



CONTENT

The guide gives exhibitors:

- insight from industry experts
- trends
- best practice
- useful checklists
- tips and tools
- supplier listings
- exhibitions calendar

Suppliers will find an opportunity to promote their products and services to a highly defined and targeted audience of exhibitors.

Users range from first-time stand organisers to seasoned exhibitors at trade or consumer shows.

READERSHIP

PRINT CIRCULATION

3 360

DIGITAL REACH

Digi mag subscribers	1 025
Newsletter subscribers	8 103
Website pageviews per month	6 705
Social Media following	3 950

TOTAL DISTRIBUTION

Print and digital) 23 143

ABOUT

As a supplier to the exhibition industry, how do you interact with prospective clients? **The Exhibition Planner**, an annual handbook, will change how you expose your products and services to potential clients. This publication addresses the specific needs of the exhibition industry. It is a reference guide packed with essential information for exhibition stand organisers. It is also a communication platform for industry suppliers. This is the only publication to address the needs of both the user and the supplier.

ESSENTIAL INDUSTRY TOOL Containing information they cannot find anywhere else, **The Exhibition Planner** is an essential tool for exhibitors. Information is packaged in an easily digestible format, addressing the entire process of planning and arranging a show stand, and what to do pre, during, and post-show.

Exhibitions have become an integral aspect of most marketing managers' plans. They are the ideal platform for interaction, enabling in-depth discussions in generally informal settings.

PRINT AND DIGIMAG DISTRIBUTION:

- **Print distribution: 3 360**, including members of SAACI, EXSA and The MICE Academy
- **Digimag subscribers: 1 025**

NEWSLETTERS AND WEBSITE REACH:

- **Newsletter distribution: 8 103** average monthly subscribers, promoting the magazine and offering banner advertising opportunities. The newsletter links to **www.theplanner.guru**, the premier online tool for the MICE sector.
- **40 325** page views over the last six months and **16 585** unique visits
- **Social media following: 3 950**

FREQUENCY OF OUR REACH INTO THE MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITION INDUSTRY

- **Daily:** Website (**6 705** page views per month), Facebook (**1 118** likes), Twitter (**2 801** followers) and Newsletters to **8 103** subscribers
- **Bi-monthly: 3 360** printed and **1 025** digital magazines

Our subscribers find value in our unique, quality content. By advertising, you significantly expand your engagement with your target market.

We offer you multiple platforms through which to communicate and connect with the MICE industry.

PUBLISHED BY



ENDORSED BY



IN COLLABORATION WITH



MEMBERS OF



Do you supply any of these services to the exhibition industry? **THEN YOU NEED TO BE IN THIS PUBLICATION**

BRANDED CONTENT

COVER STORY Showcase your company on the front cover. This exclusive offer includes front-page coverage AND a two-page cover story upfront in the magazine. Use these pages to promote your products and/or services or enforce your marketing message. The professional editorial team at 3S Media will assist you in getting your desired message across.

BIG INTERVIEW Share important information and hot news with your industry. The Big Interview, written by our editorial team, includes two pages of editorial. The photo of the person interviewed will be published on the frontcover of the magazine along with a pull quote.

Speak to the sales consultant for more advertising opportunities such as display ads, stand showcases and listings.

- Designer and stand builders
- Signage/graphics/printing
- Outdoor display
- Computer hire/IT services
- Venue technical management
- Skills and training
- Designer and stand builders: system
- Furniture hire
- Sales and rental of exhibition stands
- Audiovisual and lighting
- Carpeting and flooring
- Electrical contractors/hire
- Project/event/confex management
- Freight forwarding/clearing
- Designer and stand builders:portable
- Portable system suppliers
- Exhibition system suppliers
- Safety and Security
- Exhibition cleaning contractors
- Catering and hospitality
- Marquees
- Visitor registration and access systems
- Rigging services and hire
- Decor and draping
- Advertising/PR/communications
- Broadcast/TV/production facilities
- Travel and accommodation
- Exhibition staffing/training
- Exhibition equipment sales
- Portable system suppliers

VIEW IT ONLINE

3smags.co.za



By advertising in this publication you will be top of mind when stand organisers make their choices.

