

The best place to
NETWORK
IN CANNES



LIONS DAILY NEWS 2016

IN PRINT AND ONLINE

6000 *copies*

*Distributed each day
to all delegate hotels,
Palais des Festivals, cabanas
and events in Cannes*

8 DAILIES IN
Cannes

18TH - 25TH JUNE 2016

Essential
Reading in Cannes

LIONS DAILY
Specials

18/19 JUNE 21/22 JUNE
HEALTH INNOVATION
23/24 JUNE
ENTERTAINMENT

50 *Seminars*

*20 workshops and masterclasses, talks,
screenings, shortlists and winners*

15 000
Delegates

*From 100 countries -
key decision makers plus 500 client organisations*

THE OFFICIAL AND ONLY DAILY NEWS IN CANNES DURING FESTIVAL WEEK...

BOUTIQUE EDITIONS LIMITED
117 Waterloo Road
London SE1 8UL
T. +44 20 7902 1943
www.boutiqueeditions.com



LIONS DAILY NEWS 2016

IN PRINT AND ONLINE

EDITORIAL CALENDAR

Saturday 18th June

SPECIAL REPORT : HEALTH

- Pharma Lions Shortlist & Winners
- Health & Wellness Shortlist & Winners
- Grand Prix for Good

JURY PRESIDENTS

Pharma :

Alexandra Von Plato, Publicis Healthcare

Health & Wellness :

Joshua Prince, The CDM Group

Sunday 19th June

SPECIAL REPORT : HEALTH

- Innovation Lions Shortlist
- Print & Publishing Lions Shortlist
- Radio Lions Shortlist

- Focus on UAE
- Focus on Singapore
- Focus on Belgium

JURY PRESIDENTS

Innovation : Emad Tahtouh, FINCH

Print & Publishing : Joji Jacob, DDB

Radio: Tom Eymundson,

Pirate Group Inc.

Direct: Mark Tutssel, Leo Burnett

Monday 20th June

- Direct Lions Shortlist
- Promo & Activation Lions Shortlist
- Outdoor Lions Shortlist
- PR Lions Shortlist
- Creative Effectiveness Lions Shortlist
- Glass Lions Shortlist
- Design Lions Shortlist
- Product Design Lions Shortlist
- Digital Craft Lions Shortlist

- Focus on UK
- Focus on France

JURY PRESIDENTS

Promo & Activation:

Rob Reilly, McCann Worldgroup

Glass : Madeline Di Nonno,

Geena Davis Institute

Creative Effectiveness :

Andrew Robertson, BBDO Worldwide

PR : John Clinton, Edelman

Outdoor : Ricardo John, JWT

Tuesday 21st June

SPECIAL REPORT : INNOVATION

- Direct Lions Winners
- Promo Lions Winners
- Glass Lions Winners
- Radio Lions Winners
- Print & Publishing Lions Winners
- Print Young Lions Winners
- PR Young Lions Winners

- Cyber Lions Shortlist
- Media Lions Shortlist
- Mobile Lions Shortlist
- Creative Data Lions Shortlist

- Focus on Singapore
- Focus on Germany

JURY PRESIDENTS

Digital Craft : Wesley Ter Haar, MediaMonks

Design : Tristan Mackerel, Landor

Product Design : Amina Horozic, fuseproject

Wednesday 22nd June

SPECIAL REPORT : INNOVATION

- Outdoor Lions Winners
- PR Lions Winners
- Creative Effectiveness Lions Winners
- Product Design Lions Winners
- Design Lions Winners
- Digital Craft Lions Winners
- Design Young Lions Winners

- Focus on Mexico
- Focus on US Hispanic
- Focus on India

JURY PRESIDENTS

Media : Nick Waters, Dentsu Aegis

Mobile : Malcolm Poynton, Chiel Worldwide

Cyber : Chloe Gottlieb, R/GA

Creative Data : Tash Whitney, Havas helia

SPECIAL FEATURE

MEDIA PERSON OF THE YEAR

Thursday 23rd June

SPECIAL REPORT : ENTERTAINMENT

- Mobile Lions Winners
- Media Lions Winners
- Cyber Lions Winners
- Innovation Lions Winners
- Creative Data Lions Winners
- Cyber Young Lions Winners
- Media Young Lions Winners
- Entertainment Lions Shortlist
- Music Lions Shortlist

- Focus on South Africa
- Focus on Brazil
- Focus on Central America
- Focus on Chile
- Focus on Colombia

JURY PRESIDENTS

Entertainment : Jae Goodman,

CAA Marketing

Music : Josh Rabinowitz,

Grey Group

Friday 24th June

SPECIAL REPORT : ENTERTAINMENT

- Film Lions Shortlist
- Film Craft Lions Shortlist
- Titanium Lions Shortlist
- Integrated Lions Shortlist

- Focus on Canada
- Focus on The Caribbean
- Focus on Asia
- Focus on Spain
- Focus on Hungary
- Incentives for filming commercials

JURY PRESIDENTS

Film : Joe Alexander,

The Martin Agency

Titanium & Integrated :

Sir John Hegarty, BBH

Film Craft : Laura Gregory,
Great Guns

SPECIAL FEATURE

MARCELLO SERPA, LION OF ST MARK 2016

Saturday 25th June

- Film Lions Winners
- Film Craft Lions Winners
- Titanium Lions Winners
- Integrated Lions Winners
- Grand Prix for Good

SPECIAL FEATURE

CREATIVE MARKETER OF THE YEAR

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www.LIONSdailynews.com

LIONS DAILY NEWS 2016

IN PRINT AND ONLINE

ADVERTISING OPTIONS

You create. We do it.

