

2024 MEDIA KIT

AN INTEGRAL PART OF
YOUR SHOW COMMUNICATION!



2024 - Milipol Daily Qatar - Mockup



NEWS LIVE
FROM THE SHOW

SPECIAL
FEATURES

REGIONAL
SPOTLIGHTS

KEY BENEFITS FOR EXHIBITORS:

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

news.milipol.com

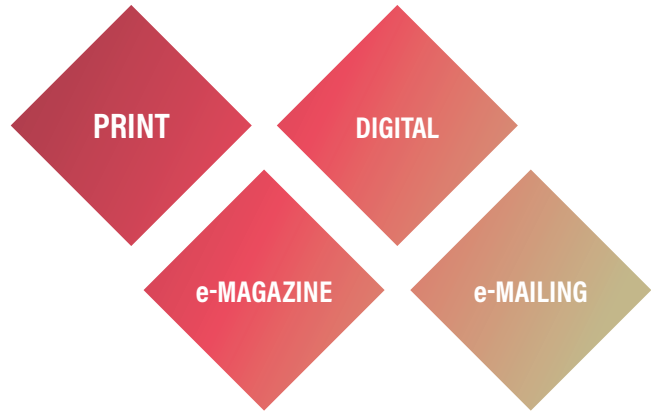
MILIPOL DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF MILIPOL QATAR



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: Milipol 2021 & 2022 - Comexposium

222 exhibitors

55,5% of international companies



of exhibitors are **satisfied** with Milipol Qatar 2021

11,500 visitors

84 countries

389 official delegates



of visitors are **satisfied** with Milipol Qatar 2021

Visitors motivations

- Discover innovations
- Connect with potential partners and new suppliers
- Place or finalize orders

Visitors are buyers

70% of visitors play an active role in purchasing.

1 in 2 visitors came with a purchase or investment project,

69% of them found what they need to achieve it



CIRCULATION / PRINT

DAY 1
3,000
copies

DAY 2
3,000
copies

DAY 3
2,000
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.



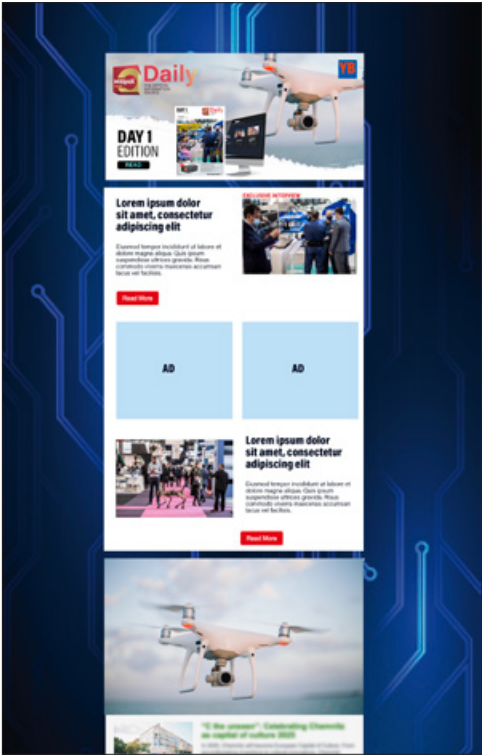
CIRCULATION / ONLINE news.milipol.com

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.

• 4 e-mailings
(DAY 1, 2, 3, REVIEW)

