



**GLOBAL EYEWEAR,
GOLD STANDARD.**

JANUARY 31 - FEBRUARY 1-2 - 2026

Fiera Milano, Rho

ADVERTISING



EXPLORE ENVISION, AND EXHIBIT.

Featuring a **new vision**
of marketing and
communication.
From the digital world
to the MIDO halls,
inside and outside.
Discover the **pathway**
that leads to everyone's
eyes on you.

01

DIGITAL MEDIA
Worldwide MIDO

02

OUTDOOR MEDIA
Outside the MIDO halls

03

INDOOR MEDIA
Inside the MIDO halls

CONTENTS

EARLY BIRD RATE

**BOOK WITHIN 31ST OCTOBER
YOUR PROMOTIONAL TOOL AND
GET YOUR SPECIAL DISCOUNT:**

- for a single advertising space,
a **discounted rate of 8%**
- for a package with multiple advertising spaces,
a **discounted rate of 15%**

**Don't miss the opportunity to book your worldwide exposure during MIDO 2026,
just one week before the Winter Olympic Games Milano Cortina!**

01

DIGITAL MEDIA

WORLDWIDE MIDO

A world of content and visibility



WMIDO

Now available on MIDO official site, WMIDO is our online professional and commercial magazine is the market's leading source of information from the worlds of fashion, design and eyewear. Worldwide, it reaches over 50,000 eye care professionals, companies, distributors and representatives.



AVAILABLE DIGITAL OPPORTUNITIES:

- Banners

Rates:

Header banner/ Top Center banner (728 px X 90 px)
1 month €600

Side banner right (300 px X 250 px)
1 month €350

Bottom Banner (810 px X 210 px)
1 month €350

MIDO OFFICIAL NEWSLETTER

Reaching almost 130,000 industry professionals.

MIDO newsletters convey the most important

information on the upcoming show, providing the visitors with all they need to know in order to fully

“Live the Wonder”.



AVAILABLE DIGITAL OPPORTUNITIES:

Newsletter Banners



Rates:

