



EYEWEARLAND MILANO

MIDO_2027

FEBRUARY 6-8 2027 FIERA MILANO RHO

MIDO.COM

MEDIA KIT 2027

VISIBILITY. PRESENCE. IMPACT.

Every visit to MIDO begins with the **MIDOmap** and continues through the pages of the **MIDOmag**. Two official media. One unique opportunity to maximise your brand's visibility throughout the world's leading eyewear exhibition.

BE SEEN WHERE IT MATTERS

MIDOmap and **MIDOmag** place your brand at the heart of the exhibition, delivering authoritative communication, targeted distribution and continuous visibility throughout the event.



*The official exhibition guide.
The essential navigation tool
visitors use to explore the
exhibition, locate exhibitors
and access key services.*

Includes:

- General map
- Hall floor plans
- Exhibitor directory
- Visitor information

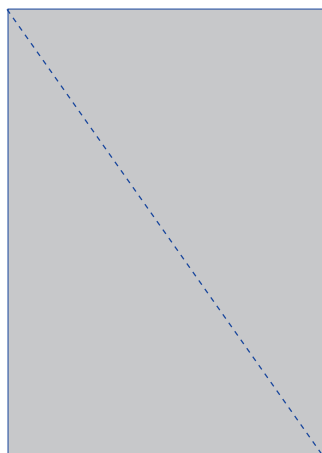
Distribution:

- Exhibition entrances
- Hall entrances



FOLD-OUT COVER (CLOSED)
SIZE: 120 × 170 MM

**FULL BOX
BACK COVER**



FULL BOX
FULL-PAGE ADVERTISEMENT
(BLEED)

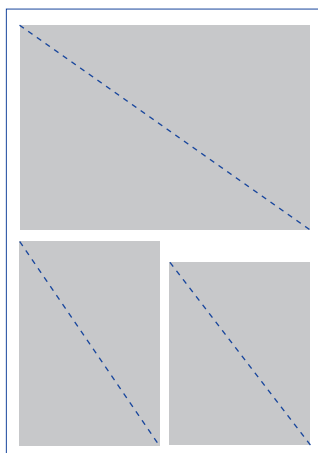
€ 2,800* + VAT

* (ADD 15% FOR THE PREMIUM
POSITION BENEATH THE COVER.)

