



# SHOW DAILY

## MEDIA KIT 2021

From January 2021, the Show Daily goes online to reach Taipei Cycle visitors & international buyers during the COVID-19 pandemic

### GET YOUR MESSAGE TO THE WORLD, FIRST MONTH IS FREE

#### MAKE THE MOST OF YOUR INVESTMENT

The COVID-19 pandemic means most overseas buyers will not be able to attend Taipei Cycle 2021 in person. The Show Daily will go online with regular e-newsletters and a news website to keep your brand and products in front of potential customers.

#### THE SHOW DAILY, ONLINE

The same mix of quality Industry, exhibitor and product news produced by the Show Daily team and published online. Launching January 2021. In addition, 3 x exhibitor-focused preview publications will be produced for TAITRA. Available for download on Taipei Cycle & Show Daily websites.

#### OFFICIAL & EXCLUSIVE

The official daily newspaper at Eurobike since 2008 and Taipei Cycle (2010) – the Show Daily serves the world's two leading trade fairs for the bicycle industry. Our editorial team constantly keeps you up-to-date with innovations, product news, event details.

#### EDITORIAL QUALITY

Product news, show events and a daily updates – our editors provide the right journalistic setting for your ads.

#### INTERNATIONAL REACH

Email newsletters will be sent out by Taipei Cycle and Eurobike to their full mailing lists at regular intervals.



# Show Daily Online

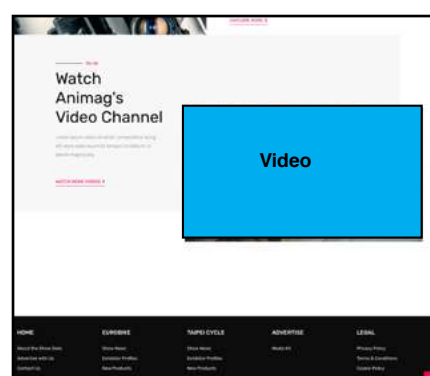
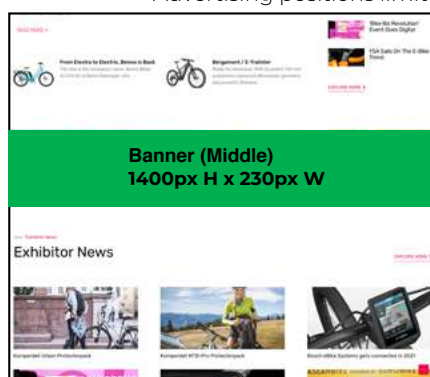
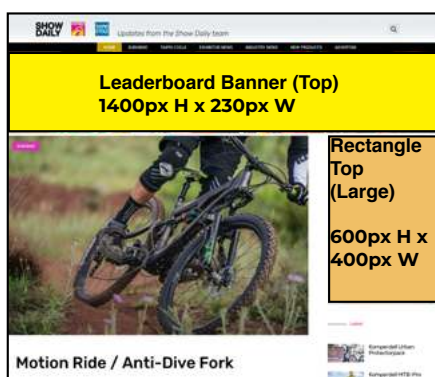
**Special offer: first month FREE**  
when you book 3/6/12 month package

## Taipei Cycle + Eurobike 2021

Contact us for special package rates combining with Eurobike Show Daily print editions 2021

Position	Size	1 Month	3 months	6 months	12 months	Details
<b>Leaderboard Banner</b> (Top)	230px H x 1400px W	€1,800	4800	8600	15120	See below for position
Banner (middle position)	230px H x 1400px W	€1,500	4000	7200	12600	See below for position
<b>Rectangle</b> (Right hand side)						
Top (large)	600px H x 400px W	€900	2400	4320	7500	See below for position
Top (medium)	350px H x 400px W	€800	2100	3800	6700	
Middle (large)	600px H x 400px W	€800	2100	3800	6700	
Middle (medium)	350px H x 400px W	€700	1890	3360	5800	
In-article Rectangle	350px H x 400px W	€900	2400	4320	7500	See below for position
<b>Videos</b> (autoplay)	<30 seconds	€1,800	4800	8600	15120	File or Youtube/Vimeo link
<b>Native Content</b>		(stays on site)	+ EDM/Newsletter			
Company Profile	full page	€600	€950			500 words, up to four images
Product Introduction	full page	€400	€650			350 words max, one image
Showcase	full page	€600				Logo listing + full page
<b>Taipei Cycle Previews</b>	bleed size					
Full page advertisement	297mm(H) x 210mm(W)	€600				Three PDF editions (pre-view + 2 during the show)

Notes: Ad content can be changed/updated unlimited times during contract. Advertising positions limited to 4 advertisers in rotation. All prices in euro.



## TALK TO OUR TEAM

We offer discounts for package advertising deals. Discover a deal that works for you and make the most of your presence at Taipei Cycle and Eurobike. Contact us for details today.

### International Sales

Tom Kavanagh [tom@showdaily.net](mailto:tom@showdaily.net)  
+353 87 2844374

### Taiwan Sales

Sabina Den [sabina@showdaily.net](mailto:sabina@showdaily.net)  
+886 (0) 928 330 704

### Italy Sales

EdiConsult [sport@ediconsult.com](mailto:sport@ediconsult.com)  
+39 010.583.684

### Consultant (Europe)

Jo Beckendorff [jo@pooltown.eu](mailto:jo@pooltown.eu)  
+49 160 97327038

### Consultant (Taiwan)

Peggy Lee [peggy666@ms32.hinet.net](mailto:peggy666@ms32.hinet.net)  
+886 2 27684272