

SHOW DAILY



Official Newspapers of Eurobike and Taipei Cycle

**Book Now:
email us at
sales@bikeshowdaily.com**

MEDIA KIT 2019



REACH

The official & exclusive newspapers at the world's biggest bicycle industry shows. Reach premium international contacts and maximise your show investment.

MEDIA MIX

Impress visitors with your ads in a high quality editorial environment and use the circulation of both print and e-paper issues to reach your target group.

CONTENT

Our editors and photographers report on exhibitors, innovations, products, and events, making the Show Dailies an absolute must-have at the show.

ABOUT SHOW DAILY

The official trade fair newspaper

Since 2008, the Show Daily has been the only official daily newspaper at Eurobike - the world's leading trade fair for the bicycle industry. With the addition of the Taipei Cycle Show Daily in 2010, we provide an advertising package that reaches key buyers at the most important events. Print has a lasting quality that other channels can't match.

DAILY UPDATES

Our editorial team constantly keeps you up-to-date with innovations, product news, event details. The pages that change daily provide space for onsite editorial news.

EDITORIAL QUALITY

Product news, fair events and a daily photo gallery - our editors provide the right journalistic setting for your ads.



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RUNNING SMOOTH



and getting the right people to your booth

BENEFITS

- Eurobike Show Daily: Four issues, updated daily
- Taipei Show Daily: Preview edition + three daily editions
- Published each morning of the fair
- Distributed free to all visitors + copies for each booth. Dedicated distribution teams also hand out copies all day, every day.
- Eurobike Day 1 issue is delivered to 130 hotels close to the fair

TAKE ADVANTAGE OF OUR UNIQUE OFFER

Publication via all three channels (print, online and mobile) also ensures that you're highly visible to international visitors to Eurobike + Taipei Cycle. Make use of this cross-media presence for:

- Advertising product innovations
- Gaining new customers
- Generating more sales
- Increasing customer loyalty

7 ISSUES*, COUNTLESS OPPORTUNITIES

Full attention | Pinpoint marketing directs visitors to your booth and attracts more attention to your presence and products.

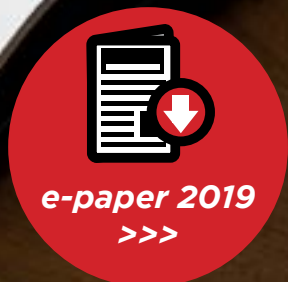
Coverage | Discounted package offers - appear in all issues at both shows with a single booking.

Internationality | *The Taipei Show Daily contains content in English, Japanese and Chinese* languages to help you reach an international audience.

Great value for money | The Dailies are the exclusive way to reach buyers at the show - and your return on investment continues after the end of the event as visitors usually take a set back to share with colleagues.

Contact us:

- Int'l Sales** Tom Kavanagh tom@bikeshowdaily.com +353 87 2844374
- Taiwan Sales** Peggy Lee peggy666@ms32.hinet.net +886 2 27684272
- Italy Sales** EdiConsult sport@ediconsult.com +39 010.583.684



* 7 print issues (Eurobike 4 issues, Taipei 3 issues). We also publish the digital Show Preview for Taipei Cycle. Add your advertisement to the Preview for just €250/half page, €400/full page.

SIZE MATTERS

Our ad sizes at a glance

Book Now:
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Your image and product ads help you stand out from your competitors – with a fair and transparent pricing model. Discounted packages mean a single booking gets you into all editions for the year.

