



## THE ASSOCIATION MAGAZINE

*BUILDING BRIDGES  
IN THE MEETINGS  
INDUSTRY*

### Reaching professionals in the meetings industry with decision making influence:

CEO's, Executive Directors,  
Secretary Generals, and  
Senior-level Management of  
European and international  
associations, congress  
organisers and agencies.

*Headquarters (HQ), the Association  
Magazine, is a leading resource for  
meeting planners worldwide, providing  
diverse content featuring association  
management and education, destination  
reports, interviews, customised  
supplements, as well as the latest  
MICE industry news and insights.*



[meetingmediagroup.com](http://meetingmediagroup.com)

[meetingmedia.magazine.live](http://meetingmedia.magazine.live)





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15 years ago, Headquarters Magazine was founded by the reknown MICE writer Marcel A.M. Vissers with a clear intention: to provide the more than 2000 headquarters of European, International and Global associations based in Brussels with high-quality professional insights and information.

Today, Headquarters magazine has grown into the top of niche magazines in the association field worldwide, immersing readers in all facets of association management. Take this Media Kit in your hand and you will realise that there are many promotional tools that you can use as supplier for the promotion of your product.

We are always at your service.

The HQ Team



*“HQ Magazine provides their readership with interesting insights, education and opinions, it is always worth taking the time to explore their insightful contents. In this fast moving, 24/7 globally engaged world, there is little time to stop and think. Whether your preferred platform be hard or digital copy, HQ Magazine provides an instant opportunity to pause and consider something new; or a different perspective on a current process.”*

**Sarah Storie-Pugh**  
Executive Director, IAPCO

*“I really enjoy reading the digital version of the HQ Magazine. It contains excellent articles about the latest trends and topics of the association meetings industry and projects that are taking place at our ICCA member destinations. Additional links and videos provide further content, enabling me to delve deeper into areas that I am greatly enthusiastic about whilst providing me with the opportunity to gain knowledge in subjects that are new to me.”*

**Sina Bunte**  
ICCA Events Manager

*“HQ Magazine provides us with valuable assistance in promoting our training activities like our Executive Master in International Association Management. A magazine is read when you want, can be picked up where the reading has been interrupted while the e-newsletter can be ‘zapped’ easily. Long live HQ Magazine!”*

**Philippe Biltiau**  
Professor at Université libre de Bruxelles,  
Academic Director of Executive Master in  
International Association Management at Solvay  
Brussels School of Economics and Management

*“We highly appreciate the long-term cooperation with HQ Magazine and their professional approach. Headquarters is the leading magazine at the Europe market offering hot news from the MICE industry to meeting planners, and we are glad that Prague has its place in the magazine.”*

**Hana Krejbichová**  
Marketing & PR Manager,  
Prague Convention Bureau

*“Print media is still very important in the association world. Professors, experts, and professionals in the sector consider print media as the most reliable and trustworthy support, more than the digital ones.”*

**Gemma Biagiotti**  
Communication & Marketing Manager,  
Convention Bureau Italia



## READERSHIP



EUROPE: **7,000**  
ASIA PACIFIC: **3,000**  
REST OF THE WORLD: **2,500**  
(Africa, North & South America)

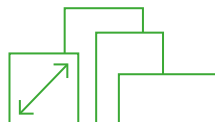
- 45%**  
Association Executive Directors
- 30%**  
Association Secretary Generals
- 5%**  
Association CEOs
- 3%**  
Association Presidents
- 9%**  
Others (AMCs, DMCs, agencies etc.)
- 8%**  
PCOs

## RATE CARD

Page(s)	Price (EUR)	Frequency discount	
		x2	x3
2	6,650	5,985	5,650
1	4,550	4,100	3,870
1/2 (vertical or horizontal)	2,600	2,340	2,210
Content page banner (vertical)	2,500	-	-
Content page banner (horizontal)	3,800	-	-

Front cover (print + digital)	Page rate + 30%
Outside back cover	Page rate + 20%
Inside back cover	Page rate + 15%
Inside front cover	Page rate + 15%

8 pages supplement (bound)	12,500
12 pages supplement (bound)	16,500
12 pages supplement (loose*)	18,500
16 pages supplement (bound)	20,500
16 pages supplement (loose*)	22,500



\*Individual destination reports can be published in different sizes

## LANGUAGE

British English

## EDITIONS

**6 PER YEAR**

February  
May  
July  
September  
November  
December

Feel free to contact us for personalised packages!



