

THE MEETINGS & EVENT PLANNER

www.theplanner.guru

Stop bad events happening to great planners

MEDIA PACK 2017



CIRCULATION



PRINT CIRCULATION

Jan-Dec 2015

14 670*

DIGITAL REACH

Newsletter subscribers	8 138
Website pageviews per month	6 705
Social Media following	3 950

TOTAL DISTRIBUTION

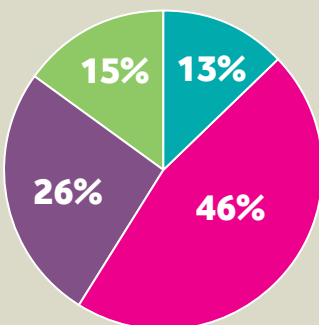
(Non-audited print and digital)

33 463

* 8 000 copies are distributed with

finweek

READERSHIP



■ MICE Industry ■ Corporate Industry
■ Hospitality Industry ■ Tourism Industry

ABOUT

We've devised an online platform and handbook that puts your venue at the fingertips of event organisers while planning their events. Event organisers now have one definitive online platform and handbook to help them plan their events.

NEW ONLINE PLATFORM

The Planner is devised to incentivise event planners to use your services as they interactively plan their event from within the online platform. It gives event organisers a way to **create an event online** and save your information on their customisable board. If they find a venue or supplier they want to use, the event planner will pin it to their board. It's simple - **#PlanITPinIT**

So if your venue or services are part of **The Planner** platform, and therefore available to event organisers planning their events, you're in the right place at the right time to get their business.

The Meetings & Event Planner (formerly SA Conference Directory) is the handbook that works in conjunction with the online platform.

The Meetings & Event Planner and The Planner website are the ultimate event-planning resources to provide crucial, meeting-specific information to event planners.

TOOLS AND KNOW-HOW

To keep the event planners engaged in the site – and to ensure your venue or services get exposure - we are providing the tools and the know-how to make us the leading how-to authority in the South African MICE space. Our **quality content** in the **MICE HUB** will keep the event manager constantly coming back for more, making **The Planner**, the online "Bible" for event planners.

Book your space in *The Planner and The Meetings & Event Planner* and position your venue or event services as one of the best in your geographical location.

PUBLISHED BY



ENDORSED BY

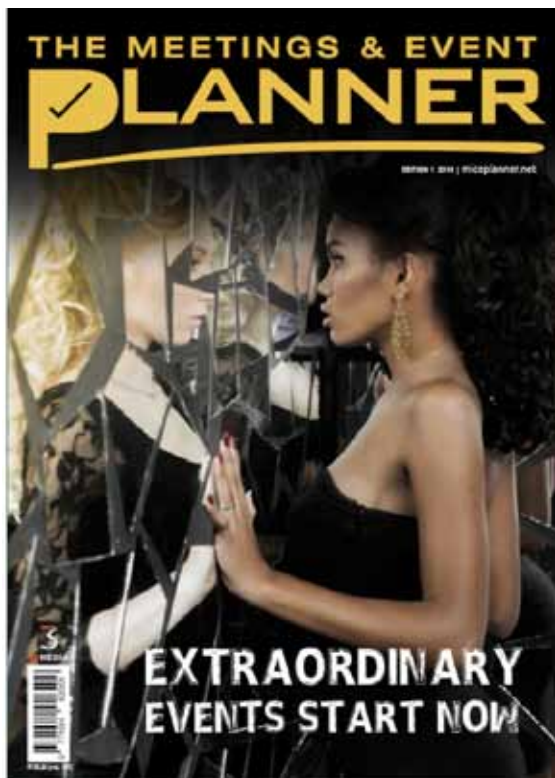


IN COLLABORATION WITH



MEMBERS OF





LET'S TALK NUMBERS

PRINT DISTRIBUTION: 14 670

- Including members of SAACI, EXSA and The MICE Academy and the PCO Alliance Network

NEWSLETTERS AND WEBSITE REACH:

- *Newsletter distribution:* **8 138** 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 **8 138** subscribers
- *Annually:* **14 670** printed

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.

Book your place on the The Planner online platform and in the handbook now. Make sure you're top of mind and at the fingertips of MICE professionals booking in your geographical location.

READERS

MICE INDUSTRY (46%)

- Events managers
- Events coordinators
- Conference managers
- Marketing managers
- Professional speakers
- SAACI members
- EXSA members
- AAXO members
- PCO Alliance Network members
- The MICE Academy subscribers
- Seminar conveners

HOSPITALITY INDUSTRY (26%)

- Banqueting managers
- Conference managers
- Conference organisers
- Operations managers
- Procurement managers
- FEDHASA members

CORPORATE INDUSTRY (15%)

- Conference organisers
- Marketing managers
- PAs

TOURISM INDUSTRY (13%)

- Event managers
- Travel agents
- SATSA members

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 suppliers.

