

SHOW DAILY



TAIPEI CYCLE

Official Newspapers of Eurobike and Taipei Cycle

**ADVERTISING
PRINT/ONLINE
2021-2022**

Book Now:
tom@showdaily.net



Advertisers
get 3 x product
highlights
guaranteed

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 a "must read" at the show.

ABOUT THE 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. The Show Dailies are read not only by visitors but by media at the show and by industry executives who could not attend the show in person.

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.

Got a story you think will interest our readers?

Contact our editor Doug McClellan: doug@showdaily.net



**Book Now:
email us at
tom@showdaily.net**

RUNNING SMOOTH



and getting the right people to your booth

OUR UNIQUE OFFER

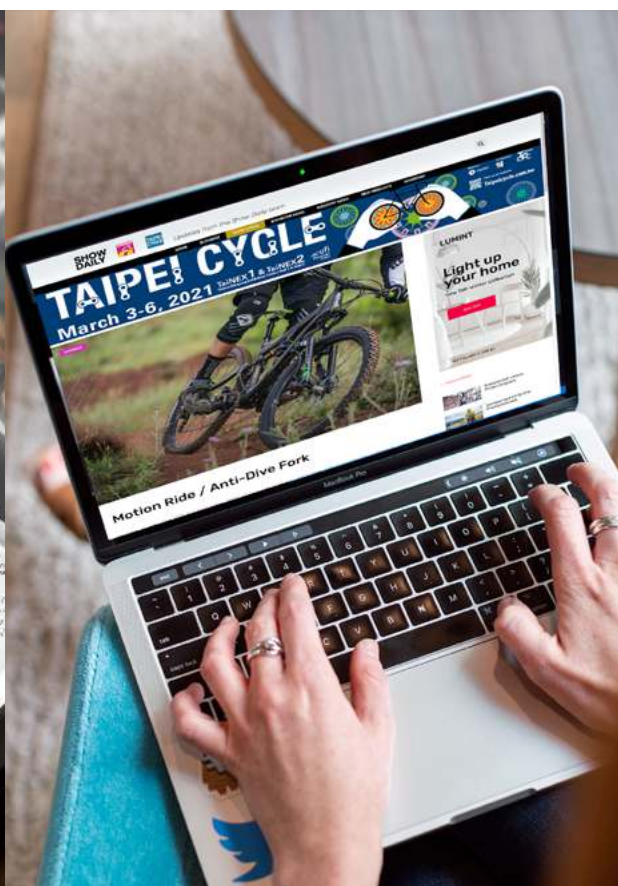
- Eurobike & Taipei Cycle: Four issues (including preview edition)
- Published first three mornings of each fair
- Distributed free to all visitors + copies for each booth. Dedicated distribution teams also hand out copies all day, every day.
- First issues are also delivered to visitor hotels close to the fair.
- Show Daily Online reaches interested buyers who cannot attend the physical event

BENEFITS

- Make sure you are seen by international visitors to Eurobike + Taipei Cycle.**
- Advertising product innovations
 - Gaining new customers
 - Generating more sales
 - Increasing customer loyalty
 - Multiplier effect: journalists turn to the dailies each morning to discover companies of interest
 - Online updates and PDFs on www.showdaily.net

8 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 editorial in **English, Japanese and Chinese** to help you reach an international audience.
- Value for money** | The Dailies are the exclusive way to reach buyers and media 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.



Print Ad Rates



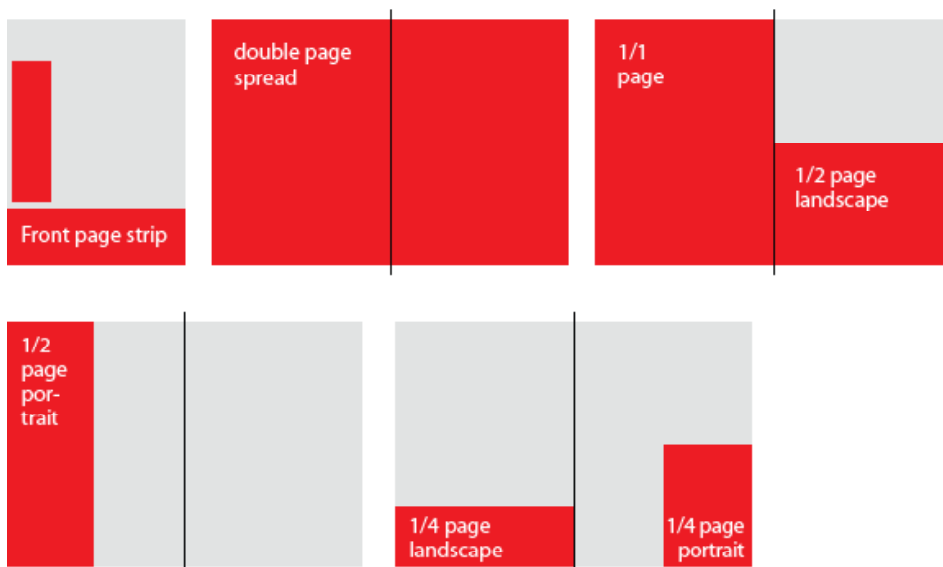
Our print advertising information at a glance

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.