Format	Dimensions w/ bleed (W x H) Includes 5mm bleed all round	ESD/TSD PACKAGE All 7 print issues	ESD PACKAGE All 4 print issues	TSD PACKAGE All 3 print issues
1/1 Full page	255 x 350 mm	€9,500	€6,800	€5,000
1/2 page landscape (H)	255 x 175 mm	€7,850	€6,000	€3,800
1/2 page portrait (V)	132 x 350 mm	€7,850	€6,000	€3,800
1/4 page landscape (H)	255 x 95 mm	€6,200	€4,500	€2,900
1/4 page portrait (V)	132 x 178 mm	€6,200	€4,500	€2,900
Special Positions				
1/1 Back cover	255 x 350 mm	€14,400	€10,000	€8,000
1/1 Inside front cover	255 x 350 mm	€10,000	€7,800	€5,600
Front cover strip (V)	55 x 215 mm (trim)	€25,000	€16,000	€11,000
Classifieds (Trim size only)				
1/4 page	105 x 150 mm	€2,000	€1,200	€900
1/8 page	107 x 75 mm	€1,200	€700	€550
1/12 page	105 x 48 mm	€900	€600	€450

Dates & Deadlines:

Taipei Cycle Show Daily: Booking by February 28 2019*, ad material by March 20, 2019.

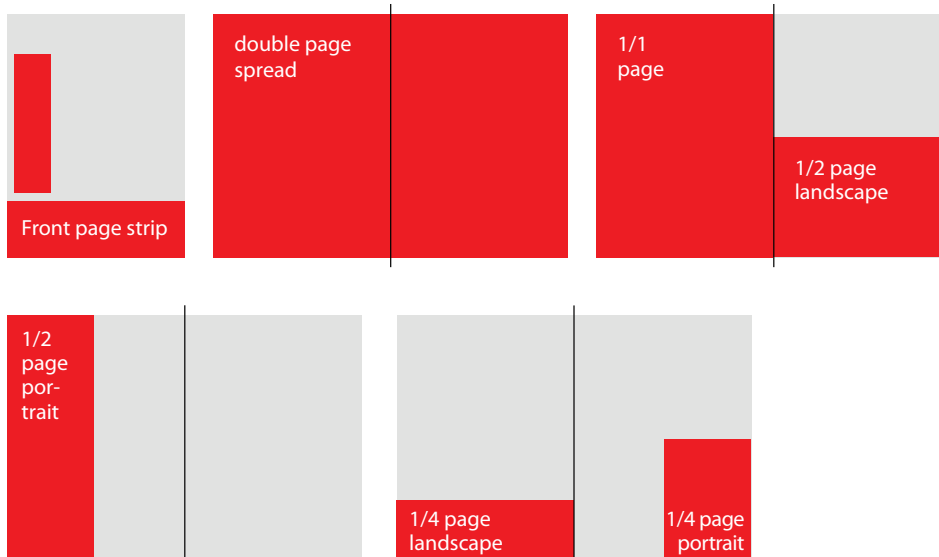
Eurobike Show Daily: Booking by August 20 2019*, ad material by August 23, 2019.

*We may accept late bookings by request.

Newspaper format is 245 x 340 mm (trim size)

Ad dimensions with bleed include 5mm bleed all round, keep text, logos etc at least 10mm from edge.

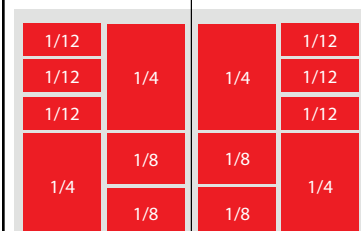
We also publish the digital Show Preview for Taipei Cycle. Add your advertisement to the Preview for just €250/half page, €400/full page.



CLASSIFIEDS: A STRONG MARKETPLACE

Recruiting, looking for a new distributor? The classified marketplace is the big setting for small-format ads. 1/8 and 1/12 pages, and now also a 1/4 page are available as a choice of format.

Classified - Marketplace (type area only)



INCREASE YOUR REACH WITH DIGITAL

Print, online and on the go



PRINT EDITION

With a circulation of 6,000 copies per day, as well as distribution to exhibitors and at Eurobike, to hotels near the fair, the Show daily is the place to find all the relevant information for Taipei Cycle and Eurobike.

Benefit for visitors: the latest news and inspiration, free of charge and at your fingertips.

