

mediakit: meeting & event magazine 2020



Nr. 1, week 9

- **THEME:** Nordic Meetings & Events EXPO
- **FOCUS:** Relationships Personal meeting services from A-Z. What do you offer?

Advertising deadline

- 31 January

Nr. 2, week 21

- **THEME:** Culture How can culture be involved in meetings?
- **FOCUS:** Climate Present your climate-friendly measures and CSR strategy

- 24 April

Nr. 3, week 34

- **THEME:** Christmas 2020 Christmas event - Christmas presents - Christmas music - transport etc.
- **FOCUS:** Food Gastronomy - ecology - vegan - energy boost etc.

- 26 June

Nr. 4, week 44

- **THEME:** Planning of Your Campaigns 2021 News - initiatives - values etc.
- **FOCUS:** Pampering Spa - luxury - relaxation - tranquility - immersion etc.

- 2 October

MEETING & EVENT MAGAZINE

Meeting & Event Magazine is a professional and inspirational magazine targeting the Danish meeting and event planners. The magazine is written by experts and journalists with a special interest in the industry. The purpose of the magazine is to inspire meeting and event planners with good ideas, inform them of the newest trends in professional meeting and event planning as well as bring news, invitations, announcements and notices from hotels, conference centres and other suppliers in the meeting and event industry. Meeting & Event Magazine is issued 4 times a year in a stylish lifestyle format and is shipped to some 10,000 designated meeting and event planners in Denmark and some 1,400 suppliers to the meeting and event industry.

E-paper

Meeting & Event Magazine is also issued in an E-paper edition, which is available on Kursuslex.dk and in Meeting & Event News together with Advertorials as well as selected articles.

STATISTICS ON MAGAZINE READERS AND THE MAGAZINE DISTRIBUTION

74%

reads the magazine to stay informed about the meeting and conference venues

71%

reads the magazine to find inspiration about new meeting and event opportunities

54%

visits advertiser's home page on the basis of magazine advertisement

26%

keeps the magazine until the next magazine is issued

22%

keeps the magazines for a minimum of 6 months

16%

has contacted a magazine advertise

6%

has placed orders on the basis of magazine advertisement

Incert
 Distribute your brochure with Meeting & Event Magazine.
 Max. weight: 50 grammes
 Max. dimensions: 225mm x 297mm
 Quantity: 11,400 units
 Price incl. packing and distribution: DKK 25.000

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PRICES

ADVERTORIAL
in Meeting & Event Magazine, Kursuslex.dk and Meeting & Event News

Present your advertisement in the form of an article. The article also appears on Kursuslex.dk for 14 days and distributed with Meeting & Event News. Kursuslex will assume all costs for the journalist and graphic designer in connection with the production of your article. All you have to do is provide high-resolution photos.

Price 1/1 page advertorial: Page 15.000
Price 2/1 page advertorial: Page 25.000

		
1/1 PAGE 225 X 297 mm	1/2 PAGE 112 X 297 mm (højformat) 225 x 148 mm (tværfORMAT)	1/4 PAGE 112 X 148 mm
DKK 15.000	DKK 8.500	DKK 5.000

PURCHASE OF ADS IN ALL 4 MAGAZINES - RECEIVE ADVANTAGEOUS PRICES:

DKK 8.500	DKK 5.500	DKK 3.000
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PURCHASE OF ADS IN 2 MAGAZINES - RECEIVE ADVANTAGEOUS PRICES:

DKK 11.250	DKK 6.800	DKK 4.000
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ADVERTISEMENT MATERIAL: For advertisements aligned to the edge, add 3 mm for cropping. Text must not be placed less than 12 mm from the edge. Advertisements must be supplied as high-resolution PDF file in at least 300 dpi.

All prices are per ad insertion and excl. VAT.



FOR FURTHER INFORMATION, PRICES AND BOOKING OF CAMPAIGNS

please contact the sales department. Phone: (+45) 70 22 11 73 or salg@kursuslex.dk