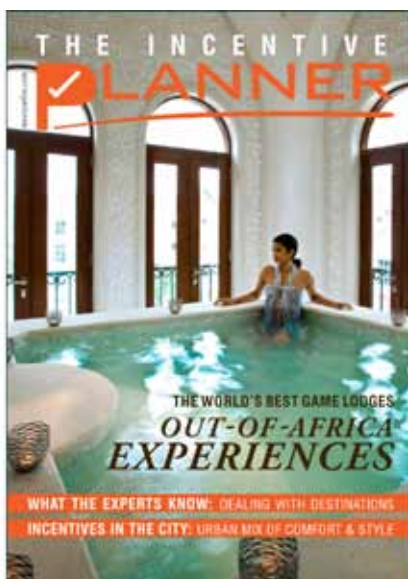
READERS

- Marketing managers across various industries who need to exhibit at trade or consumer shows
- EXSA members
- Exhibition organisers & AAXO members
- Venues

RELATED PUBLICATIONS



This alternative monthly publication investigates new trends and strategies relevant to the industry to keep you ahead of the planner pack. **Meetings** provides a platform for branding and promoting venues and service providers.



Looking for new and exciting destinations? **The Incentive Planner** is jam-packed with fresh ideas and top tips to turn any incentive trip into a memorable experience. Out in March and September with **Meetings**.



Packed with advice, tips, tools, checklists and event-planning insight from leading industry experts and combined with the comprehensive listings, **The Meetings & Event Planner** is essential if you're organising any type of event. Published annually.

RATES & SPECIFICATIONS



EVENTS



Based on nominations from peers, the **Top 40 Women in MICE** selects the finest 20 event organisers and 20 suppliers in the business events industry. The event honours these women for their contribution to the industry during a morning of celebration. The **Top 40 Women in MICE** initiative gives the industry the platform to support the women who keep events running as smoothly they do.



RATES*

ADVERT DESCRIPTION	SINGLE
Full Page	19 360
Half Page	13 522
Third Page	12 752
Double Page Spread	32 912
DPS Half Page	19 503
COVERS	SINGLE
Outside Back	27 104
Inside Back	23 232
Inside Front	25 168
Inside DPS Front	40 656
EXCLUSIVE OPPORTUNITIES	
Stand Showcase – 2 Pages	32 912
Cover Story	42 912
The Big Interview	38 912
Inserts	P.O.A
Bellyband	18 000

*The above prices in ZAR exclude VAT

DESIGN RATES*

ADVERT DESCRIPTION	COST
DPS	3 150
Full Page	2 300
Half Page	1 150
Third page	900
Online	400**

* The above prices in ZAR exclude VAT. Please supply instructions, text, contact details, and high resolution pictures and logos

** Due to technical restrictions, animated adverts cannot be accepted for newsletters.

DEADLINES

ISSUES	BOOKING	MATERIAL
JUNE 2016	28 April 16	04 May 16

Please note that the above dates may change

ONLINE DEADLINES

BOOKING DEADLINE: Five business days prior to distribution date
MATERIAL DEADLINE: Two business days prior to distribution date

ADVERT SPECIFICATIONS* (width x height in mm)

ADVERT DESCRIPTION	CROP SIZE	TYPE AREA	AD SIZE WITH BLEED
Double Page Spread	420 x 297	400 x 277 (mind spine)	426 x 303
Full Page	210 x 297	190 x 277	216 x 303
Half Page (Landscape)	210 x 148.5	190 x 128.5	216 x 154.5
Half Page (Portrait)	105 x 297	85 x 277	111 x 303
Third Page (Landscape)	210 x 99	190 x 79	216 x 105
Third Page (Portrait)	70 x 297	50 x 277	76 x 303
Strip Ad	210 x 50	192 x 42	216 x 56

*Press-optimised high-quality PDF file, 300 dpi

NEWSLETTER ADVERTISING RATES & SIZES (width x height in pixels)

DESCRIPTION	COST (ZAR) EXCL. VAT			
	SINGLE	2-4 INSERTS	5-8 INSERTS	9 +
Daily newsletter includes: • Top banner (960 x 220) • Side banner (250 x 250) • Bottom banner (960 x 630)	2 400	2 200	1 950	1 800

DETAILS Click through to website, email or PDF

THE MICE PLANNER ONLINE BANNER ADVERTISING RATES AND SIZES (width x height in pixels)