Newsletter banner (800 px X 200 px):
1 mailing €800

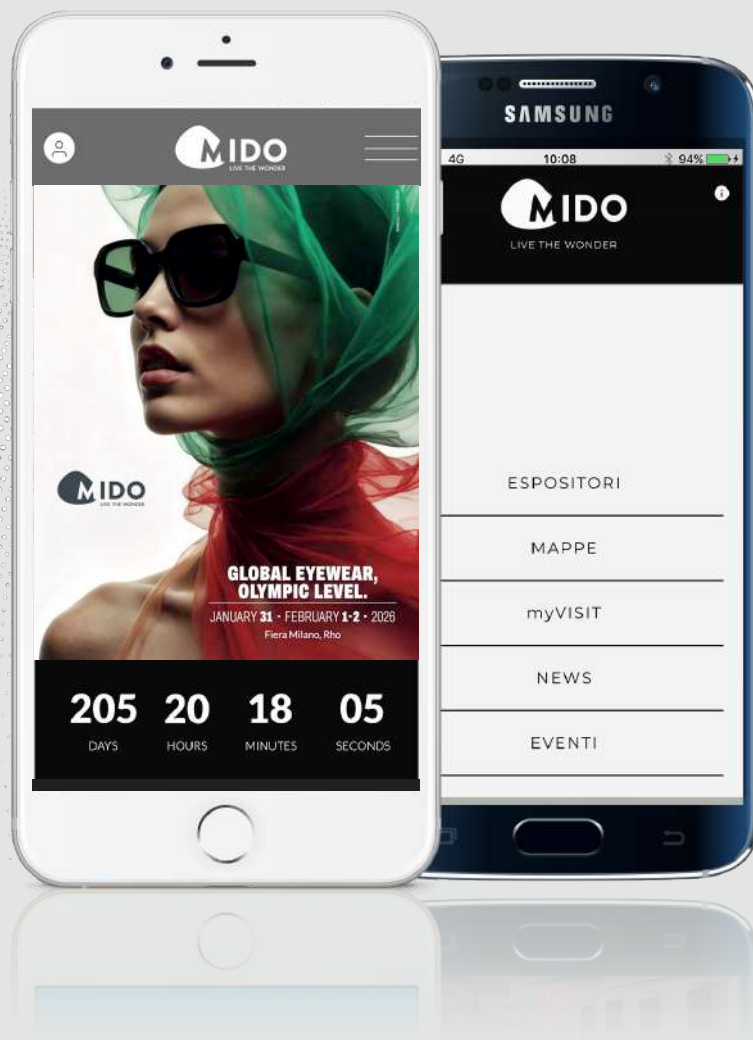


APP

Intuitive and informative, constantly updated in real time, it was downloaded by more than 19,000 people in the last 2 editions, with more than 22,000 users; 130,000 total screen views, 30 the minutes of average time of use.

The app includes the list of the exhibiting companies, the show floorplan and the events schedule.

Users are always up to date on the latest news from the world of eyewear, also thanks to the brand new tool of push notifications.



STAY CONNECTED



Rates:

Push Notification: €1,100 each

Packages: upon request



02

OUTDOOR MEDIA

OUTSIDE THE MIDO HALLS

The first contact, the first memory





TRAIN_

A special train reserved for eye-care professionals (610+ bookings in 2025) travelling to MIDO from several Italian cities.

The ideal occasion to reach your target just a few hours before they get to the show.

GOLD Sponsorship (exclusivity)

On the tracks:

- Possibility to distribute company material to passengers (after MIDO confirmation of the contents)

On board-charter from Rome to Rho Fiera Milano:

- Possibility to distribute company material to passengers (after MIDO confirmation of the contents)

On MIDO tools:

- Full adv page in the Visitor's Guide (20,000 copies distributed during the show)
- Five boxed advertisements in the Visitor's Guide
- Half page in MIDO Daily (show's official magazine)
- Logo on WMIDO page
- Editorial on WMIDO page
- 1x banner in MIDO newsletters (date to be defined)
- Branding of hospitality desk in the OTTICLUB

SILVER Sponsorship

On the tracks:

- Possibility to distribute company material to passengers (after MIDO confirmation of the contents)

On MIDO tools:

- Half adv page in the Visitor's Guide (20,000 copies distributed during the show)
- Two boxed advertisements in the Visitor's Guide
- Half page in MIDO Daily (show's official magazine)
- Logo on WMIDO page
- Editorial on WMIDO page
- 1x banner in MIDO newsletters (date to be defined)

BRONZE Sponsorship

On the tracks:

- Possibility to distribute company material to passengers (after MIDO confirmation of the contents)

On MIDO tools:

- Half adv page in the Visitor's Guide (20,000 copies distributed during the show)
- One boxed advertisement in the Visitor's Guide
- Editorial in MIDO Daily (show's official magazine)
- Logo on WMIDO page
- Editorial on WMIDO page



Rates:

GOLD Sponsorship (exclusivity) € 15,000



Rates:

SILVER Sponsorship € 10,000



Rates:

BRONZE Sponsorship € 7,000

BILLPOSTING

Located in strategic positions along the exhibition center routes and at its busiest points, guaranteeing impactful visibility.

Rates:

- Panel above ticket office East Gate €2,500 euros (each)
- Sheet 4x3 m on Column Corso Italia €3,500
- Sheet on Escalator to Ponte dei Mari €1,400 (each)
- Easel 1.4x2 m Corso Italia €2,000
- Moving walkway on Ponte dei Mari €5,000
- Sheet on front pavilion (various sizes) starting from €3,000