e-Mailing - non contractual design



SOCIAL MEDIA

Milipol Daily contents are promoted through the Milipol social media channels

 1,7K FOLLOWERS

 2K FOLLOWERS

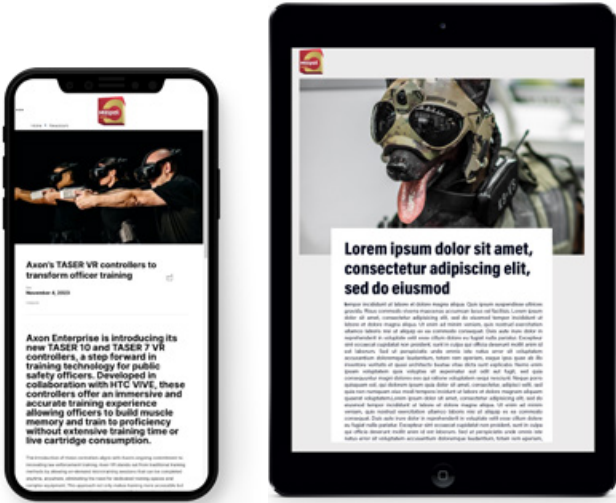
 2,4K FOLLOWERS

RESPONSIVE & POWERFUL

STATISTICS*

FORECAST 2024

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



* Estimation 2024 Milipol Daily

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.

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.

WHERE TO GO IN DOHA

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

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

DAY 1 EDITION

[29th October 2024]

- **Transmissions & Communications & Positionning**
- **Drones & Robotics**
- **Mobility**

Middle East & Africa

DAY 2 EDITION

[30th October 2024]

- **Personal equipment & Fabrics**
- **Weapons & Ammunition**
- **Information technology & Cyber**
- **Security**

Europe

DAY 3 EDITION

[31st October 2024]

- **Major risks & Crisis management & Civil emergencies**
- **Authentification, Access control & Surveillance**
- **Optics & Optronics**

Americas

REVIEW EDITION

[7th November 2024]