For even bigger discounts you can combine print and online advertising - talk to our team for the best deals.

| Format | Dimensions w/bleed (Width x Height) Includes 5mm bleed all round | ESD/TSD PACKAGE All 8 issues | ESD PACKAGE All 4 issues | TSD PACKAGE All 4 issues |
|------------------------------|--|---------------------------------|-----------------------------|-----------------------------|
| 1/1 Full page | 255w x 350h mm | €9,900 | €6,800 | €5,400 |
| 1/2 page landscape (H) | 255w x 175h mm | €8,100 | €6,000 | €4,050 |
| 1/2 page portrait (V) | 132w x 350h mm | €8,100 | €6,000 | €4,050 |
| 1/4 page landscape (H) | 255w x 95h mm | €6,400 | €4,500 | €3,100 |
| 1/4 page portrait (V) | 132w x 178h mm | €6,400 | €4,500 | €3,100 |
| Special Positions | | | | |
| 1/1 Back cover | 255w x 350h mm | €14,800 | €10,000 | €8,400 |
| 1/1 Inside front cover | 255w x 350h mm | €10,400 | €7,800 | €6,000 |
| Front cover strip (V) | 55w x 215h mm (trim) | €25,000 | €16,000 | €11,400 |
| Classifieds (Trim size only) | | | | |
| 1/4 page | 105w x 150h mm | €2,300 | €1,200 | €1,300 |
| 1/8 page | 107w x 75h mm | €1,500 | €700 | €750 |

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.



CLASSIFIEDS: A STRONG MARKETPLACE

Recruiting, looking for a new distributor? The classified marketplace at the back of the Daily is the big setting for small-format trim-size ads.

Classified - Marketplace (type area only)

| | | | |
|------|-----|-----|------|
| 1/12 | 1/4 | 1/4 | 1/12 |
| 1/12 | | | 1/12 |
| 1/12 | | | 1/12 |
| 1/4 | 1/8 | 1/8 | 1/4 |
| | 1/8 | 1/8 | |

TALK TO OUR TEAM

Discover a deal that works for you and make the most of your presence at Eurobike or Taipei Cycle.
Combine print & online for massive discounts.

International Sales

Tom Kavanagh tom@showdaily.net +353 87 2844374

Taiwan Sales

Sabina Den sabina@showdaily.net +886 (0) 928 330 704

Italy Sales

EdiConsult sport@ediconsult.com +39 010.583.684

Consultant (Europe)

Jo Beckendorff jo@pooltown.eu +49 160 97327038

Consultant (Taiwan)

Peggy Lee peggy666@ms32.hinet.net +886 2 27684272



DATES TO REMEMBER

Eurobike Show Daily 2021

New product submission **August 5, 2021**

Ad booking deadline **August 12, 2021**

Ad material deadline **August 18, 2021**

Taipei Show Daily 2022

New product submission **February 3, 2022**

Ad booking deadline **February 11, 2022**

Ad material deadline **February 18, 2022**

We may accept late bookings by special request.

EDITORIAL CONTACT

Got a story you think will interest our readers?
 Contact our editorial team: tom@showdaily.net

NEW PRODUCT PAGES

Advertiser benefit: 3 x product highlights GUARANTEED

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 tom@showdaily.net

1. Text file: **60 words max**, include booth number, company name, product name. (No PDFs or press releases accepted)
2. Product image: transparent or white background please (PNG file). Lifestyle shots acceptable for certain products. No logos or text on the image please.



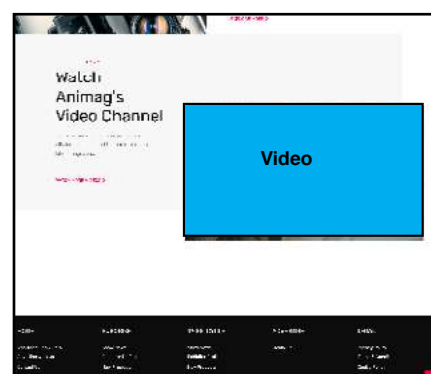
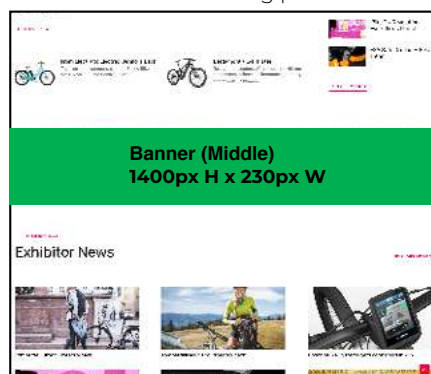
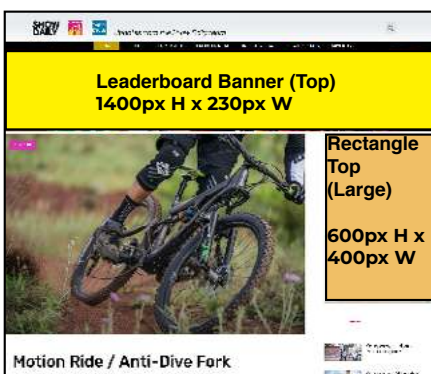
Online Ad Rates

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

Contact us for special package rates combining online + print

| Position | Size | 1 Month | 3 months | 6 months | 12 months | Details |
|---------------------------------------|---------------------|-----------------|----------------------|----------|-----------|---|
| Leaderboard Banner (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 |
| Rectangle (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 |
| Videos (autoplay) | <30 seconds | €1,800 | 4800 | 8600 | 15120 | File or Youtube/Vimeo link |
| Native Content | | (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 |
| Taipei Cycle Previews | 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.



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