



**Better places.
Greater impact.
Stronger business.**

12-15 MARCH 2024
CANNES, FRANCE

Built by
RX In the business of
building businesses

MEDIAKIT



WEBSITE

EMAILING

SOCIAL MEDIA

AUDIENCE

Connect with an engaged and highly qualified audience of professionals

ONLINE PLATFORM CONNECTIONS

24 200 international participants

13 700 companies

100+ countries

SOCIAL MEDIA COMMUNITY

77 000 people follow us on our social media (Facebook, Twitter, LinkedIn)

17 000 blog visitors in 2020

EMAILING SUBSCRIBERS

115 000 Mipim subscribers receive our newsletters with an average opening rate of **30%**

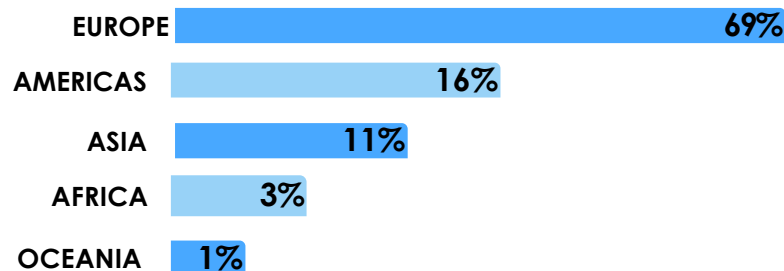
(27 000 Propel subscribers receive our newsletters)

WEBSITE VISIBILITY

2 200 000 page views in 2020
including HOMEPAGE (25%)

260 000 users in 2020

WEBSITE TRAFFIC BY GEOGRAPHICAL ORIGIN



WEBSITE

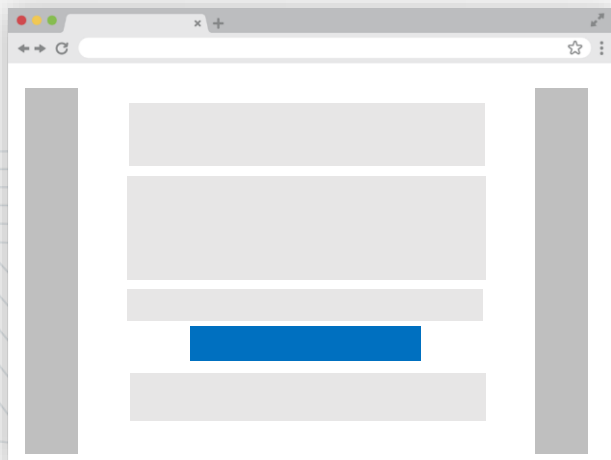
HOME PAGE MEGA BANNER

ALL WEBSITE MEGA BANNER
(EXCEPT HOME PAGE)



HOME PAGE MEGA BANNER / Online database MEGA BANNER

Maximise your visibility and target qualified professionals



550 000+
PAGE VIEWS

€ 5400

BENEFITS:

Your banner on the main page of the website, to raise awareness and engagement

TECH SPECS:

- 728x90 px (Desktop & Tablet)
- 320x50 px (Mobile)
- GIF, JPG, PNG

DURATION

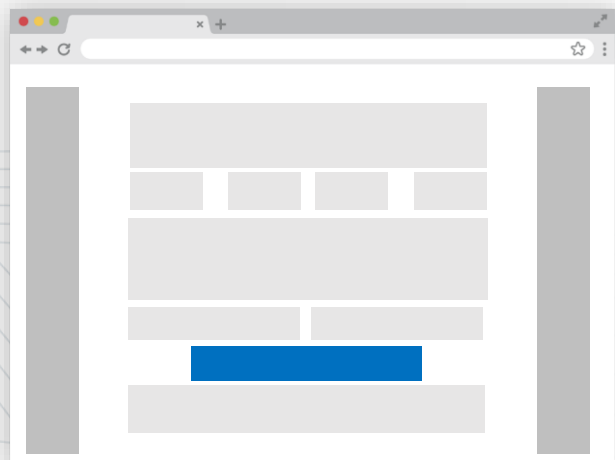
2 days after reception of artwork
to 30/09/24

INVENTORY

5 advertisers

ALL WEBSITE MEGA BANNER (except home page)

Maximise your visibility and target qualified professionals



1 650 000+
PAGE VIEWS

€ 4950

BENEFITS:

Your campaign displayed and boosted across all the website internal pages

TECH SPECS:

- 728x90 px (Desktop & Tablet)
- 320x50 px (Mobile)
- GIF, JPG, PNG

DURATION

2 days after reception of artwork to 30/09/24

INVENTORY

5 advertisers

VOUCHER (E-TICKET) FULL BANNER





AWARENESS – TARGETED AUDIENCE

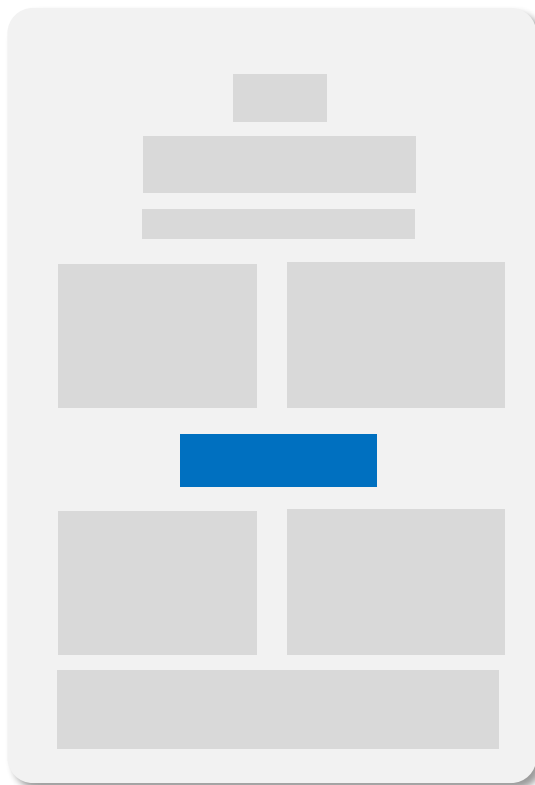
€ 1450

SHOW NEWS HALF BANNER



115 000

SUBSCRIBERS



BENEFITS:

