

# GLOBAL 2015 MEDIA KIT



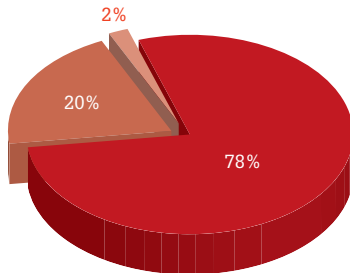
[www.meetingmediagroup.com](http://www.meetingmediagroup.com)

The Europe & Asia-Pacific  
magazines for association executives



Global distribution for association executives: 7,500 copies  
Europe and 14 Asia-Pacific countries

Global magazine: 7,500 hard copies  
Digital: 8,500 addresses



## Readership

- The international associations organising international congresses, worldwide: 78%
- The Meetings Industry such as: International Professional Agencies (PCO's and Association Management Companies, members of EFAPCO, IAPCO): 20%
- The members of ESAE, the European Society of Association Executives and the AC Forum: 2%

# Unique Selling Points

## High Quality

- ➔ Content driven
- ➔ Listed in the media marketing reference book
- ➔ Unique in-depth destination reports
- ➔ Unique association profiles

## Partnerships

- ➔ ICCA, the International Congress and Convention Association
- ➔ ESAE, the European Society of Association Executives
- ➔ UIA, the Union of International Associations

## In-depth information provider

- ➔ Significant statistics published on a regular basis in partnership with international Meeting Industry organisations
- ➔ Contact with trade associations (ICCA, IAPCO, EFAPCO, MPI, UFI...)
- ➔ Participation at major international trade fairs worldwide

## Sustainability

- ➔ Printed on FSC paper
- ➔ Magazine available online
- ➔ Creator of the Meetings Forest ([www.meetingmediagroup.com](http://www.meetingmediagroup.com)) ➔ Meetings Forest



## Paper products

- ➔ Magazines: published 5 times a year
- ➔ Flyers, gatefolds, wrappers...
- ➔ Destination reviews
- ➔ Destination guides
- ➔ Stand alone destination handbooks

## Digital products

- ➔ Online magazine
- ➔ E-Zine newsletters
- ➔ Banners
- ➔ Preferred partners directory
- ➔ Personalised emailings

## Sales & Marketing services

- ➔ Organisation of events
- ➔ (workshops, lunches, dinners, etc.)
- ➔ Organisation of sales calls
- ➔ Organisation of a fam-trips

Contact us for a tailor-made proposal: [sales@meetingmediagroup.com](mailto:sales@meetingmediagroup.com)

# Rates 2015 - Paper

Europe Magazine (5,000 copies)					Asia-Pacific Magazine (2,500 copies)				
Size	Publicity	Advertorial	Covers		Size	Publicity	Advertorial	Covers	
2/1	6,500 €	6,950 €	Outside back cover	5,300 €	2/1	4,500 €	5,100 €	Outside back cover	3,600 €
1/1	4,250 €	4,750 €	Inside back cover	4,900 €	1/1	2,950 €	3,350 €	Inside back cover	3,400 €
1/2	2,500 €	2,750 €	Inside front cover	4,615 €	1/2	1,750 €	1,950 €	Inside front cover	3,200 €
Destination reviews			12 Pages	16 Pages	Destination reviews			12 Pages	16 Pages
Within the magazine			16,500 €	20,500 €	Within the magazine			13,000 €	16,000 €
Loose supplement			18,500 €	22,500 €	Loose supplement			14,000 €	18,000 €

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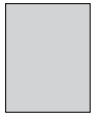
- ➔ Tailor-made proposals
- ➔ Flyers, gatefolds, wrappers, ...
- ➔ Destination reports

# Tech Sheet

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



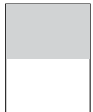
## Advertisement Sizes



1/1  
210 x 270 mm



1/2  
92.5 x 250 mm



1/2  
190 x 122.5 mm

High-resolution PDF file: 300 dpi

Conform to the measurements and use

CMYK colors

Language: English

Take 3 mm bleed into account for run-on advertisements cutting and registration signs

Please note that no changes are made to PDF files

**Email:** We accept files up to 5 Mb

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**HQ**

Europe &amp; Asia-Pacific

# Print Publication Planning 2015

	Issue #	Publication Month	Topics	Booking Deadline	Material Advertorial Deadline	Material Publicity Deadline	Additional Distribution	
Europe	HQ 64	March	Targeting medical congresses	January 30	February 6	February 13	GIBTM	Europe
	HQ 65	May IMEX Special	Unifying efforts in smart destination marketing	April 1	April 8	April 15	IMEX	
	HQ 66	June	Knowledge hubs	May 27	June 3	June 10	ASAE annual meeting, Meetings UK	
	HQ 67	September	The M.I. Technology/ trends & stats	July 10	July 17	September 3	CIBTM, IMEX America, FIEXPO, ICCA	
	HQ 68	November EIBTM Special	New association markets	October 9	October 13	October 16	EIBTM	
	HQ 69	December	Success stories Special Africa	November 20	November 23	November 27	AIME, Meetings Africa	
Asia-Pacific	HAP 21	April	The Europe issue	February 27	March 6	March 13	IMEX	Asia-Pacific
	HAP 22	July	How to remain competitive in the Asia Pacific region	June 17	June 22	June 29	CIBTM	
	HAP 23	October	New smart destinations and venues	September 9	September 15	September 18	IT&CMA , EIBTM	
	HAP 24	December	Enhancing the delegates experience	November 20	November 25	November 27	AIME	

## Headquarters

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