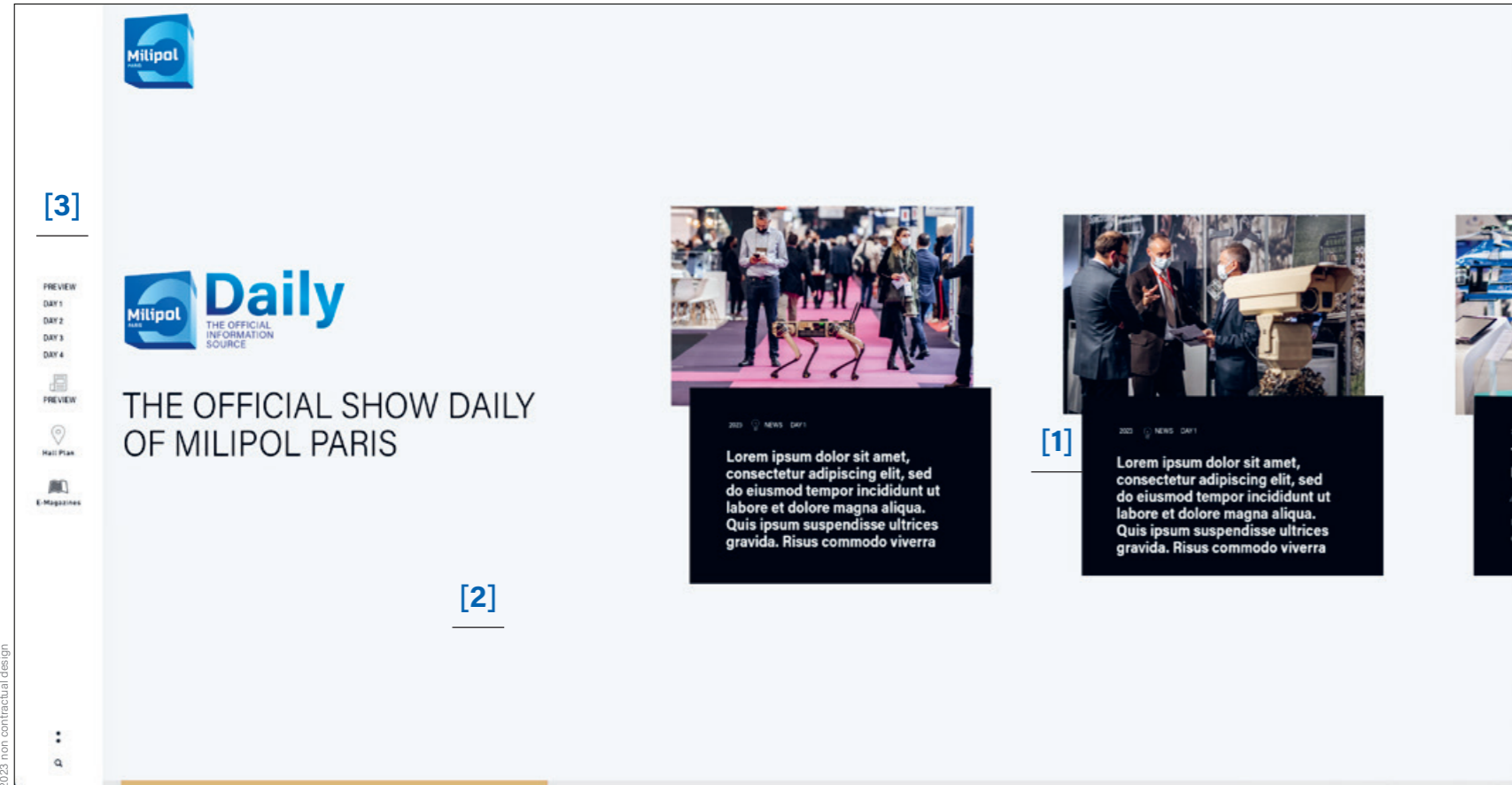
NEW!

