

SPECIAL REPORT



Profile

Customised high-impact marketing & sales tool about your company / products / technologies prepared by our team of world-renowned journalists & market experts

MAIN BENEFITS:

- **SPECIALreports add value to your marketing campaign** by telling your story in an editorial manner – thus highly credible – with Cleverdis, the independent reference in the Consumer Lifestyle market, endorsing your message
- Thanks to our unique market know-how, we put your message into perspective, by **highlighting your unique added value & benefits** in respect to market requirements and positioning
- **SPECIALreports ordered for IFA benefit from extensive distribution** on the show grounds – thus increasing your visibility & communication impact before, during & after the show
- **Multi-channel communication:**
 - o Synergies with other Cleverdis publications: SDI, CLN, IFA International
 - o Print & online versions

N° OF ISSUES & TIMING:

1 issue, timing upon request

QUANTITIES:

Customised, depending on your requirements (suggested quantity: 6,000 copies)

DISTRIBUTION:

- **By your company:** to sales force, channel, press, internally + at your trade show booths
- **By Cleverdis:** Web-Download & Emailing to Cleverdis & CLN databases; IFA show grounds (information counters, trade visitors reception, press centre, etc) + emailing to IFA Trade visitors**

LANGUAGES & COUNTRY-SPECIFIC CONTENT:

SPECIALreports can be delivered in all main European languages, local contents can be added to each version

CONTENT:

(customised depending on topic, target group & specific requirements)

- Introduction by Cleverdis' editor-in-chief
- Vision statement by a senior executive from your company
- Market overview by key analyst (GfK, Meko, DisplaySearch, etc.)
- Technology explained
- About the product
- Applications and benefits
- Unique Selling Points
- Conclusion & Endorsement by Cleverdis

Communication opportunities

COMMUNICATION OPPORTUNITIES INCLUDE*:

- 12 page **SPECIALreport** about your company's innovations @ IFA, English & German languages, 6,000 copies per language, Distribution on IFA show grounds & via emailing to IFA Trade database28,550 €
- 16 page **SPECIALreport** for the occasion of your corporate event / product launch, 5 languages, 1 customised page per version, 6,000 copies per language.....49,500 €

DEADLINES:

- **Order Deadline**:** 30th April 2011
- **Deadline for Elements**:** 31st July 2011

* for further opportunities, please contact Cleverdis

** for SPECIALreports ordered for IFA show

Contact & further information

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