

KURSUSLEX.DK AND MEETING & EVENT NEWS

Strong communication channels, with the latest new from the industry's suppliers

Kursuslex.dk is a news portal that publishes news and trends from the MICE industry and provides good tips and tools for better meeting planning. It also presents selected articles and Advertorials from the Meeting & Event Magazine. All news target the Danish meeting and event planners.



Kursuslex.dk is supplemented by our weekly **Meeting & Event News** newsmail, which is sent to meeting and event planners.

Kursuslex.dk and **Meeting & Event News** are both well-suited to quick distribution of important “here-and-now” messages. You can use the media, e.g. for the general marketing of your company, for making offers, launching new products, sending Invitations to events.

WRITE TO THE EDITORIAL OFFICE

The suppliers to the MICE industry are welcome to send news, important information and press releases to our editorial office, which is responsible for selecting content.

Selected news are published free of charge in **Kursuslex.dk** and **Møde & Event News**, respectively. We would like to point out that we do not write about offers, priced products or events. Regarding these, refer to our sales department who will shed light on our advertising options. You are very welcome to contact the editorial office with information about personal news, new recognitions and awards, renovations and new development, etc.

Write to:

redaktion@kursuslex.dk

TRAFFIC & DISTRIBUTION 2019 KURSUSLEX.DK

65.000+

users

120.000+

sessioner

260.000+

page views

TRAFFIC & DISTRIBUTION 2019 MEETING & EVENT NEWS

4.000+

readers

30%

average opening rate

mediakit: meeting & event news 2020

Kursuslex.dk

1

FRONTPAGE BANNER

Kursuslex.dk

Banner (W x H: 700 pixels x 110 pixels) supplied in GIF or JPG

Displayed on frontpage of Kursuslex.dk and on Kursuslex.dk/nyheder-magasin

Link to the destination of your choice.

PRICE

Price 1 week: DKK 3.000
Price 2 week: DKK 5.000
Price 4 week: DKK 7.500

All prices are excl. VAT and are in DKK.

2

SKYSCRAPER BANNER

Kursuslex.dk

Banner (W x H: 140 pixels x 350 pixels) supplied in GIF or JPG

Link to the destination of your choice.

EKSEMPEL:

20.000 impressions at 200 CPM
(Run-of-site banner) DKK 4.000

Møde & Event News

1

SKYSCRAPER BANNER

Meeting & Event News

Banner (W x H: 140 pixels x 350 pixels) supplied in GIF or JPG

The banner will be positioned to the right of the newsletter, with a link to the destination of your choice.

The banner will also be displayed for a week on Kursuslex.dk/nyhed

Price per skyscraper banner/text advert DKK 2.500
Pris per banner when ordering min. 3 DKK 2.250
Pris per banner when ordering min. 6 or more DKK 2.000

Possible to mix skyscraper banners and text adverts when placing orders.

2

TEXT ADVERT

Meeting & Event News

Company, product or offer presented in the form of a text advertisement with one picture, text and link to a link destination of your choice. Raw material in the form of text and picture should be sent to us for layout and editing.

Headline: 40 characters incl. spaces. Text: 200 characters incl. spaces. Link (text): 30 characters

MEETING & EVENT NEWS - EXCLUSIVE

Let us produce your own and personalized email newsletter, which will be sent out in Meeting & Event News design to approx. 4,500 readers. The mail is ideal for launches, invitations, competitions and special offers. After an initial dialogue to discuss the message, you submit the raw material in the form of text, pictures, logo and link to a specific landing page on your website. We do the layout and then send the mail to you for final proofreading and approval. The message in the special email newsletter should be relevant for the target group and arouse the reader's interest to read further on your own website.

Price incl. sending, lay-out and editing

DKK 15.000

TO FIND OUT MORE ABOUT YOUR OPTIONS,

please contact our sales department on telephone: (+45) 70 22 11 73 or salg@kursuslex.dk