Labhouse
Production services in Argentina, Uruguay & Chile
www.labhouse.tv

ERMARGERD!
gatehouse

Full Page

Glass Lion has 'exposed us to issues we didn't know existed'

Volvo winner is a perfect mix of art and commerce

How Exceptional Leaders Unleash Exceptional Talent

1/5 Page

Young to question what's 'good' about social media

WE DON'T ALWAYS DO SUNLIGHT
BUT WHEN WE DO... WE DO IT ALL NIGHT LONG

Have the Fun in Cannes
www.funincannes.com

Half Page

25 X 25

25 X 25

Gatehill & Statish
New Directors' Showcase
25th Anniversary

Gatehill & Statish
New Directors' Showcase
25th Anniversary

Double Page Spread

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ADVERTISING RATES (€) AND SIZES

FULL PAGE
240mm x 330mm

Trim Size
(add 5mm to all
bleed edges)

3 950€

DOUBLE PAGE SPREAD
480mm x 330mm

Bleed is available on full page
units and spreads only

5 550€

1/2 PAGE
210mm x 142mm

2 375€

MARQUEE
210mm x 68mm

1 850€

1/5 PAGE
87mm x 142mm

1 150€

ALL ADS ARE REPEATED
ONLINE AND LINKED
TO YOUR WEBSITE
* SEE SPECS

LIONS SPECIALS

LIONS DAILY NEWS
THE INTERNATIONAL JOURNAL OF CANNES (1700 - 1000 2016)

FRONT COVER BOX
41mm x 75mm
(8 issues)

7 500€

LIONS DAILY NEWS
THE INTERNATIONAL JOURNAL OF CANNES (1700 - 1000 2016)

FRONT COVER
240mm x 260mm

12 500€

**INSIDE FRONT
COVER OR OUTSIDE
BACK COVER**

6 350€

PAGE 2

5 200€

**INSIDE
FRONT COVER + PAGE FACING
INSIDE FRONT
COVER**

10 500€

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WWW.LIONSAILYNEWS.COM

LIONS DAILY NEWS 2016

IN PRINT AND ONLINE

ONLINE AND PAGE TURNER

ONLINE DEDICATED NEWS SERVICE

from the festival in Cannes with website and daily news page-turner distributed to a worldwide audience

200,000 + HITS and 10,000 unique visits during Cannes week in 2015

ADVERTISER BRAND VISIBILITY to international advertising professionals

AD RATES AND SIZES

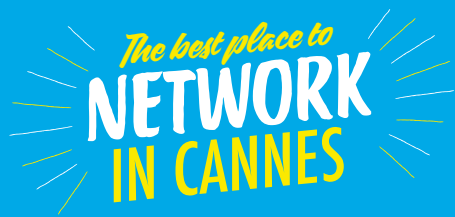
1	TOP BANNER 490 x 100px	2000€//\$3000
2	SIDE BANNER 125 x 400px	1500€//\$2000
3	SIDE BOX (L) 178 x 230px	1000€//\$1500
4	SIDE BOX (R) 125 x 160px	500€//\$750

Ad Specs : Flash (SWF) animated GIF or JPEG image

The screenshot shows the Lions Daily News website layout. Callout 1 points to a top banner advertisement for 'Digital China 2015: THE HUMAN FACE BEHIND THE DEVICE'. Callout 2 points to a vertical yellow sidebar advertisement for 'MAMMA TEAM'. Callout 3 points to a side box advertisement for 'MENCIPS FILM'. Callout 4 points to another side box advertisement for 'STOKED'.

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SPECIFICATIONS

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MECHANICAL SPECIFICATIONS

Copy date: 3rd June 2016

Publication dates: 18-25 June 2016

Printing: Printed litho, 4 colour process.

Binding: Saddle stitched. **Paper stock:**

The paper used is a natural, recyclable product made from wood grown in sustainable forests. The manufacturing process conforms to the environmental regulations of the country of origin.

DIGITAL AD SUBMISSIONS

All ads submitted must be able to be opened in one of the following software packages

(in order of preference):

- PDF file (Pre-Press)
- Adobe Photoshop for Mac/PC (300dpi at final print size)
- Adobe Illustrator for Mac/PC (images + fonts linked to the document).

All included images files must be CMYK and supplied in either TIFF or EPS format for Mac only.

We recommend a minimum resolution of 300dpi (at the final printed size) for all embedded images. All fonts, including any used in any embedded images eg. EPS files must be included. All colours must be CMYK separated.

*ONLINE DAILY WEB LINKS

For web addresses in ads use web safe fonts like Arial, Trebuchet, Verdana or Times New Roman.

COMPRESSION

Any archives must be able to be opened using StuffIT Expander. All files submitted via FTP or email MUST be compressed into a single archive and encoded in binhex format (.hqx).

ON DISK

Disk formats accepted: CD or DVD

FTP

FTP server: ftp.lionsdailynews.com
Username: 2016@lionsdailynews.com
Password: lions999

Once file has been transferred please email jodlin@boutiqueeditions.com to confirm upload and the file name. **Also ensure title name includes company name.** Files should be named clearly with your company name and placed in folder, Lions Artwork 2016.

EMAIL

We will be able to accept small/compressed (10MB or less) ads as attachments to email: jodlin@boutiqueeditions.com

Any ads submitted electronically should have a hard copy of the ad faxed to ourselves clearly stating all the order details.

