

2027 Media Kit



**SPECIAL
FEATURES**

**REGIONAL
SPOTLIGHTS**

An integral part
of your show
communication!



→ daily.sialcanada.com

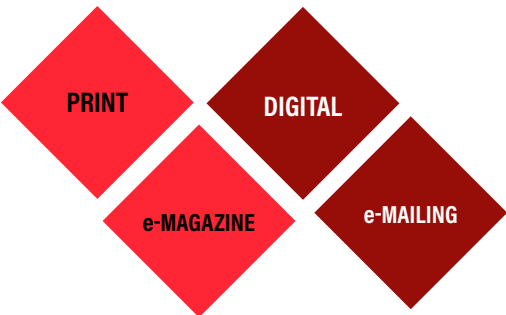
SIAL CANADA DAILY IS THE EXCLUSIVE OFFICIAL DAILY MAGAZINE OF SIAL CANADA



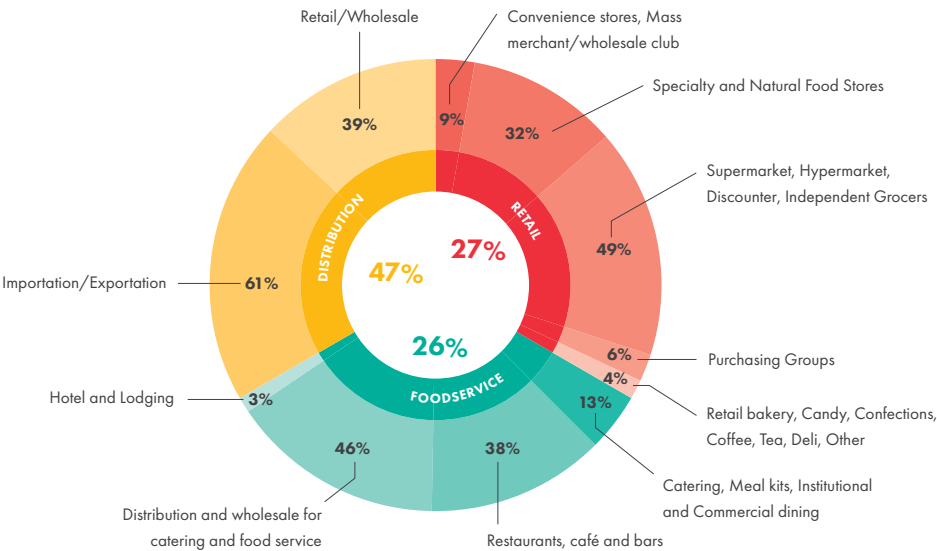
It enables exhibitors to communicate all relevant information, intelligently, directly to their customers (buyers and decision-makers).

It is THE source of information for all trade professionals and international press, and covers the event live from the exhibition.

Multi - channel communication to ensure maximum visibility and reach your target anytime, everywhere!



FIGURES & READER PROFILE*



*Profile of expected buyers at SIAL Canada 2025
Source: SIAL Canada - 2024

25,000 EXPECTED PROFESSIONALS
FROM CANADA AND 70+ COUNTRIES

- 85% HAVE A DECISION-MAKING ROLE IN PURCHASING
- 95% OF VISITORS PLAN TO RETURN TO SIAL 2026



Mindaugas Janašcius
Area Manager - USA,
Canada
Vičiūnai Group

A Daily magazine helps keep visitors and exhibitors informed, highlight key events and innovations, and create a stronger sense of community during the show. It's a great way to showcase the vibrancy and dynamism of the food industry. ”



Martin Lavoie
President & CEO
Groupe Export
Agroalimentaire
Québec-Canada

Putting participants, exhibitors and the reality of the Canadian and international agri-food industry in the spotlight in a magazine really keeps visitors and participants up to date on content, even if they're not able to take part in all the activities and talk to all the exhibitors. SIAL succeeds every year in innovating in the way it does things, and the magazine is a really fine initiative. ”



Hon. Trevor Jones
Ontario's Minister of
Agriculture, Food
and Agribusiness

The SIAL Canada Daily is a wonderful initiative. There is so much incredible work being done at SIAL, and the daily magazine helps inform exhibitors and buyers alike ”



Donald Martel
Ministre de
l'Agriculture, des
Pêcheries et de
l'Alimentation

It's a great way to make sure you're on top of everything SIAL! This daily magazine tells you what's happening during the event, shares success stories and important news, and helps people discover some of our industry's hidden gems. ”

CIRCULATION / PRINT



CIRCULATION / ONLINE daily.sialcanada.com

Daily e-Mailing to
> 58,000 contacts

E-mailing to launch the edition of the day that is sent out every morning to trade visitors, exhibitors and press before, during and after the fair for a full media coverage.