Seen at Milipol Qatar 2024

PRINT / AD OPPORTUNITIES



2024 - Milipol Daily Qatar - Mockup



2024 - Milipol Daily Qatar - Mockup

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

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



2024 - Milipol Daily - Qatar - Mockup

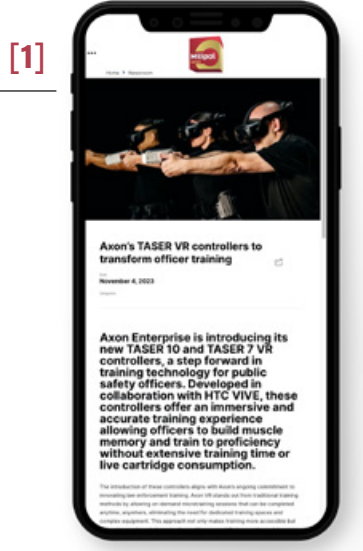
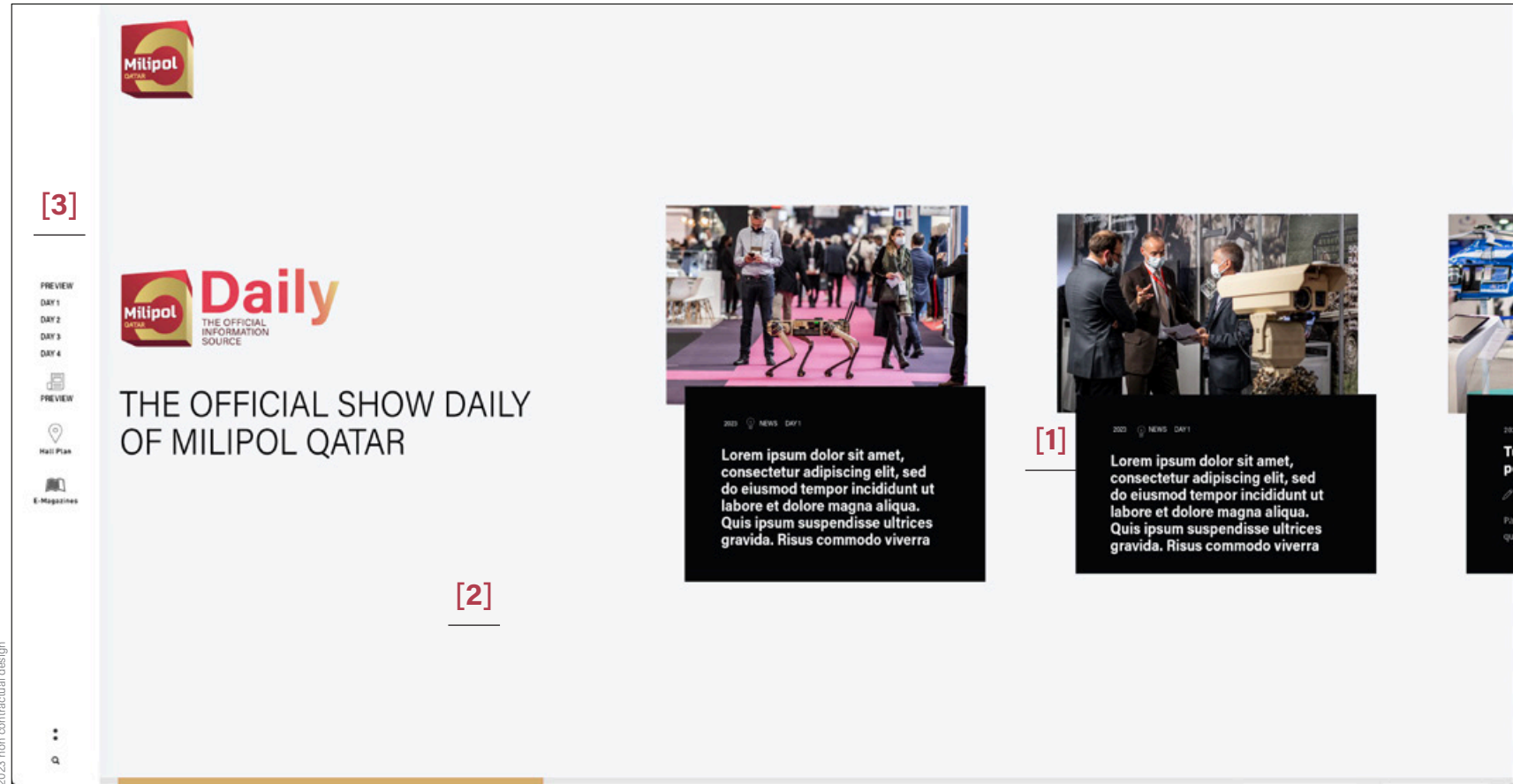
NEW! THE DAILY QR CODE CARD

Milipol Daily QR Code Card (3,000 units):
Logo on card, exclusive position from € 1,500

PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1 PRODUCT SPOTLIGHT	1/2 PAGE ADVERTISEMENT	1 FULL PAGE ADVERTISEMENT	1 FULL PAGE ADVERTISEMENT
1 SHORT DIGITAL ARTICLE BEFORE THE SHOW FREE BONUS	1/2 PAGE ADVERTORIAL	1 FULL PAGE ADVERTORIAL	ALL EDITIONS - FIRST 12 PAGES
	1 IN-DEPH DIGITAL ARTICLE BEFORE THE SHOW FREE BONUS	1 ARTICLE IN 1 OF THE NEWSLETTERS	1 IN-DEPH DIGITAL ARTICLE FREE BONUS
		1 PRODUCT SPOTLIGHT FREE BONUS	
		1 SHORT DIGITAL ARTICLE FREE BONUS	
1,200 €	3,850 €	9,600 €	13,000 €

Home Page - non contractual design



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:
(including 2 in-depth articles) € 19,500