Your banner in our newsletter sent to all our registered participants

TECH SPECS:

- 234x60 px
- Static JPG, GIF

INVENTORY

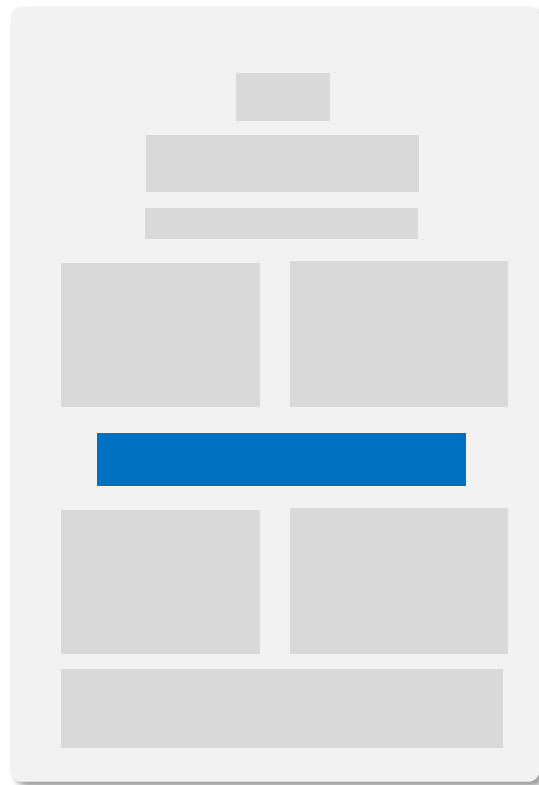
2 advertisers per show news



AWARENESS – TARGETED AUDIENCE

€ 1970

SHOW NEWS FULL BANNER



BENEFITS:

Your banner in our newsletter sent to all our registered participants

TECH SPECS:

- 468x60 px
- Static JPG, GIF

INVENTORY

1 advertiser per show news



115 000

SUBSCRIBERS



AWARENESS – TARGETED AUDIENCE

€ 1970

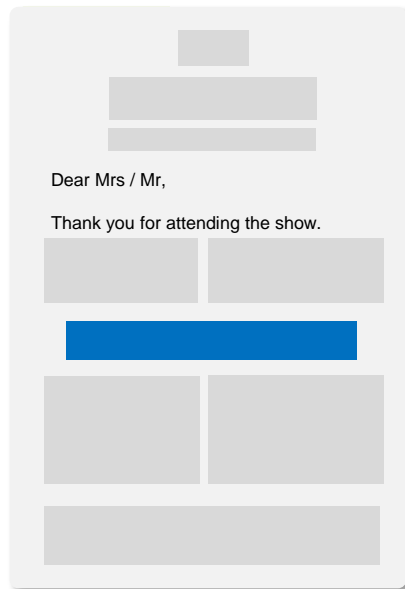
THANK YOU EMAIL HALF BANNER

Associate your brand in the email to thank all the registered participants after the event



24 200

PARTICIPANTS



BENEFITS:

Your **exclusive** banner in one of the **most opened** email by our participants

TECH SPECS:

- 468x60 px
- Static JPG, GIF

DURATION

One shot exclusivity
Email sent a few days after the event

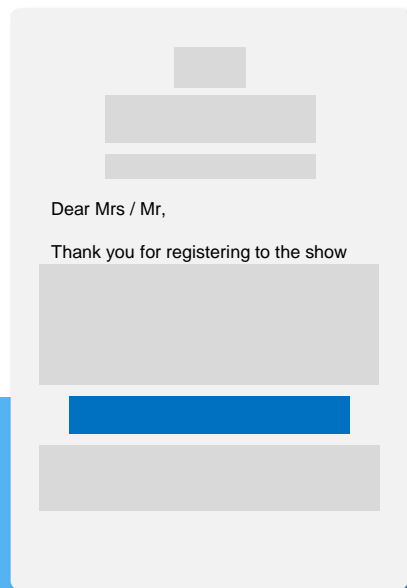
INVENTORY

1 advertiser

€ 7100

REGISTRATION CONFIRMATION EMAIL FULL BANNER

Be exclusively present in the email sent to all the participants right after completing their registration



24 2000
PARTICIPANTS

BENEFITS:

Your banner visible in the email directly sent to all the participants who **completed their registration**, which is also the most opened email

TECH SPECS:

- 468x60 px
- Static JPG, GIF

DURATION

One shot exclusivity

INVENTORY

1 advertiser max



I THANK YOU

An abstract graphic featuring several overlapping squares in various colors: light blue, medium blue, dark blue, green, orange, and yellow. The squares are arranged in a way that they overlap each other, creating a layered effect. The text "I THANK YOU" is written in white, bold, sans-serif capital letters across the center of the image, partially overlapping the colored squares.