



Marketing & Promotion, public relations IFA 2017

Partly through bartering (we can build on grown, proven and resilient good relationships with channel media for more than 2 decades), but also by various paid ads as well as sending press releases and materials about our 3 projects at IFA 2017 (Reseller Park, SmartHome marketplace, ISP@IFAGlobal Markets) we have cooperated especially with the following media partners in print and online:

DCI (online marketing D.A.CH), Channel Media Europe (Bob Snyder), CE-Markt/elektro, Dealers Only, PoS-Mail, Telecom Handel, Electromarkt (=online = Infoboard) as well as the official trade show magazines **IFA International** und **IFA Heute**.

All the media activities together led to the fact that our 3 projects (and of course the IFA themselves) were highly visible in the German and European channels - which certainly contributed to the success of the two new projects at the IFA.

PUBLICATIONS and ADVERTISEMENTS in the TRADE PRESS

[All press articles for IFA](#)

We use both our 'booklet' and our own high-volume brochure 'SuperReseller' for content distribution, which has certainly contributed to the understanding and selection of the 'right' target group(s).

BOOKLET

This year also we have compiled our own Booklet with further important information for exhibitors and visitors to Reseller Park, which was very well received with approximately 2,500 copies being circulated during the IFA event.

[Booklet IFA 2017](#)

SUPERRESELLER

[SuperReseller IFA 2017](#)

Furthermore, we also advertised our 3 IFA projects in our own leaflet **SuperReseller**. This was distributed with a circulation of approx. **359,039** (of which approx. 65,000 in print) from approximately 3 weeks before and during IFA via 7 media partners in 16 campaigns in print and online to the German **and** European ICT and CE channels. (= largest channel circulation for IFA!)

Additionally, SuperReseller was published with an average circulation of 15 K respectively 17 K in the print editions of DEALERS ONLY 06/2017 and TELECOM HANDEL.



We also used our own channel medium **SuperReseller** to convey content about our 3 IFA projects to the channels with greetings (Bob Snyder, Günther Ohland, Jan Nintemann). All *Reseller Park* exhibitors were featured on page 3 with their logos. Pages 4 and 5 featured our new project '*ISP@IFA GLOBAL MARKETS*' and on pages 6 and 7 information about the new *Smart Home* pavilion and its exhibitors was provided - with free advertising, at least this time, for the co-exhibitors!

1. PRINT:

a) Circulation in print magazines:

1. CE-Markt – <i>electro</i> supplement	ca. 17.000
2. Dealers Only Print	ca. 14.700
3. POS-Mail	ca. 15.000
4. Telecom Handel	ca. 17.000
5. Global Fairs distribution at IFA 2.000 in 3 B2B theme parks	

SuperReseller TOTAL print **ca. 65.700**

2. ONLINE:

a) distributed by **DCI** Online Newsletter (ICT and CE industry):

1. Stand-Alone-SuperReseller DCI-Kampagne	ca. 16.000
2. SuperReseller follow up in DCI Daily	ca. 38.000
3. SuperReseller (link and logo) in DCI-Informer (Freitags)	ca. 40.000
	ca.94.000

b) **Telecom Handel** Online-Newsletter (5 x 22.000) **110.000**

c) **Channel Media Europe** (in 2 Kampagnen) **89.339**

SuperReseller TOTAL online **293.339**

SuperReseller TOTAL CIRCULATION **approx. 359.039**



Additional online broadcasts international:

1. Channel Media Europe

1. Residential installers	ECI	14.114
2. CE dealers, distributors	On CE	22.118
3. PC dealers, distributors	Consumer IT	26.127
4. Apple-dealers, distributors	iChannels	12.889
Total:		75.248

2. IPT - Broadcast

Reseller Park adverts prior to IFA, B2B-newsletter (international): **approx. 12.000**

[Broadcast](#)

3. Global Fairs – own email Broadcast for ISP@IFA GLOBAL MARKETS:

1 week prior to IFA we ourselves have sent out an invitation to ISP **approx. 4.500**
qualified channel contacts (visitors of our b2b platforms at CEBIT and IFA in the last 3 years):

[ISP invitation card](#)

TOTAL ONLINE advertisement + promotion 451.087

TRADE FAIR NEWSPAPERS

IFA International

In the official trade fair magazine **IFA International**, which has a large, global digital distribution of each edition prior to and during all days of IFA and is also distributed in print - in addition to the daily handing out of copies at the entrances to the exhibition halls, also to the largest trade fair stands and in the 150 most important hotels in Berlin - *Reseller Park*, *Smart Home Pavillon* and *ISP@IFA GLOBAL MARKETS* were advertised with all logos of co-exhibitors on all trade fair days with (1/2 or 1/3 page) 4-colour adverts. All 3 Global Fairs IFA projects were also featured on different days, in each case with a full-page press article - that is x3 lengthy editorial articles. (There were even [cover stories](#) on ISP@IFA GLOBAL MARKETS in the weekend edition on pages: front page, pg.17, pg.21, [interview](#) pg.22, pg.57-59)

[IFA International](#)

IFA Heute

There was also a large advertising campaign (1/2 and 1/3 page, 4-colour on all days of the trade fair) in the official German trade fair magazine **IFA Heute**:

[IFA Heute](#)