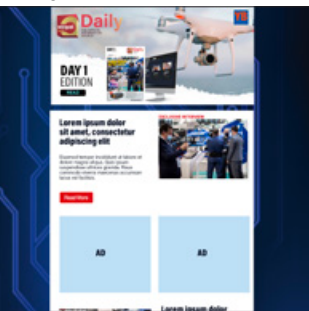
OPTIONS

- 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] OPITION - MENU ENTRY

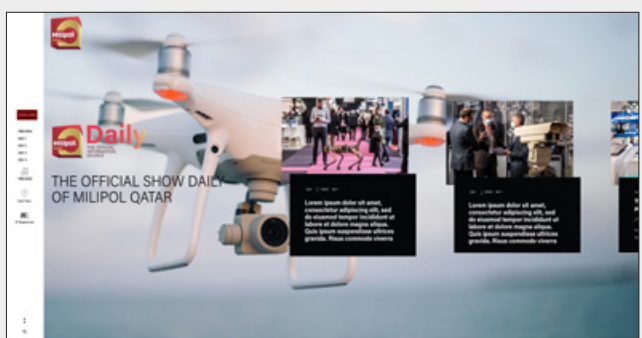
- Dedicated Menu Point
- Dedicated Branded Page with your contents
- 6 Articles (3 In-Depth, 3 Short)
- 2 newsletter inclusions
- 2 social media posts

Website

2024 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

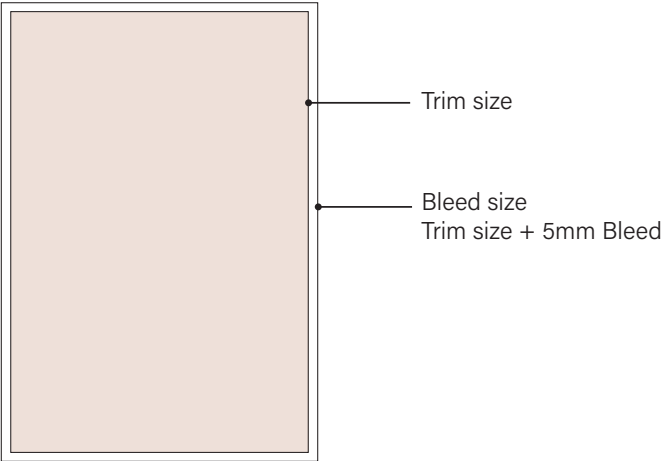
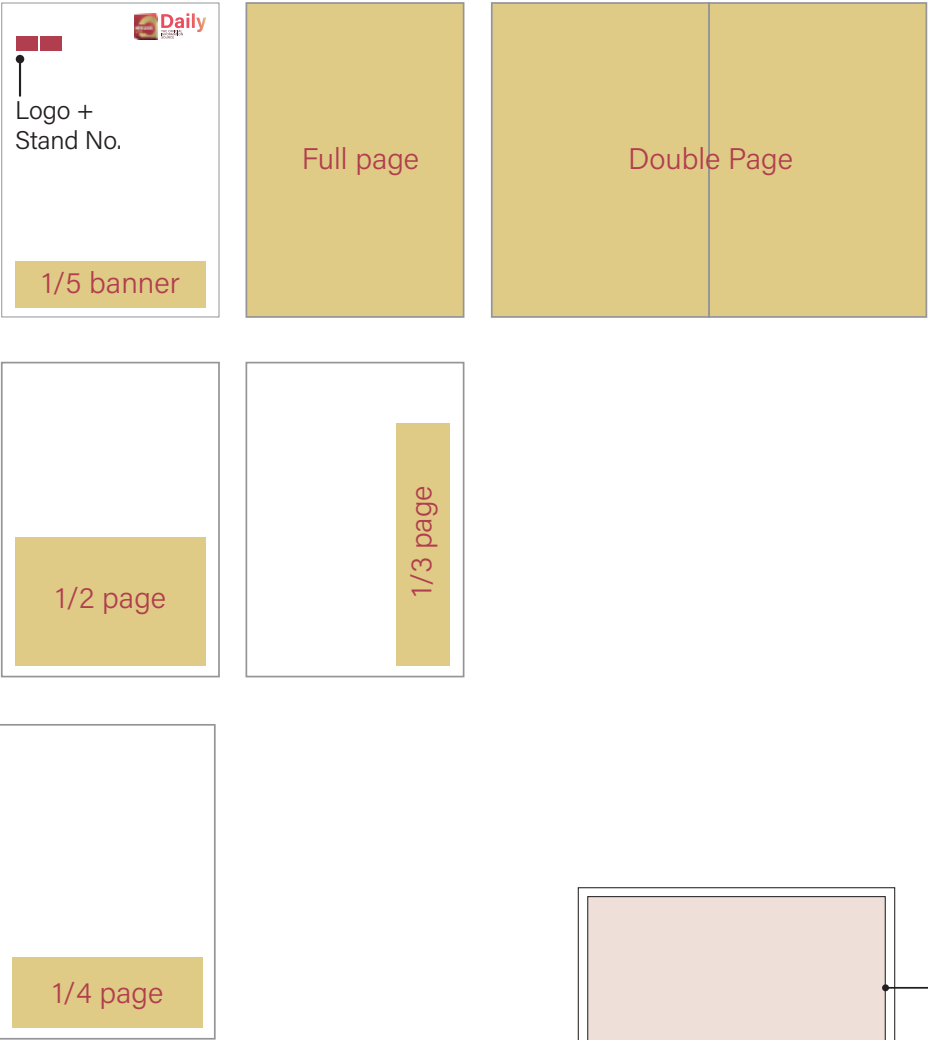
Logo + Stand No. on front cover		
1/5 banner on front cover	220 x 54 mm	
Inside front cover	240 x 330 mm	250 x 340 mm
Back cover	240 x 330 mm	250 x 340 mm