. 4 e-mailings (DAY 1, 2, 3, REVIEW)

SOCIAL MEDIA

SIAL Canada Daily contents are promoted through the SIAL Canada social media channels



STRATEGIC DISTRIBUTION POINTS

- All main entrances
- All main information counters
- Convention Areas
- International Press stand
- VIP & Buyers’ Lounges
- Media Centre
- Partners’ & Participants’ stands



WEBSITE / STATISTICS
daily.sialcanada.com

Full contents
& e-Magazines online
@ daily.sialcanada.com

Full integration of contents
into digital event tools

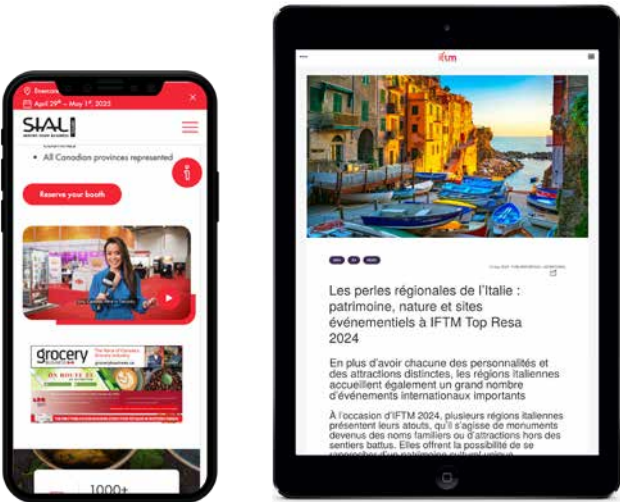
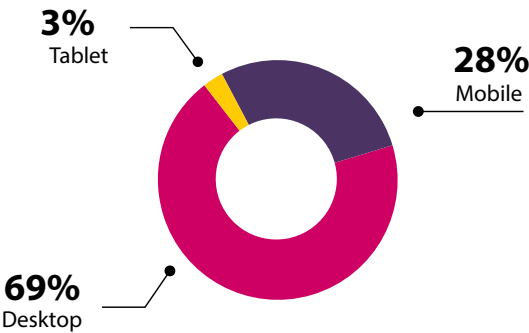
daily.sialcanada.com is the daily updated website with unique articles and exclusive interviews live from the show.

RESPONSIVE & POWERFUL

STATISTICS* (FORECAST 2027)

Users: **15,000**
Page Views: **17,000**
Average time spent: **2:01**

Device Access:



EDITORIAL CONTENT

Content is designed to be highly relevant and useful for trade visitors & press, helping them to set their show agenda and define their priorities, as well as giving them the “big picture” with market data and leaders’ strategies.

Content is published in English, ensuring broader visibility for your message in Toronto.

Benefit from this unique communication platform to get YOUR message across. Contact our editorial team for themes and interview.



DAILY SECTIONS

SHOW NEWS

The top stories of the day of interest to international trade visitors, including major announcements & debates.

SIAL CANADA CONFERENCES

As trade visitors hop from one stand to another, they no doubt regret not being able to attend some of the top conferences. We cover some of the top conferences of interest to trade visitors.

MARKET TRENDS

Important industry trends and interviews with leading analysts

EXCLUSIVE INTERVIEWS

Given the calibre of many of those presenting conferences and keynotes, where possible we not only give a précis of their conference, but also field exclusive comments that are specifically destined to our readers.

TRADE TALKS

Tour Operators and Travel Agents explain their current key concerns and discuss some of the most interesting offers they have seen at the show.

CSR & SUSTAINABILITY

CSR and sustainability are essential when facing the major challenges of the industry.

WHERE TO GO IN TORONTO

A definitive guide on where to go out in Toronto to make the international visitors feel much more “at home” in this exciting city.

PRODUCT SPOTLIGHTS

We highlight the most innovative new products at the show and present each one’s three Key Selling Points. This pre-analysis allows buyers to gain a simple and synthetic overview very rapidly.