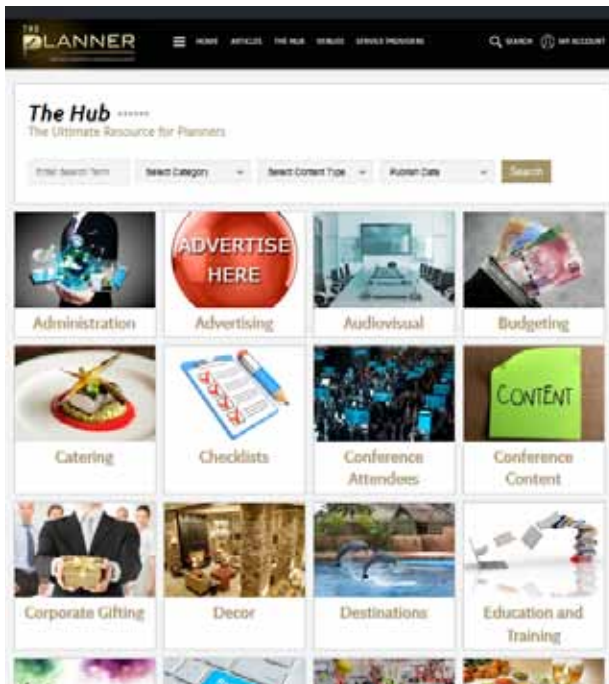


The Exhibition Planner is an essential tool for exhibitors. Information is packaged in an easily digestible format addressing the entire process of planning and arranging a show stand, what to do pre-show, during and post-show. Published annually.



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**.

THE MICE HUB



Must-have guides to successful event planning

The Planner team has created useful guides, tips and tools that event planners can download straight from website. These are customisable, localised resources that planners can click on and work with, to simplify the event planning process.

Some of these guides can offer **BRANDED CONTENT OPPORTUNITIES** to you as venues. You can go as far as to create how-to guides on planning events at your own venue or in your city or town. Our expert team is available to edit or write the content.

THE ONLINE CONTENT INCLUDES:

- Event planning 'how-to guides'
- Articles
- E-books
- Infographics
- Videos
- Case studies
- Checklists
- Destination guides

Now your services and venue are an integral part of the project planning process, right from the conception stages.

COMING SOON

Event planning tools, software and apps, with reviews

We've done the hard work of digging through the internet to find the best free and paid-for software tools and apps available to the event planner. The expert team behind **Meetings, The Exhibition Planner, Top 40 Women in MICE Awards**, and **The Meetings & Event Planner** writes insightful reviews on these options, making the purchasing decision simple for the event organiser.

#PLANITPINIT



Event planners can now collaboratively plan an inspired event. Event planners can now #PlanITPinIT with The Planner.

The Ultimate Event Planning Tool

The MICE Planner is the new online platform that allows you to interactively plan your event. This online tool is about to become your most indispensable resource as an event planner.

- Source Venues, & Services
- Project Pin Board
- Keep Project Notes
- Manage Project To-do's
- Project Timeline
- Team Collaboration

The Planner's visual planning and project management tool for a bird's eye view of events is here, and it is called **Boards**. Event planners are tired of using excel or overly complex software that doesn't show them the latest trends in services and venues. We have the solution.

Event planners can now use **uniquely simple software** to create projects for any size event and be able to:

- Add team members to the project board
- Create an editable timeline to visualise the project process
- Add and tick off to-do lists
- Write notes about the event or aspects of it
- Pin inspirational images, venues, quoted, service providers and documents to the board. **If your venue or service is listed, it can be pinned by event planners.**

Now your services and venue are an integral part of the project planning process, right from the conception stages.

Want to see how your venue or services could be pulled into event planners' board? Test-drive this aspect of **The Planner**. Go to **www.theplanner.guru**. Click the 'Login/Register' button in the top right of the page. Fill in your details. Once you're logged into your account, click 'Add a New Board'. Name it and give it a project description. Then click 'save'. You can now begin adding team members, to-do's, notes, timelines and see how **your venue or services could inspire** with your planning on the site. The more **visually enticing content** and **interesting information** you add to your listing on **The Planner**, the more likely your venue or services are to be used by event planners.

PROFILES

VENUE PROFILES includes:

- Location
- Capacity
- Accommodation
- Catering
- Contact details
- Gallery

SUPPLIER PROFILES includes:

- Location
- Speciality
- Contact details
- Gallery



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EVENTS

women in MICE

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.

CONTACT US

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www.theplanner.guru, infrastructurenews, miningnews & transportworldafrica.co.za

RATES & SPECIFICATIONS

RATES*

PROFILE (3s media DESIGNS PROFILE in style of publication)	
Full Page + online profile	21 500
Half Page + online profile	16 200
Double page spread + online profile	31 200
DISPLAY ADVERT AND PROFILE	
Full page display + full page listing + online profile	33 950
Full page display + half page listing + online profile	28 850
Full page display + third page listing + online profile	25 000
Half page display + third page listing + online profile	20 000
COVERS	
Outside back + online profile	41 000
Inside back + online profile	36 000
Inside front + online profile	39 500
Inside DPS back + online profile	46 500
Inside DPS front + online profile	48 900

*The above prices in ZAR exclude VAT

ADVERT SPECIFICATIONS* (width x height in mm)

DESCRIPTION	CROP SIZE	TYPE AREA	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	210 x 148.5	190 x 128.5	216 x 154.5
Third page	210 x 99	190 x 79	216 x 105

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

NEWSLETTER 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)	2 400	2 200	1 950	1 800
• Bottom banner (960 x 630)				

DETAILS Click through to website, email or PDF

ONLINE BANNER RATES AND SIZES

(width x height in pixels)

POSITION	COST PER MONTH	ADVERT SPEC PC (w x h)	ADVERT SPEC TABLET (w x h)	ADVERT SPEC MOBILE (w x h)	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

The Planner offers you multiple platforms through which to communicate and connect with the MICE industry.

DEADLINES

BOOKING	MATERIAL
30 September 2016	10 October 2016

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

- 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.
- 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.