

SHOW DAILY



Official Newspapers of Eurobike and Taipei Cycle

Book Now:
email us at
tom@showdaily.net

MEDIA KIT 2023 Print & Online



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

OUR UNIQUE OFFER

- 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.
- Eurobike Preview issues also delivered to 43 visitor hotels in Frankfurt. Taipei: PDF versions distributed by TAITRA.
- Show Daily Online & downloadable PDF editions reach 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

7 ISSUES, COUNTLESS OPPORTUNITIES

- Full attention** | Pinpoint marketing directs visitors to your booth and attracts more attention to your presence and products.
- Coverage** | Discount package offers - appear in all issues at both shows with a single booking.
- Internationality** | Taipei Show Daily 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. Benefits continue after the event as visitors usually take a set back to share with colleagues.



SIZE MATTERS



Our ad sizes 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.

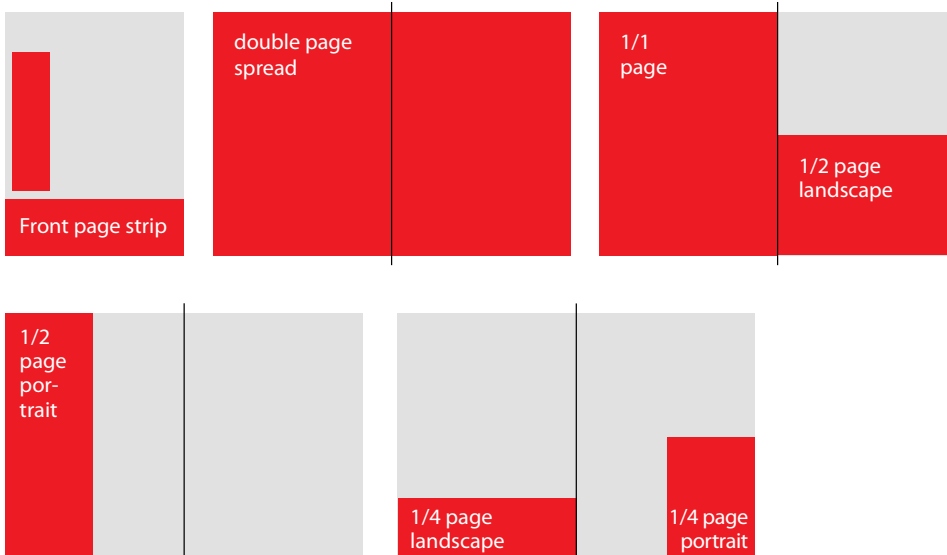
For even bigger discounts you can combine print and online advertising - talk to our team for the best deals.

Format	Dimensions Width x Height (Trim size)	Bleed	ESD & TSD PACKAGE 7 print issues	ESD PACKAGE 4 print issues	TSD PACKAGE 3 print issues
1/1 Full page	242 x 335 mm	5mm bleed all round	€9,500	€6,800	€5,000
1/2 page landscape (H)	242 x 163 mm	5mm bleed all round	€7,850	€6,000	€3,800
1/2 page portrait (V)	119 x 335 mm	5mm bleed all round	€7,850	€6,000	€3,800
1/4 page landscape (H)	242 x 67 mm	5mm bleed all round	€6,200	€4,500	€2,900
1/4 page portrait (V)	119 x 163 mm	5mm bleed all round	€6,200	€4,500	€2,900
Special Positions					
1/1 Back cover	242 x 335 mm	5mm bleed all round	€14,400	€10,000	€8,000
1/1 Inside front cover	242 x 335 mm	5mm bleed all round	€10,000	€7,800	€5,600
Front cover strip (V)	55 x 214 mm	No bleed	€25,000	€16,000	€11,000
Classifieds (TEXT-ONLY, B&W, Trim size only - do not add bleed area)					
1/4 page	111 x 147 mm	No bleed	€2,000	€1,200	€900
1/8 page	111 x 70 mm	No bleed	€1,200	€700	€550

Newspaper format is 242 x 335 mm (trim size).

Please supply high resolution PDF at least 300 DPI with 5mm bleed all round.

Keep text, logos etc. at least 10mm from trim edge.



**CLASSIFIEDS: A
STRONG MARKETPLACE**

Recruiting, looking for a new distributor? Classified ads are the big setting for small-format, text-only 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)**

1/12	1/4	1/4	1/12
1/12			1/12
1/12	1/8	1/8	1/12
1/4			1/4

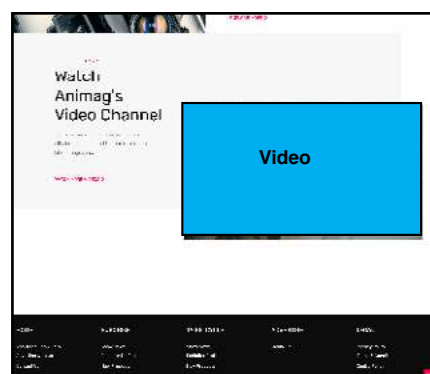
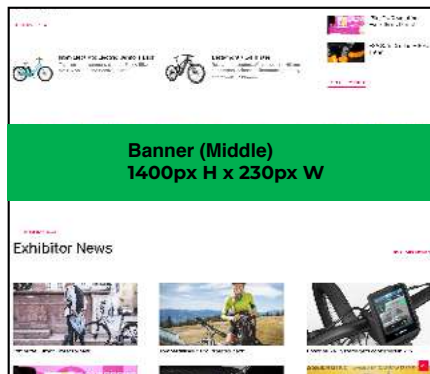
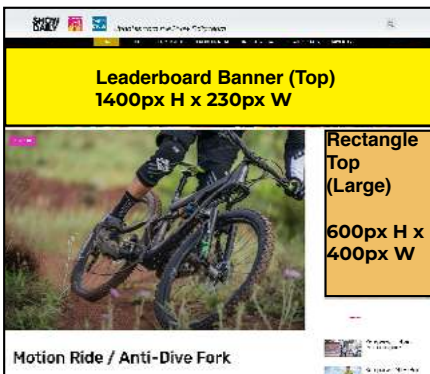
Online Ad Rates

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.



TALK TO OUR TEAM

Combine print & online for big discounts. Contact us for details today.

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

TALK TO OUR TEAM

DATES TO REMEMBER

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

Sabinna Den sabinna@showdaily.net +886 (0) 928 330 704

Italy Sales

EdiConsult sport@ediconsult.com +39 010.583.684

Taipei Show Daily 2023

- New product submission **March 3, 2023**
- Ad booking deadline **March 10, 2023**
- Ad material deadline **March 17, 2023**

Eurobike Show Daily 2023

- New product submission **June 2, 2023**
- Ad booking deadline **June 14, 2023**
- Ad material deadline **June 14, 2023**

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 entitled to up to 3 highlights.

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-201202**

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 sweet and appealing look. All while neatly accommodating the bike's powerful Active Line Plus Engine and Bosch Power Pack. **AG-200**

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 IGLIS 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-300**

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**