SPECIAL FEATURES & REGIONAL SPOTLIGHTS

EDITIONS

SPECIAL FEATURES

REGIONAL SPOTLIGHTS

DAY 1 EDITION

[April 27, 2027]

- Meat & seafood
- Fresh fruits, vegetables and dried fruit
- Dairy products, eggs
- Cheese

- Canada
- Americas

DAY 2 EDITION

[April 28, 2027]

- Bakery products, baked goods
- Confectionery, chocolate, sweet snacks
- Salty snacks
- Ingredients

- Europe

DAY 3 EDITION

[April 29, 2027]

- Frozen products
- Beverages
- Packaging

- Asia
- Middle East & Africa

REVIEW EDITION

[May 4, 2027]

- Seen @ SIAL Canada

EDITORIAL OPPORTUNITIES FOR EXHIBITORS

How to be part of SIAL Canada Daily?

Provide us with your input:

- Coverage of your company’s main news, events and press conferences
- A strategic platform for your Top management / Government officials
- Contributions and thought leadership for our Regional Spotlights and Special Features

PRINT / AD OPPORTUNITIES

ADVERTISING RATES* in € and C\$ (only available for exhibitors)						
	(€)	(C\$)	(€)	(C\$)	(€)	(C\$)
ADVERTISEMENT	All Editions		Day 1, Day 2 or Day 3		Online Review	
			Print & Online Versions			
• 1/4 page	3,200	5,200	1,000	1,630	580	950
• 1/3 page	3,800	6,200	1,200	1,960	680	1,100
• 1/2 page	6,200	10,000	1,750	2,850	990	1,600
• 1 full page	9,600	15,600	3,000	4,880	1,750	2,850
• 1 double page	17,500	28,450	5,400	8,780	3,300	5,370

* + 15% for highlight placement / Right-hand page
+ 30 % for in-house design services

Conversion rate as of 02/12/2025

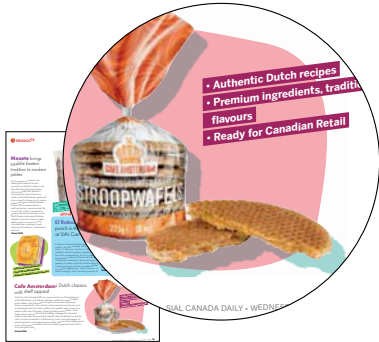


Logo & stand N° on front cover - Example

HIGHLIGHT POSITIONS ALL EDITIONS	(€)	(C\$)
All Editions (Review included)		
• Logo & stand N° on front cover	3,500	5,700
• 1/5 page banner on front cover	12,000	19,500
• Inside front cover, single page	13,200	21,460
• Inside front cover, double page	23,900	38,850
• Inside back cover	13,200	21,460
• Back cover	14,000	22,760
• Bookmark - in one edition	6,900	11,200
• Insert	Upon Request	

PRINT / AD OPPORTUNITIES

ADVERTORIAL (IN ONE EDITION)	(€)	(C\$)
• 1/2 page	2,300	3,750
• 1 full page	3,900	6,340
• 1 double page	6,900	11,400



PRODUCT SPOTLIGHT	(€)	(C\$)
• 1/4 Page : Photo, description, 3 USPs & Stand N°	1,400	2,255

COBRANDED LANYARDS	(€)	(C\$)
• Your logo printed on all official lanyards Exclusive sponsorship (1 advertiser only)	12,400	20,000



HALL PLAN (ALL EDITIONS)	(€)	(C\$)
• Large logo & Stand N°	2,200	3,580
• Standard-sized Logo & Stand N° + QR code	1,100	1,800
• Standard-sized Logo & Stand N°	580	950

THE DAILY QR CODE CARD	(€)	(C\$)
The Daily QR Code Card (6,000 units): Logo on card, exclusive position from 7,500		12,200

SMARTGUIDE	(€)	(C\$)
Customized publication (24 pages) Insertion into 1 edition of SIALCANADA Daily from	38,800	63,100

OFFICIAL SHOW BAG	(€)	(C\$)
Your brand on the only official bag distributed at the entrance.	21,700	35,000