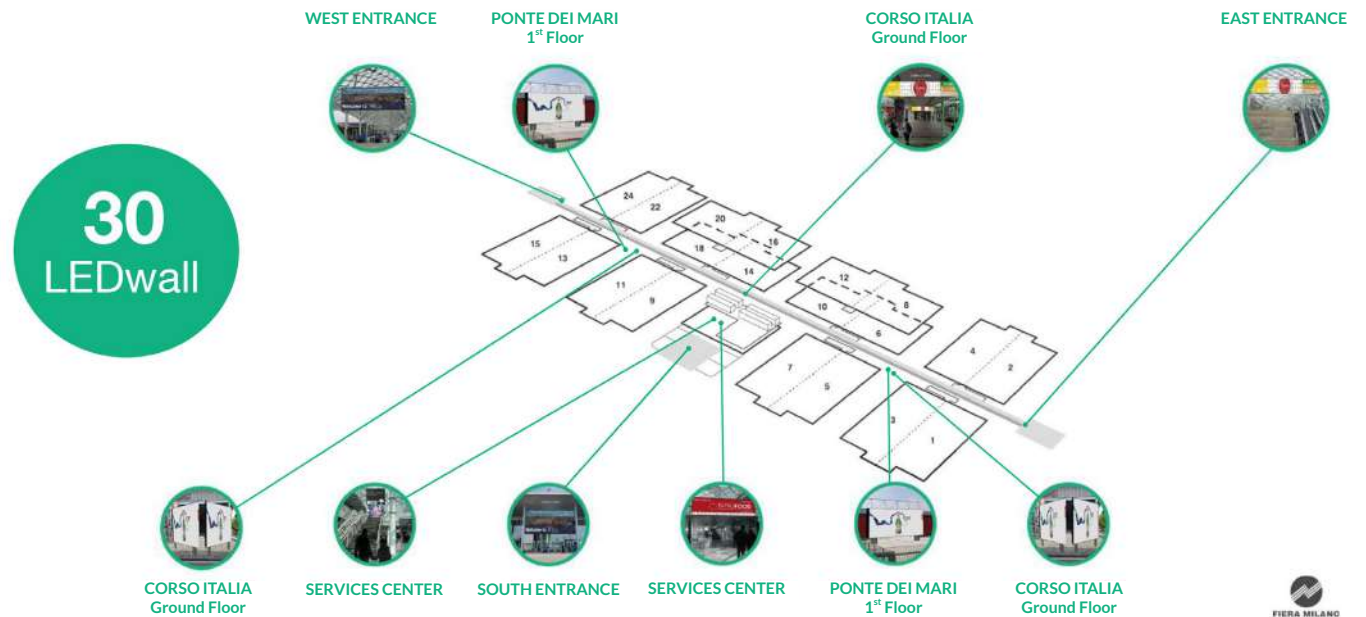
* Please note:
production, mounting
and dismantling costs
are not included

 **Rates/Details:** on request

LEDWALL / DIGITAL SIGNAGE

The 30 latest generation Ledwall located in the most strategic points on the Rho showgrounds, on which dynamic multimedia content is run.

This special type of video communication is able to involve passers-by with a receptivity on average 2.5 times higher than a traditional static advertising tool.





03

INDOOR MEDIA

INSIDE THE MIDO HALLS

Eyes over the center of the show



EXHIBITION AREA BANNERS

Close to the booths, they are an effective way of showing your position thanks to the visibility of the suspended structures.

Proposals:

- **Basic:** banner 6x2 mt
(for exhibition areas of over 100 mq)
- **One side** banner: 3x3 mt
(for exhibition areas of over 60 mq)
- **Cubic** banner: 3x3 mt
four sides (for exhibition areas of over 60 mq)



* Please note:
no banners can be booked in the Design area

Rates:

Basic: €3,800

One side banner: €2,850

Cubic banner, 4 sides: €7,000

THE SHOW GUIDE!

The **Show Guide** combines
the historic **Visitor's Guide** and the iconic **MIDO Daily**!

Over 20,000 copies, more adv spaces, top advertorials, and innovative logos are just some of the possibilities this media can offer to the exhibitors.

VISITOR'S GUIDE

Essential for exploring the pavilions and a strategic way to give your brand greater visibility throughout the events.



MIDO DAILY

The fair's official magazine offers useful news for visitors about exhibiting companies, new products, events on the agenda, with updates on what's happening!

Languages: English and Italian.



Rates:

One page: €3,000

Inside front cover: €4,500

Double inside page: €5,500

Single boxed advertisement: €850

Group of 5 boxed advertisement: €4,000

Logo in the map (only for booth +100 sqm): €300



Rates/Details: On request



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