BACK COVER
FULL-PAGE ADVERTISEMENT
SIZE: 120 × 170 MM

€ 6,000 + VAT

**HALF BOX
MANCHETTE A/B**



HALF BOX
HALF-PAGE ADVERTISEMENT
SIZE: 110 × 77.5 MM

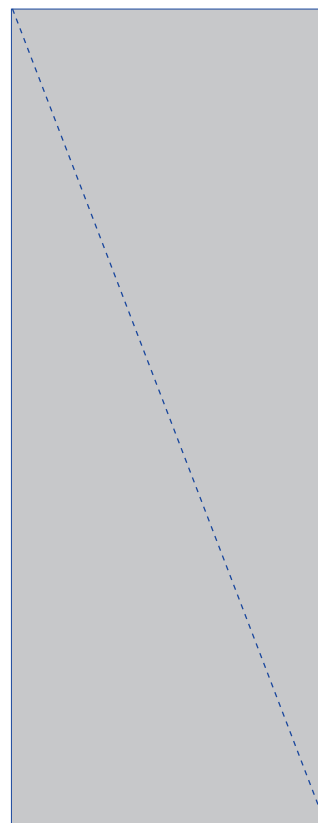
€ 1,500 + VAT

MANCHETTE A
QUARTER-PAGE ADVERTISEMENT
SIZE: 52.5 × 77.5 MM

MANCHETTE B
QUARTER-PAGE ADVERTISEMENT
SIZE: 52.5 × 71.5 MM

€ 850 + VAT

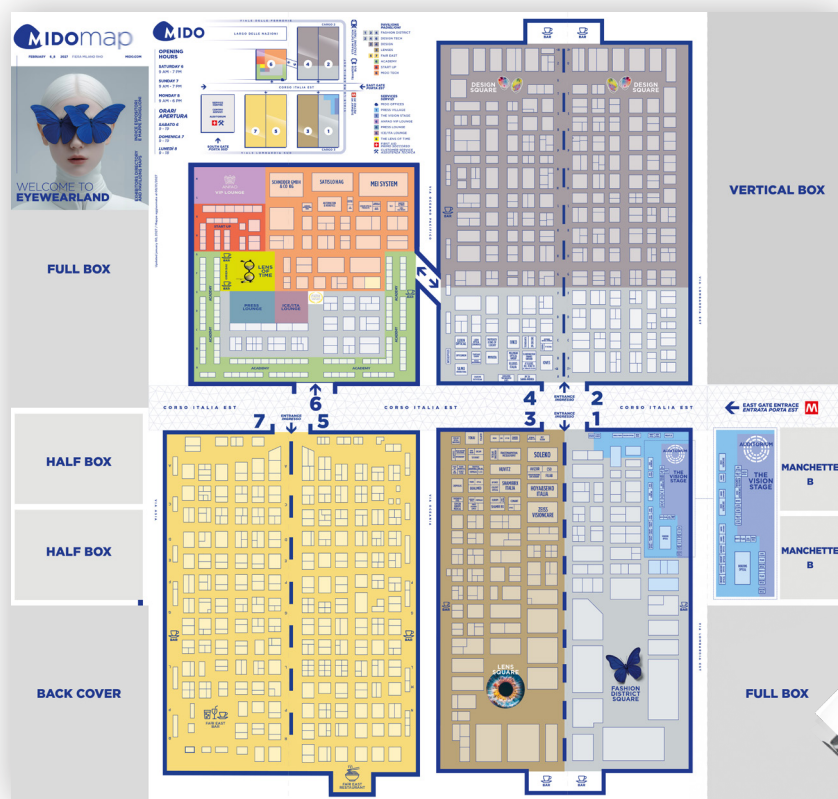
VERTICAL BOX



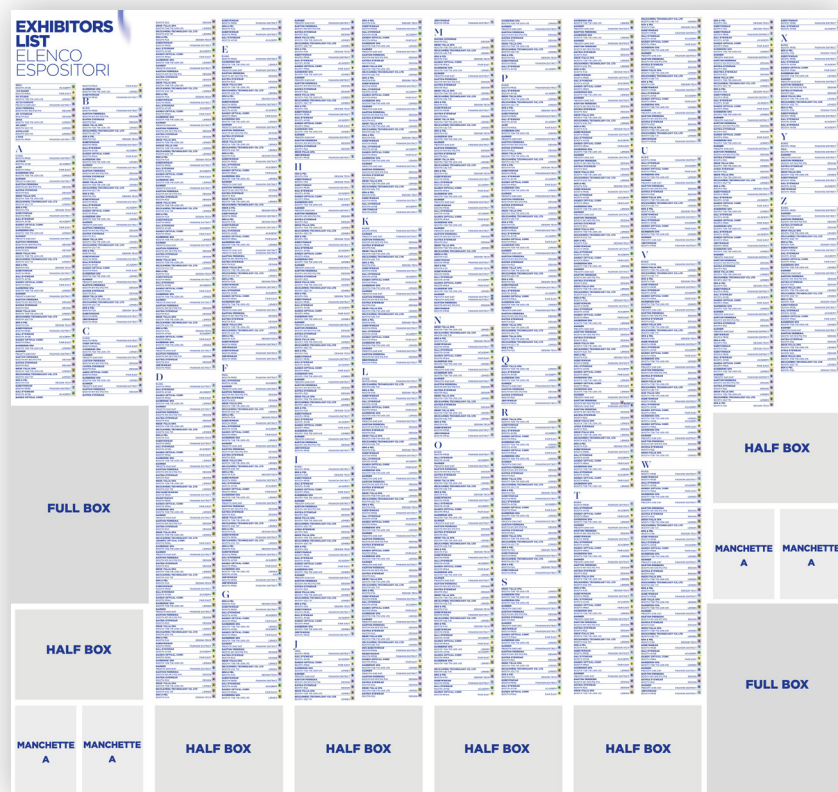
**VERTICAL BOX: VERTICAL
FULL-PAGE ADVERTISEMENT
(BLEED) SIZE: 120 × 320 MM**

€ 4,000 + VAT

FRONT / Hall Maps



INSIDE / Exhibitor Directory





COVER
SIZE: 240 × 340 MM

DELIVERED FOLDED

A publication dedicated to companies, trends, innovation and the stories shaping the present and future of the eyewear industry.