PACKAGES

STARTER	ADVANCED	PREMIUM	PREMIUM PRO
1/4 PAGE PRODUCT SPOTLIGHT 1 STANDARD LOGO ON THE HALL PLAN FREE BONUS	1/2 PAGE ADVERTISEMENT 1/2 PAGE ADVERTORIAL 1 STANDARD LOGO ON THE HALL PLAN FREE BONUS	1 FULL PAGE ADVERTISEMENT 1 FULL PAGE ADVERTORIAL 1 ONLINE SHORT ARTICLE 1 STANDARD LOGO & QR CODE ON THE HALL PLAN FREE BONUS	1 HIGHLIGHT ADVERTISEMENT (all ed): Front Cover Banner OR Inside Front Cover Full page OR Back Cover Full page 1 FULL PAGE ADVERTORIAL (1 ed) 1 LARGE LOGO ON THE HALL PLAN FREE BONUS
1,400€ 2,255 C\$	4,050 € 6,600 C\$	7,550 € 12,280 C\$	15,900 € 25,850 C\$

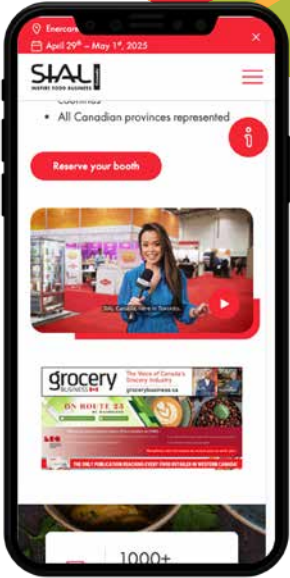
DIGITAL / AD OPPORTUNITIES

daily.sialcanada.com

Home Page

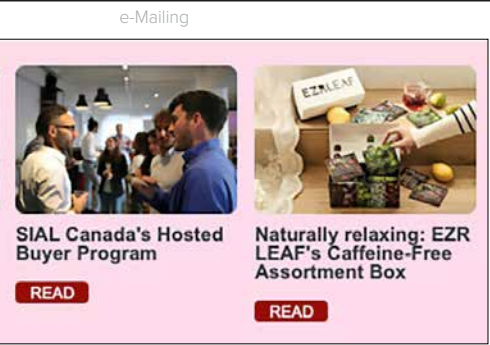


[1]



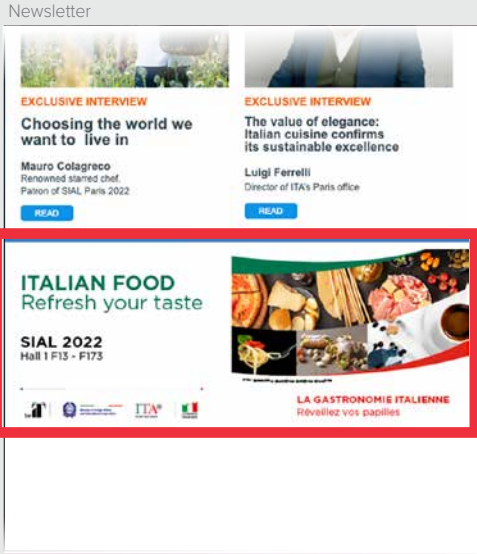
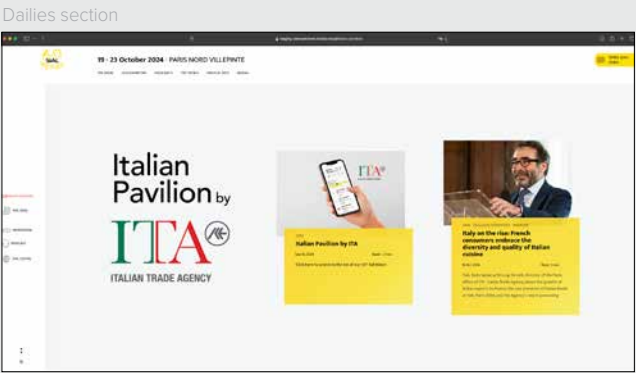
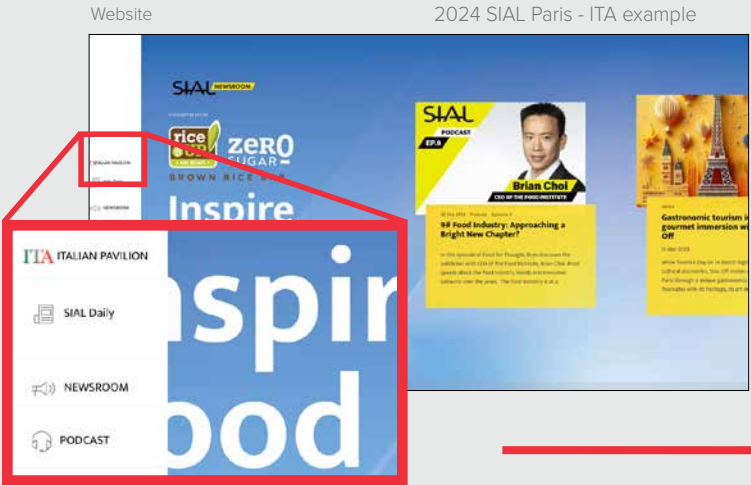
RATES	(€)	(C\$)
DAILY.SIALCANADA.COM		
• In-Depth Article: 550 words 1 st positions on day of publication [1]	1,450	2,360
• Short Article: 200 words 1 st positions on day of publication	650	1,060
OPTIONS		
• Global Sponsorship [2] Your branding on all sections, during 1 month (29/4-30/5/2026) (including 2 in-depth articles)	17,500	28,450
OPTIONS		
• Menu Entry [3] • Dedicated Menu Point • Dedicated Branded Page with your contents • 6 Articles (3 In-Depth, 3 Short) • 2 newsletter inclusions 1 month	16,800	27,300

