

Meetings

www.theplanner.guru

**MEDIA
PACK
2016**



CIRCULATION



PRINT CIRCULATION

3 792

Jan-Dec 2015

DIGITAL REACH

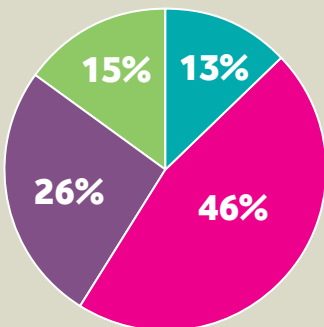
Digi mag subscribers	1 025
Newsletter subscribers	8 103
Website pageviews per month	6 705
Social Media following	3 950

TOTAL DISTRIBUTION

23 575

(Non-audited print and digital)

READERSHIP



- MICE Industry
- Hospitality Industry
- Corporate Industry
- Tourism Industry

ABOUT

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.

ARE YOU

a venue or supplier to the meetings, incentives, conference, exhibition industry?

Here is your opportunity to grow your business and increase your market share in South Africa and across our borders. **Meetings** magazine is the market leader and mouthpiece for the MICE/business events sector. Its print and digital products are dedicated to simplifying purchasing decisions and are distributed to key role-players throughout South Africa, the rest of Africa, and internationally.

PRINT AND DIGIMAG DISTRIBUTION:

- *Print distribution: 3 792*, 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: 3 791* 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



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

What makes Meetings **UNIQUE?**

- It is the most important source of business intelligence for the MICE and business travel market. Industry professionals need to read this magazine for CPD points. Content for CPD articles is verified by The MICE Academy.
- It is distributed to all key-industry decision-makers and is **ABC-audited**.
- It is accessible through multiple channels: print, newsletters, website and social media
- In each issue of **Meetings**, industry experts and thought-leaders share their views on current trends, weigh in on pertinent issues affecting the industry, and give insight on the current state-of-play within the industry.



The best way to reach the MICE/business events industry is through Meetings magazine, The MICE Planner website, its newsletters and related publications. These products bring together all the relevant stakeholders throughout South Africa and beyond.

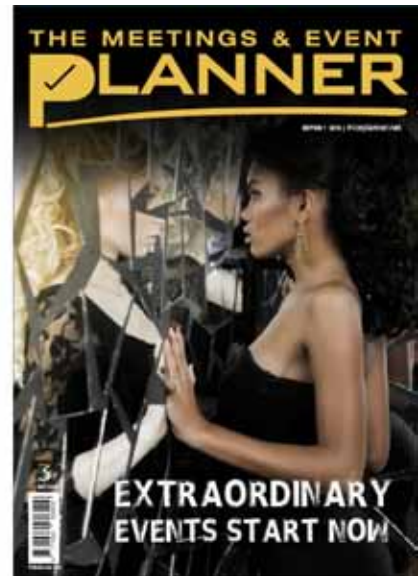
RELATED PUBLICATIONS



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**.



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.

BRANDED CONTENT

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.



***DID YOU KNOW?** International News Media Association's research shows that 86% of consumers seek out branded content with brands they trust. But, for branded content to work, it must be in a relevant and natural environment.*

COVER STORY Showcase your company on the front cover of **Meetings**. This exclusive offer includes front-page coverage AND a two-page cover story upfront in the magazine. Use these pages to promote your venue, 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.

PULL OUT Showcase your entire product offering, profile your staff and/or let the industry know about your latest developments. Written and designed by our experienced editorial team, you can own 4, 8 or 12 pages which includes your own cover.



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**VIEW IT
ONLINE**

3smags.co.za/meetings

DEADLINES

ISSUES	BOOKING	MATERIAL
Jan/Feb 2016	2 Dec 15	08 Dec 15
March/April	15 Feb 16	19 Feb 16
May/June	15 Apr 16	21 Apr 16
July/Augu	10 Jun 16	16 Jun 16
Sep/Oct	10 Aug 16	15 Aug 16
Nov/Dec	05 Oct 16	11 Oct 16
Jan/Feb 2017	23 Nov 16	29 Nov 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

DESIGN RATES*

ADVERT DESCRIPTION	COST
DPS	3 150
Full Page	2 300
Half Page	1 150
Third page	900
Quarter page	780
Classified	450
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.

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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RATES*

ADVERT DESCRIPTION	SINGLE	2-3 INSERTS	4-6 INSERTS
Full Page	15 750	14 950	14 150
Half Page	11 050	10 450	9 950
Third Page	10 250	9 750	8 700
Quarter Page	9 500	9 000	8 500
Double Page Spread	26 750	25 400	24 100
DPS Half Page	18 750	18 000	16 850
Full Page Advertorial	17 300	16 450	15 600
Half Page Advertorial	12 150	11 500	10 900
COVERS	SINGLE	2-3 INSERTS	4-6 INSERTS
Covers – Outside Back	22 050	20 900	19 850
Covers – Inside Back	18 900	17 950	16 700
Covers – Inside Front	20 450	19 350	18 450
Covers – Inside DPS Back	31 450	29 900	28 300
Covers – Inside DPS Front	33 050	31 400	29 500
EXCLUSIVE OPPORTUNITIES			
Venue Showcase – 2 Pages			26 750
Cover Story			36 750
The Big Interview			31 750
Inserts			P.O.A
Bellyband			16 880
Pull Out			P.O.A

*The above prices in ZAR exclude VAT

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
Quarter Page (Landscape)	210 x 74	190 x 54	216 x 80
Quarter Page (Portrait)	105 x 148.5	85 x 128.5	111 x 154.5
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 PC (w x h)	ADVERT SPEC TABLET (w x h)	ADVERT SPEC MOBILE (w x h)	ADVERT SPECS
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

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

SUBS

R300/annum (incl. VAT)
R50/issue (incl. VAT)

Meetings is published by 3S Media - Sharing knowledge and skills for industry growth
Publisher of Meetings, The Meetings & Event Planner, IMIESA, Water&Sanitation Africa, ReSource, Inside Mining and TransportWorld Africa, as well as related industry websites:
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