Includes:

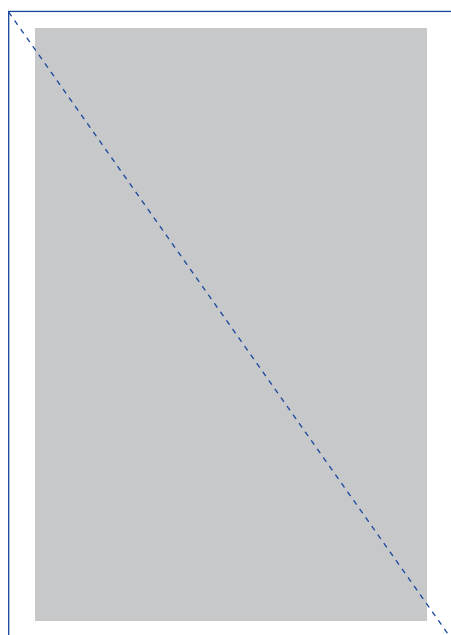
- Articles
- Trends
- News
- Interviews

Distribution:

- Exhibition entrances
- Hall entrances



FULL PAGE

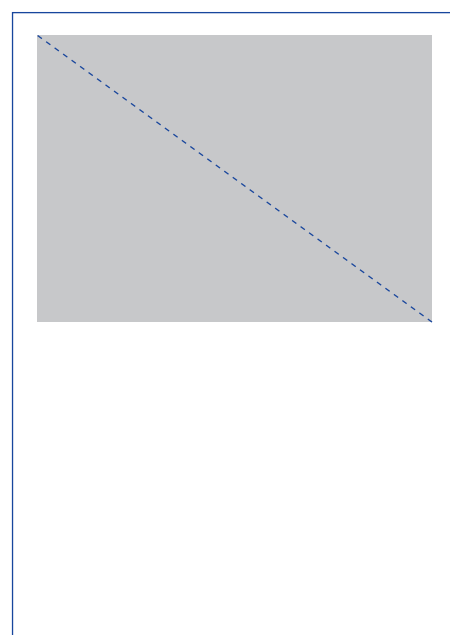


FULL PAGE
FULL-PAGE ADVERTISEMENT
SIZE: 216 × 320 MM
€ 3,000 + VAT

INSIDE FRONT AND BACK COVER
FULL-PAGE ADVERTISEMENT
SIZE: 216 × 320 MM
€ 4,500 + VAT

BACK COVER
FULL-PAGE ADVERTISEMENT
SIZE: 216 × 320 MM
€ 6,000 + VAT

HALF PAGE



HALF PAGE
HALF-PAGE ADVERTISEMENT
SIZE: 216 × 157.5 MM
€ 1,800 + VAT



COVER
SIZE: 240 × 340 MM

DELIVERED FOLDED

ADVERTORIAL GUIDELINES

TITLE

Maximum 40 characters (including spaces).

We recommend including the company name in the title.

BODY COPY

Maximum 1,000 characters (including spaces):

500 characters in English + 500 characters in Italian.

IMAGES:

1 high-resolution image

(1-2 images for a full-page advertorial)

Please include your website (e.g. www.mido.com) and your stand number in the submission email.



HALF ADVERTORIAL



HALF ADVERTORIAL
HALF-PAGE ADVERTORIAL
SIZE: 216 × 157.5 MM
€ 1,200 + VAT

FULL ADVERTORIAL



FULL ADVERTORIAL
FULL-PAGE ADVERTORIAL
SIZE: 216 × 320 MM
€ 3,000 + VAT



SPECIAL OFFER
Special discounted
MIDOMag + MIDOMag
package available upon
request.