

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 editorial team:
tom@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



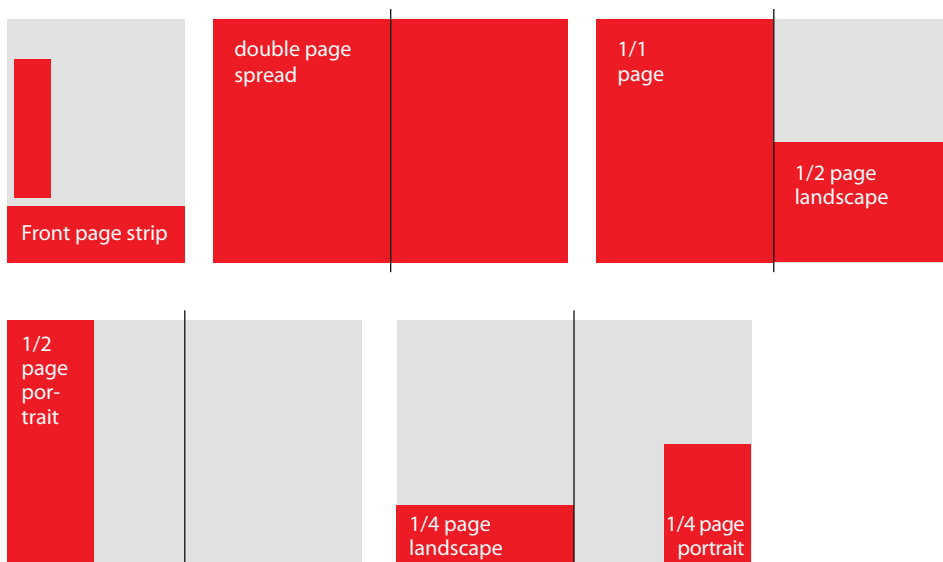
Our print advertising information at a glance

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

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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.

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-201702**

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. **AG-201702**

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. **AG-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. **AG-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. **AG-210**



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. **AG-217**



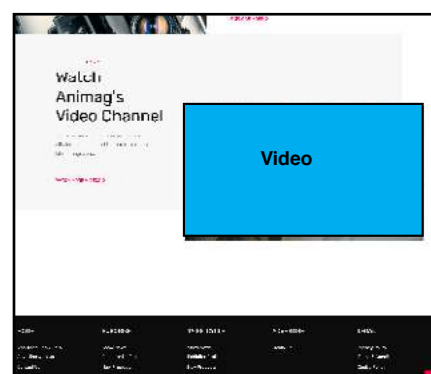
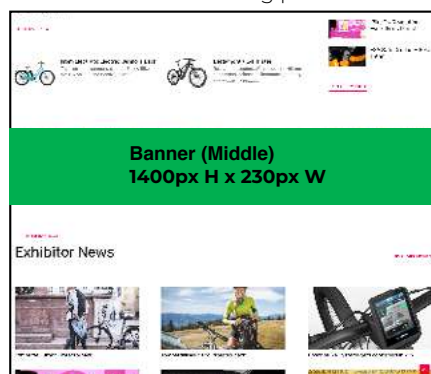
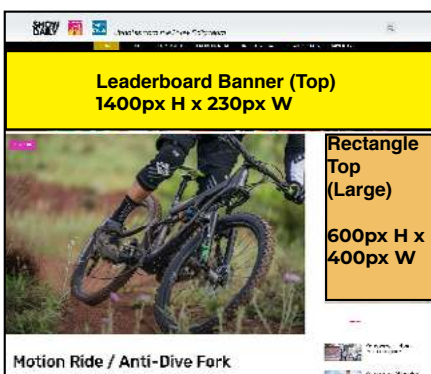
Online Ad Rates

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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