NEWSLETTER INCLUSION	(€)	(C\$)
Your article highlighted in 1 newsletter:	1,200	1,960

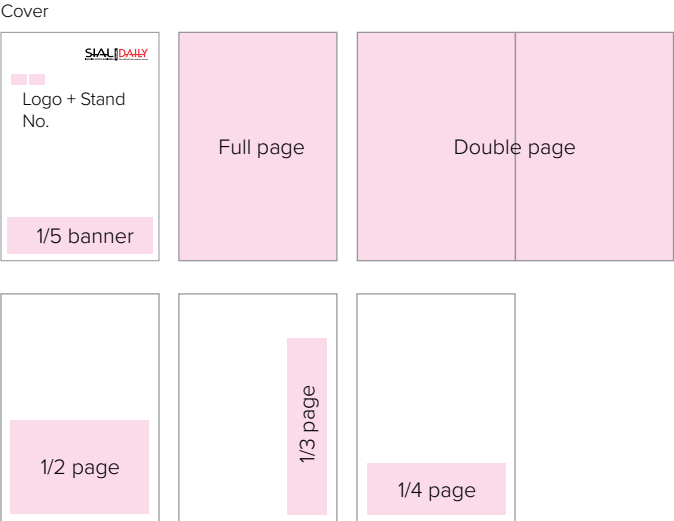


[3] MENU ENTRY

- Dedicated Menu Point
- Dedicated Branded Page with your contents
- 6 Articles (3 In-Depth, 3 Short)
- 2 newsletter inclusions

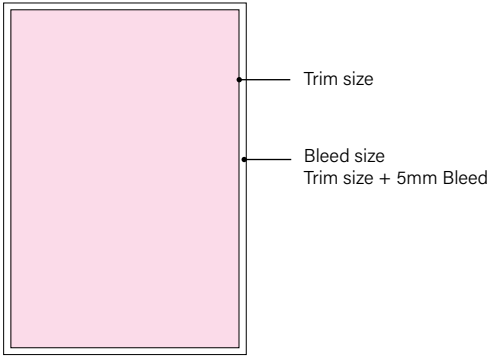


PRINT / TECHNICAL SPECIFICATIONS



STANDARD POSITIONS	Trim size	Bleed size
Full page	240 x 330 mm	250 x 340 mm
Double page	480 x 330 mm	490 x 340 mm
1/2 page	220 x 136 mm	
1/3 page	66 x 280 mm	
1/4 page	220 x 68 mm	

HIGHLIGHT POSITIONS		
Logo + Stand No. on front cover		
1/5 banner on front cover	220 x 54 mm	
Inside front cover	240 x 330 mm	250 x 340 mm
Back cover	240 x 330 mm	250 x 340 mm
Bookmark (both sides)	110 x 230mm	120 x 240 mm



>> Material Deadline:
April 13, 2027

Contact: production@cleverdis.com
Tel: +33 (0)442 77 46 00

HALL PLAN

Logo standard & No. Stand	32 x 20 mm
Logo grand format & No. Stand	74 x 54 mm



Large logo

Standard logo + QR code

Standard logo

IMPORTANT INFORMATION FOR PRINT MATERIALS

All ads supplied must be CMYK.

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

Required Format: PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see Adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 280%.

Proofs: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a colour bar) for all digital files.

Client-supplied contract proof is required to guarantee color.

Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless.

Material Requirements for In-House Design Services:

Photos: Colour scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

Logos: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY.

Files should conform to SWOP guidelines, and total ink density should not exceed 280%.