THE DAILY QR CODE CARD

The Daily QR Code Card (3,000 units):

Logo on card, exclusive position from € 1,500

Home Page - non contractual design



[1]



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 [2]**
Your branding on all sections. 3 months: € 19,500
(including 2 in-depth articles)

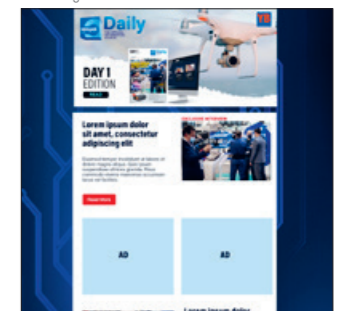
OPTIONS

• **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
3 months € 16,500

NEWSLETTER INCLUSION

Your article highlighted in 1 newsletter: 1,200

e-Mailing

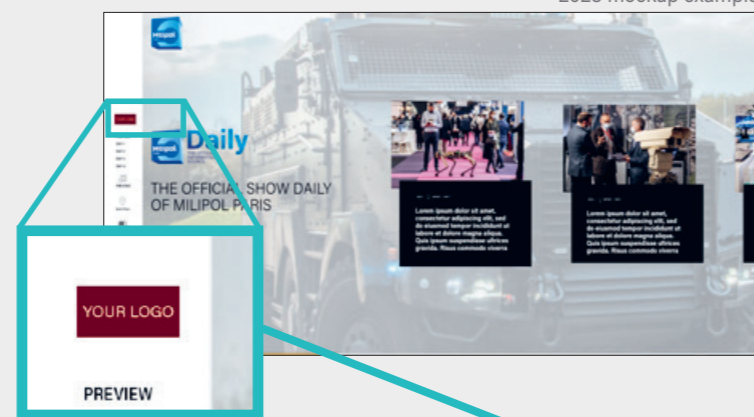


[3] OPTION - MENU ENTRY

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

Website

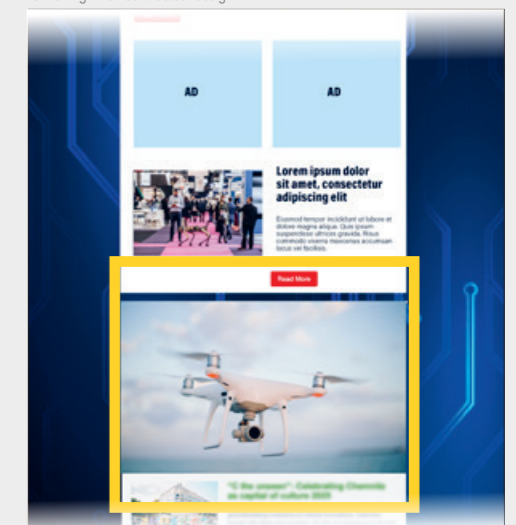
2023 mockup example



Dailies section



e-Mailing - non contractual design



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

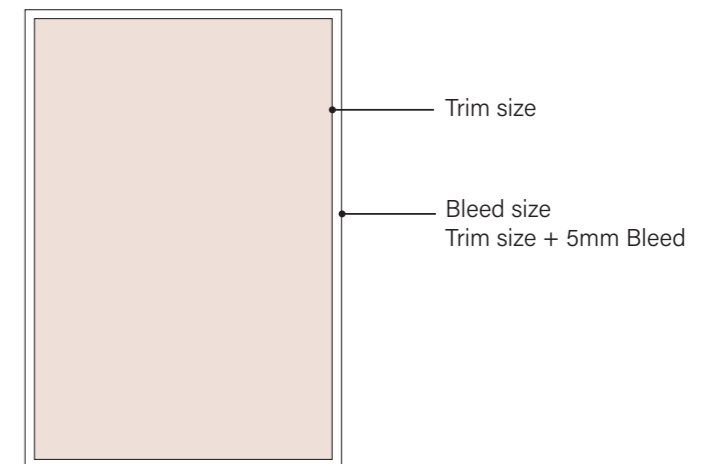
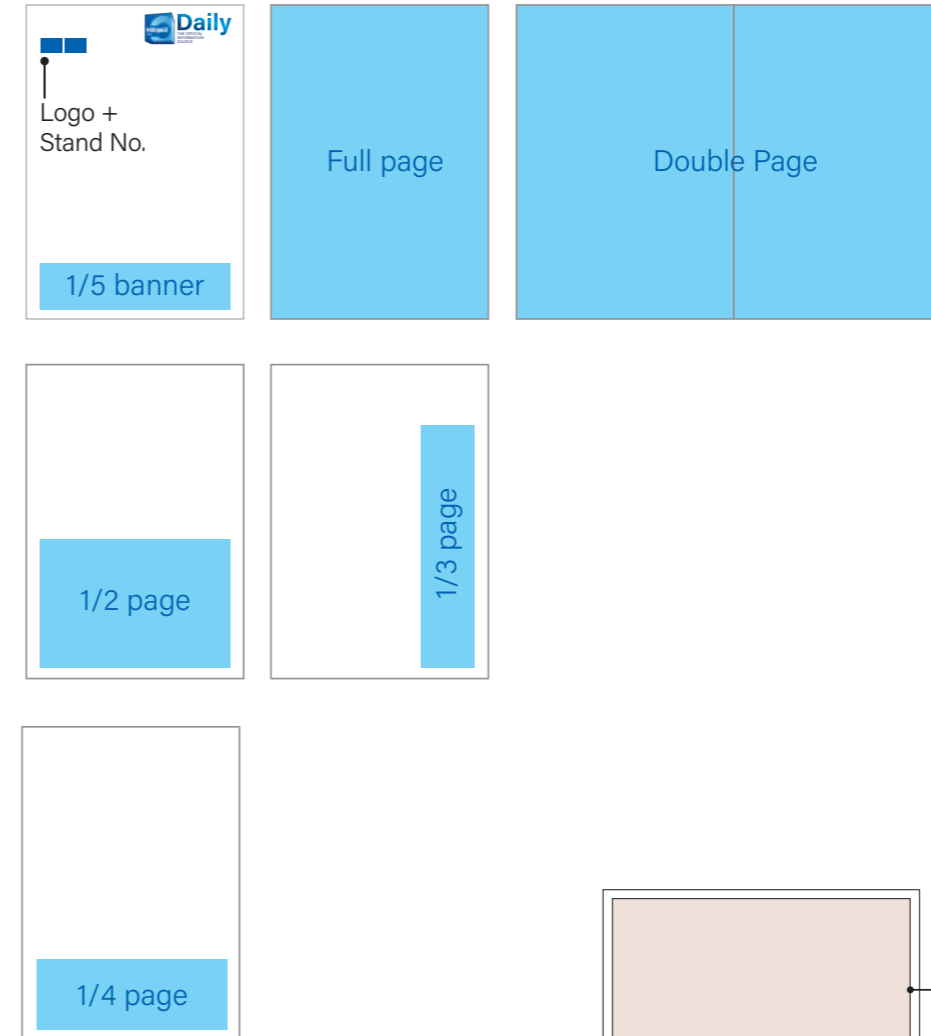
	Trim size	Bleed size
Logo + Stand No. on front cover		
1/5 banner on front cover	220 x 54 mm	
Inside front cover	240 x 330 mm	250 x 340 mm
Back cover	240 x 330 mm	250 x 340 mm

>> **Material Deadline:**
1st November 2023

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