# Headquarters Global

## TECHNICAL SPECIFICATIONS *(3mm bleed included)*

**1**  
Page

**216 x 276 mm**  
width height

**2**  
Pages  
*Spread*

**426 x 276 mm**  
width height

**1/2**  
Page  
*Vertical*

**111 x 276 mm**  
width height

**1/2**  
Page  
*Horizontal*

**216 x 141 mm**  
width height

**Content  
Page Ad**  
*Vertical*

**77 x 276 mm**  
width height

**Content  
Page Ad**  
*Horizontal*

**426 x 96 mm**  
width height

## NOTES

- ⚠ All ads must be in CMYK colors
- ⚠ All ads must be in British English
- ⚠ High-res (300dpi) images
- ⚠ 350-450 words and 3-4 images per page for advertorials

## LATEST EDITIONS

Tap on the covers to read our latest issues.

**HQ84**  
*09/2018*



**HQ84**

*Destination Supplement*



EDITION	ASSOCIATIONS	DESTINATIONS	DEADLINE
<b>HQ87</b> February	<b>Innovation &amp; Creativity</b> Tailor-make a business model that fits the association's core values Evolution & change – adapting products & services in modern times	Latest innovation highlights in the meetings industry Creativity beyond technology & cultural offering	January 14 <sup>th</sup> 2019 <b>IMEX Frankfurt</b> <b>EAS Brussels</b>
<b>HQ88</b> May	<b>Sustainability</b> Growing your association in a sustainable way Ensuring environmental sustainability within the association (and beyond) Organising sustainable events	Green meetings – Stories & case studies Sustainability strategies from events & venues Strategic Corporate Social Responsibility (CSR)	April 1 <sup>st</sup> 2019 <b>IMEX Frankfurt</b> <b>FIEXPO Latin America</b>
<b>HQ89</b> July	<b>Knowledge Exchange</b> Mission & vision in the same field, shared values & sharing intelligence Building a successful global multi-generational association, International strategies for growth, managing globalisation, avoiding mistakes, & reaching out emerging markets	Collaboration between destinations within a same country/other countries Post-congress legacy Benefitting local communities	June 3 <sup>rd</sup> 2019 <b>IMEX America</b>
<b>HQ90</b> September	<b>Government Support/ Subvention/ Safety</b> Post-assessment of European Elections (may) - how will the change of government affect associations? Risks and opportunities, new strategies	Governmental Support Subventions for associations Safety and security of the destination	July 29 <sup>th</sup> 2019 <b>ICCA Congress</b>
<b>HQ91</b> November	<b>Digitalisation</b> Digitalisation, automation, & interconnection (communicating with members) Profession branding (profile of all stakeholders, MVPs) in the digital age	Digitalisation of events and venues Technology trends for venues and destinations	October 7 <sup>th</sup> 2019 <b>IBTM Barcelona</b>
<b>HQ92</b> December	<b>Education</b> Education, trainings, certifications and resources for new and seasoned staff members to upgrade themselves	Educating the public and local industry stakeholders on the importance of MICE industry, business events courses	November 18 <sup>th</sup> 2019 <b>AIME Melbourne</b>