POSITION	COST PER MONTH	ADVERT SPEC	ADVERT SPEC TABLET (wxh)	ADVERT SPEC MOBILE (wxh)	ADVERT SPECS
Leader board	2 500	728 x 90	468 x 60	320 x 50	20kb
Rectangle banner: home page	1 750	300 x 250			20kb
Rectangle banner: MICE Hub section pages	1 500	300 x 250			20kb
Spotlight section Home page	6 000	1020 x 292			• Cover image on home page • Description scroll over

PRINT TERMS AND CONDITIONS: Please note that, if an agency is contracted to manage an advertising booking on behalf of a client that has made a direct booking, the initial booking will not be diminished or renegotiated until expiry of the existing contract. Please familiarise yourself with the full set of terms and conditions as all contracts are subject to these requirements.

ONLINE TERMS AND CONDITIONS

1. Booking All bookings are to be made via the 3S Media Online Contract Form. **2. Material** All content is subject to 3S Media approval and 3S Media will not alter image files or tags. **3. Payment** All online adverts must be paid for in full prior to publication.

Please familiarise yourself with the full set of terms and conditions, as all contracts are subject to these requirements.

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THE PLANNER

www.theplanner.guru

DAILY NEWSLETTERS

REACH YOUR TARGET MARKET FIRST THING EVERY, MORNING, WITH THE MICE PLANNER DAILY NEWS.

The Planner Daily News newsletter is sent to a highly-targeted database of opt-in newsletter subscribers, totalling 8 103. The newsletters offer your brand a high level of online brand exposure that reaches meetings, incentives, conferencing, and exhibitions (MICE) buyers and planners.

DATABASE The newsletter database includes all the subscribers to the related publications and many website visitors. The newsletter is, therefore, the daily online mouthpiece of the industry, sending instant, industry-relevant updates directly to and from the mailbox of event organisers, PCOs, and industry insiders.

The newsletter carries crucial industry insights and breaking news. This ensures that our readers stay interested in the newsletter content and see your banner advertisement.

'OWN' THE NEWSLETTER FOR A DAY

For maximum exposure, you pay one low rate for all three branded positions in the newsletter for the day – and have no competition in the newsletter.

THE NEWSLETTER WILL FOCUS ON

- Monday: industry round-up
- Tuesday: venue news
- Wednesday: service and supplier news
- Thursday: specials
- Friday: incentive ideas and tips

COST R2 400 excluding VAT

SIZES

1. Top banner (960 w x 350 h pixels)
2. Side banner (250 w x 250 h pixels)
3. Bottom banner (960 w x 630 h pixels)

DEADLINES

BOOKING:

5 business days prior to distribution

MATERIAL:

2 business days prior to distribution

Due to technical restrictions, animated adverts cannot be accepted for newsletters. Click through to website, email or PDF

TOP BANNER
960 w x 350 h pixels
RGB jpeg or png

THE MICE PLANNER
Education, Innovation and Inspiration for great events

SIDE BANNER
250 w x 250 h pixels
RGB jpeg or png

BOTTOM BANNER
960 w x 630 h pixels
RGB jpeg or png

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8 100*
NEWSLETTER SUBSCRIBERS

* average monthly subscribers

RELATED PUBLICATIONS

THE MEETINGS & EVENT PLANNER

Packed with advice, handy tips, tools, checklists and event-planning insight from leading industry experts and combined with the comprehensive listings, **The Meetings & Event Planner** is essential if you're organising any type of event. Published annually.

Meetings

This alternative monthly publication Investigates new trends, ideas and strategies relevant to the meetings and events industry to keep you ahead of the planner pack. **Meetings** provides a platform for branding and promoting venues and service providers to the heart of the South African conferencing and event industries.

THE EXHIBITION PLANNER

The Exhibition Planner is an essential tool for exhibitors. Information is packaged in an easily digestible format addressing the entire process of planning and arranging a show stand, what to do pre-show, during and post-show. Published annually.

THE INCENTIVE PLANNER

Looking for new and exciting destinations? **The Incentive Planner** is jam-packed with fresh ideas and top tips to turn any incentive trip into a memorable experience. Out in March and September with **Meetings**.