>> Material Deadline:
15th October 2024

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 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 Qatar
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.

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: 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.

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

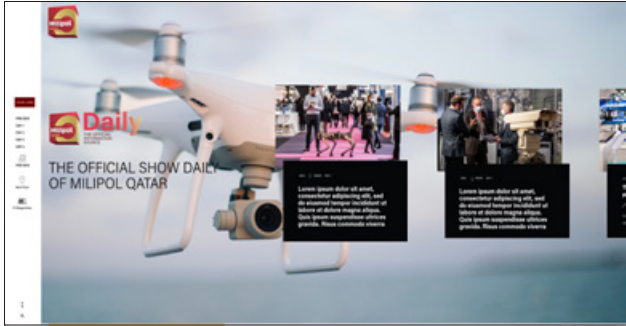
e-MAILING BANNER

- Format: 300 x 250 px - jpg or gif

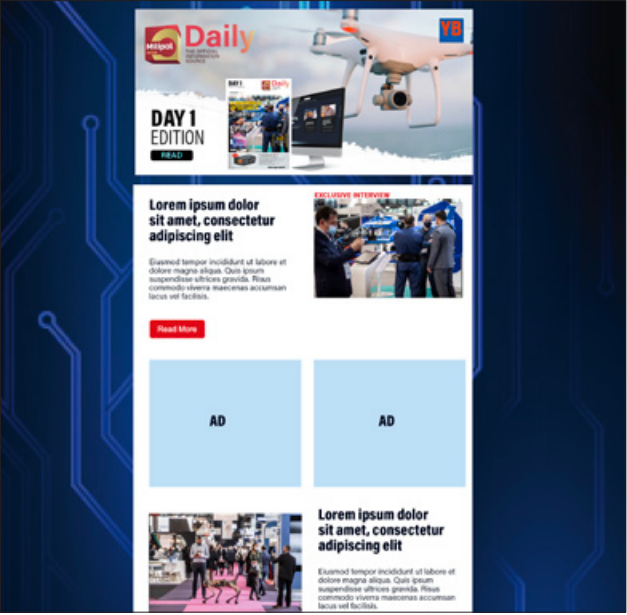
>> **Material Deadline:**
15th October 2024

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Tel: +33 (0)442 77 46 00

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