PRINT / TECHNICAL SPECIFICATIONS

Front 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 280%.

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 280%.

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 / Milipol 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

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

e-MAILING BANNER

- Format: 300 x 250 px - jpg or gif

>> Material Deadline:

1st November 2023

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 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: 550 words
- Half-page: 260 words
- Third page: 150 words
- Quarter page: 110 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.

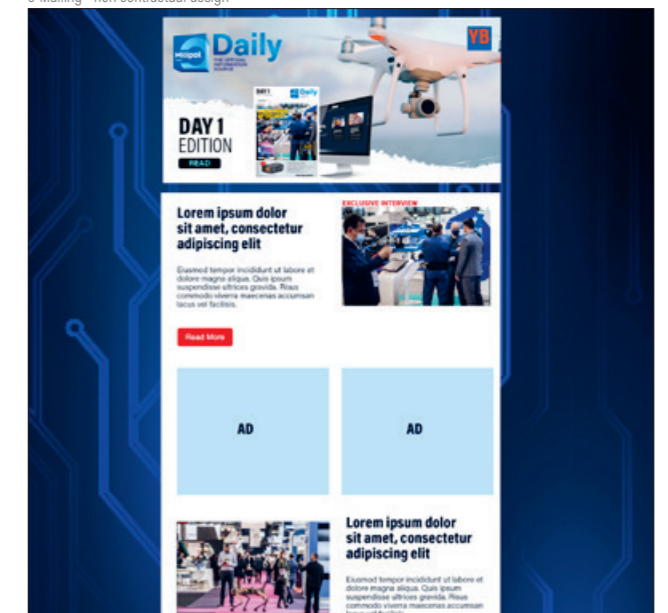
A final version will then be produced and sent to the client for "OK to Print". This must be marked on the PDF - either scanned or digitally signed.

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 - non contractual design



e-Mailing - non contractual design



AN EXPERT COMMUNICATION TEAM
AT YOUR DISPOSAL

100% LIVE DURING THE SHOW

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



CONTACTS



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CLEVERDIS