E-PAPER

Your ads will also get full attention in the e-paper editions – and can be expanded across various media with digital add-ons (see next page).

Benefit for visitors: on the go, on the train and in the hotel, always up-to-date.

WEBSITE

Visitors can download all the issues from our website www.bikeshowdaily.com, or can access them as e-papers – fresh every day.

Benefit for visitors: ideal for preparing for the fair and for follow-ups.

NEW PRODUCT PAGES

Free of charge - but advertisers are guaranteed 2 x highlights

SEND US YOUR PRODUCT HIGHLIGHTS

Our New Product pages are always very popular with visitors. Insertions are free of charge but at the discretion of editors and space available. Advertisers are GUARANTEED 2 x insertions.

HOW TO SUBMIT YOUR PRODUCT: Send the following to info@bikeshowdaily.com

1. Text-only file: 100 words max, include booth number, company name, product name.

2. Product image: transparent or white background please (PNG file). Lifestyle shots acceptable for certain products. No logos or text on the image please.

New Products 2018

Bosch eBike Systems Kiox

An onboard computer, the Kiox's compact and robust color display is controlled by a separate unit on the handlebar and provides the user with data on speed, personal performance, and battery charge status. The high-resolution display is readable even in direct sunlight, while robust gorilla glass protects against scratching and other damage. **AG-2017202**

Ortlieb Commuter-Bag Two Urban

The Commuter-Bag combines urban design with waterproof function. Its polyurethane coated Cordura blend is a perfect match to a business or casual look. A buckled flap allows quick access to the main compartment and is adjustable in height while being fixed with two metallic buckles. The internal organizer stows

by.schulz G.2 Suspension Seatpost

Building on the popular G.1 Urban post, among other changes the G.2 uses IGUS polymer bearings and features an improved seat clamp. Available in many different sizes, the LT model has a longer suspension travel of 50 mm. The easily exchangeable spring element is available in five different stiffnesses, allowing it to be tailored to user weight or style of riding. **CS-300**

Xpedo Arrow

It's a road pedal with adjustable Q-Factor. Allowing you to vary the distance to the pedal center from 53 to 58 mm, this far outstrips what would be possible with conventional spacers. An innovative design separates pedal body and axle sleeve into two individual components. A scale on pedal body allows riders to find their own distance easily. **AA-100**

Elastic Interface MTB Trail

The first MTB pad with a multidirectional curvature. Developed for male anatomy with a central channel improving blood flow and reducing pressure and numbness, in the ischiatic area it's reinforced with a Hybrid Cell System protection insert. Sporting smooth edges to all its foams, the pad provides great saddle stability, while the Air Mapping concept enhances breathability. **AP-210**

KTM Macina Ride 291

Integration is king for this casual eMTB. Its completely new frame design employs hydroforming, drop forging, CNC processing, and gravity casting along with a high-level plastic injection molding cover to create a sleek and appealing look. All while neatly accommodating the bike's powerful Active Line Plus Engine and Bosch Power Pack. **AE-201**

Sate-Lite LF-08 light

A compact and USB rechargeable front light. The Sate-Lite LF-08 provides 300 lumens of illumination activated by a user-friendly on-off button design. Its anti-glare optical lens stops it dazzling oncoming traffic while an IPX5 waterproof rating means it's ready for all weather conditions. A low power indicator and side windows with yellow light round out the design. **LS-217**

GETTING MORE WITH DIGITAL

VIDEO INTEGRATION

Why not add a video to your ad? Digital moving images are very much in fashion and particularly attractive for users of mobile platforms and tablets. Ideal for tutorials, interviews and complex advertising messages.

€250 per video format

AUDIO INTEGRATION

Add value to your ad with an audio message - as a podcast, radio commercial or other innovative format.

€250 per audio format

WEB LINK

Direct epaper readers to your website or additional info material via a web link.

€100 per link

You will find the technical data here

www.bikeshowdaily.com