Deadline: All print elements (print file & color proof) must be supplied before the deadline. Beyond this deadline, we will accept no more elements, and your content will only be published in our online version.

Please send colour proof to:

Cleverdis/ SIAL Canada Daily

**Le Relais du Griffon - 439 route de la Seds
13127 Vitrolles - FRANCE**

of file delivery mode. The publisher will not accept responsibility when contract proofs are not submitted.

ADVERTORIAL GUIDELINES

Regular Advertorials

All advertorials in our publications follow our editorial style guide for format. They are written in the style of an article that discusses the key selling points / benefits of the product / service and ideally will include real-life scenarios or case studies to demonstrate effectiveness. Advertorials are designed to provide trade visitors / professionals with information relevant for their business practise and buying decisions.

Regarding images:

- The advertiser must be the copyright holder of any image provided with copy (with image copyright).
- The advertiser must have written release for images including people.
- Images must specifically relate to the advertorial message or product.
- Featured images should ideally be horizontal orientation with dimensions of 1500pix wide a resolution of 300dpi.

Ads within advertorials are not permitted.
No company or brand logos are allowed.
No slogans, no URLs, no contact details
(email, telephone number)

Word Count

- Full page: 550 words
- Half-page: 250 words
- Third page: 150 words
- Quarter page: 100 words

Featured Article

Featured Articles designate a highlighted position for your advertorial online - on the homepage and section landing page or in standard position (only section landing page).

Content

Guidelines for content will be agreed before editing by the Cleverdis team. All basic information must be provided by the client, along with precision of the main points to put forward. When the advertorial piece has been produced, a PDF copy is sent to the client for corrections and / or approval. Changes and corrections must be outlined clearly by the client – in annotations on the PDF.

A final version will then be produced and sent to the client for “OK to Print”. This must be marked on the PDF – either scanned or digitally signed.

Any further changes to the advertorial requested by the client, if different to those requested initially, shall be invoiced OVER AND ABOVE the original order, at a rate 10% of the original price invoiced (before any discount), and must be paid by the client prior to publication.

DIGITAL / TECHNICAL SPECIFICATIONS

GLOBAL SPONSORING - SECTION SPONSORING

- Background image: 3,409 x 1,500 px - HD
- Logo: svg
- URL link

ENTRY MENU PACKAGE

- Background image: 3,409 x 1,500 px - HD
- Logo: svg
- URL link
- e-Mailing section banner: 2,560 x 1,440 px - HD

FEATURED ARTICLE

- Highlight article: up to 600 words
- Standard article: up to 300 words
- Images: jpg - HD
- Videos: YouTube link

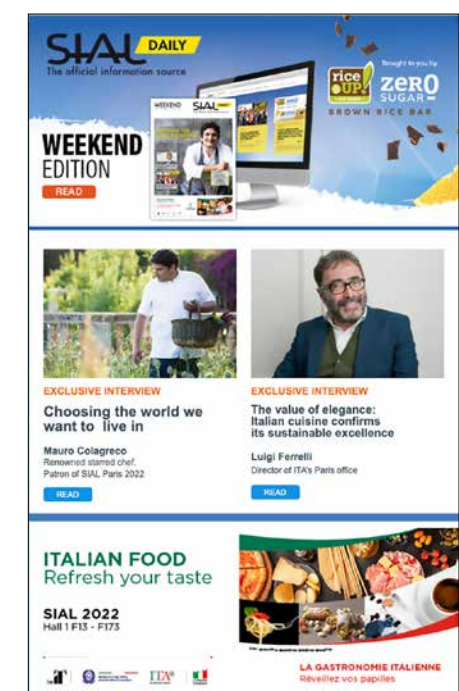
>> **Material Deadline:**
April 13, 2027

Contact: production@cleverdis.com
Tel: +33 (0)442 77 46 00

Website



Newsletter





SIAL **Canada** **DAILY**
INSPIRE FOOD BUSINESS The official information source

CONTACTS



ADVERTISING

Bettina Badon
Project Manager
Mob: +33 6 60 42 68 04
bettina.badon@cleverdis.com



EDITORIAL

Zineb Elhabiri
Editorial Coordinator
Mob: +33 6 09 37 42 97
zineb.elhabiri@cleverdis.com

AN EXPERT COMMUNICATION TEAM AT YOUR DISPOSAL

100% LIVE DURING THE SHOW

Come visit us at the SIAL CANADA press centre during the show!