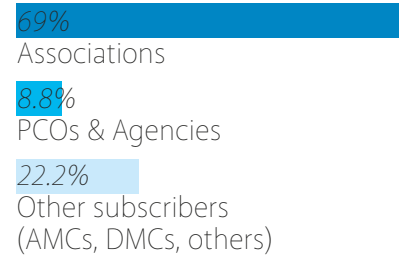
## READERSHIP



AVERAGE PAGE VIEWS:  
**2,600 - 2,800**

UNIQUE VIEWS PER PAGE:  
**1,900 - 2,200**

AVERAGE TIME SPENT ON EACH PAGE:  
**1.35mins**



## FEATURES



Pleasant browsing experience



Video insertions



Tablet, mobile, desktop friendly



Share link with the world

## RATE CARD

Page(s)	Price (EUR)
3	980
2	1,750
1	2,350
10 pages destination report	7,200
12 pages destination report	8,300
14 pages destination report	9,100
16 pages destination report	9,900

## LANGUAGE

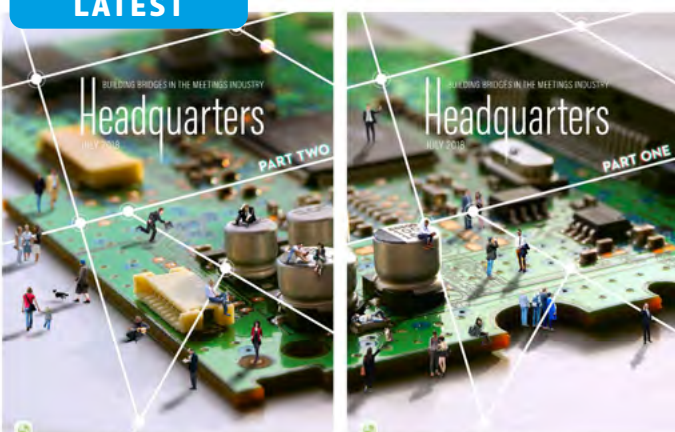
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## LATEST



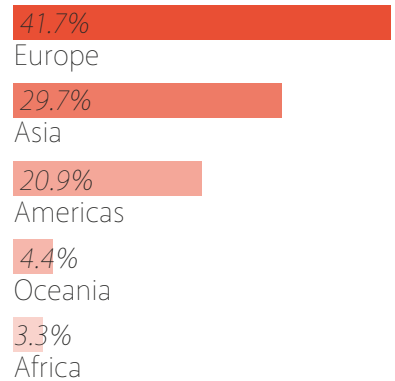
**HQ Digital Technology Special**  
Part 1 & 2

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## READERSHIP



## RATE CARD

Banner(s) on website	Dimension	Price (EUR)
Screen/Homepage Takeover (10sec)	free size	1,500/week <i>NEW!</i>
Leaderboard	720 x 90 px	3,000/month
Island Box	300 x 250 px	3,500/month
Medium banner	468 x 60 px	2,500/month
Small banner	300 x 100 px	2,000/month

Article Insertion	Price (EUR)
Website	1,000
Website + Newsletter	2,000

E-blast	Price (EUR)
HTML file provided by client	3,000

Event Listing	Price (EUR)
Promote your event on our website!	2,000

BANNERS CLICK RATE (MONTHLY AVERAGE):

LEADERBOARD  
**4,000 - 5,000**

ISLAND BOX  
**4,000 - 5,000**

MEDIUM BANNER  
**2,000 - 2,500**

SMALL BANNER  
**2,500 - 3,000**

NEWSLETTER

OPENING RATE:  
**19-22%**

CLICK RATE:  
**2,000 - 3,000**

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**LATEST STORIES & INSIGHTS**

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**HAVE A STORY TO SHARE?**

[PRESS@MEETINGMEDIAGROUP.COM](mailto:PRESS@MEETINGMEDIAGROUP.COM)



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# Creatively- Enhanced Services

HQ provides creative ideas and executions for event and destination promotion, in the form of marketing campaign and magazine supplements across print and digital media channels.

Let's explore creative possibilities together through co-creating engaging content (*and effective visual communication*) for your marketing needs.

Let's start a conversation!

**HQ Global**

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