

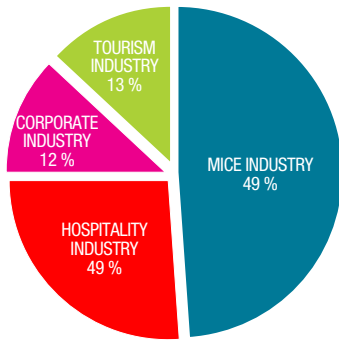


CIRCULATION

abc PRINT CIRCULATION	
Jan-June 2015	
Total audited	13 392

DIGITAL REACH	
Newsletter subscribers	9 106
Website pageviews per month	9 805
Social Media following	3 041
TOTAL MEANS OF DISTRIBUTION	35 344
(Audited print and digital)	

WHO RECEIVES THE MEETINGS & EVENT PLANNER



MICE INDUSTRY

- Event managers, PCOs, event planners
- Association members: SAACI, EXSA, FEDHASA, MICE Academy, SATSA

HOSPITALITY INDUSTRY

- Conference, banqueting and operations managers

CORPORATE INDUSTRY

- Marketing, PR, meetings procurement
- PAs
- Travel procurement managers

BUSINESS TOURISM INDUSTRY

- Destination management companies
- Corporate travel agents

Did you know...

8 000 copies are distributed with **finweek**

The Meetings & Event Planner is sold at selected 

ENDORSED BY:



SUPPORTED BY:



The meetings and convention industry is one of the fastest growing sectors of the tourism and hospitality industry with expenditures in the billions, highlighting event planners' critical role in the purchasing and decision-making process. *Journal of Convention & Event Tourism*

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.

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.**

The **new online platform** (*The Planner*) is devised to incentivise event planners to use your venues 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 dashboard
- Send you quote requests from within their dashboard as they create their events.

So if your venue is 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. It is a destination handbook.

The Meetings & Event Planner is the **ultimate event-planning resource** to provide crucial, meeting-specific information to event planners.

TOOLS AND THE KNOW-HOW

To keep the event planners engaged in the site – and to ensure your venue gets exposure and quote requests - 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 will keep the event manager constantly coming back for more, making *The Planner* the online "Bible" for event planners.

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

The handbook is organised geographically

There is a comprehensive indexing for venues, including a **breakdown per South African provinces as well as Africa countries.**

The **Meetings & Event Planner** will feature preferred venues in the following categories as when they're applicable:

- Convention centres • Close-to-airport venues
- Cultural venues • Spa and wellness venues
- Boutique venues • Bush venues
- Business restaurants • Wedding venues
- Casino venues • Sport venues
- Winelands' venues.

The handbook will also include information per province on:

- Conference, meeting and exhibition venues
- Event services suppliers • Accommodation options
- Entertainment options • Cultural activities
- Incentive options
- Transport options.

Print and digital reach

- **Total print distribution: 13 392** including members of SAACI, ABTA, MICE Academy and EXSA
- **Newsletter distribution: 9 106** readers daily, with news, trends and ideas, events and industry developments. The **Weekly Special newsletter** offers advertisers the unique opportunity to advertise their specials and promotions.
- **Website page views: 60 321** over the past six months
- **Strong social media presence: Facebook: 637** likes. Twitter: **2 414** followers
- **Combined** means of distribution through print and electronic mailing: **35 344**

THE MEETINGS & EVENT
PLANNER

&

THE
PLANNER
meetings executives conferences events

Take a look at the resources and content ranges *The Planner* provides your target audience

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, 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.

The Planning software tools include:

- Project management software
- Floor plan and seating software
- Exhibition layout software
- Registration and scanning software
- Email marketing software
- Survey software
- Themes and website options for individual events
- Budgeting software
- Scheduling software
- Mobile apps and software
- Templates
- PowerPoint presentations

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 guides include:

- Event planning 'how-to guides'
- Infographics available to use
- Articles
- Listings
- E-books
- Infographics
- Videos
- Case studies
- Checklists
- Destination guides
- Training centre (CPD)

Venue listings includes:

- Location
- Capacity
- Floor plans (full page listing)
- Accommodation
- Catering
- Contact details
- Send an enquiry button
- Gallery





THE PLANNER ENDORSEMENTS

67% of event planners say that *The Meetings & Event Planner* will form an integral part of their initial event research

64% find print handbooks very useful

91% found the daily newsletter extremely useful and a valuable resource

THE MEETINGS & EVENT PLANNER (HANDBOOK) RATES*

ADVERT DESCRIPTION	
Profile (3S Media DESIGNS PROFILE in style of publication)	
	Venues
Full page	19 950
Half page	14 000
Third page	9 000
DISPLAY ADVERT (supplied material) AND PROFILE	
Full page display + full page listing	33 950
Full page display + half page listing	28 850
Full page display + third page listing	25 000
Half page display + third page listing	20 000
COVERS	
Outside back	37 950
Inside back	33 350
Inside front	35 650

THE MEETINGS & EVENT PLANNER advert specifications** (width x height in mm)

ADVERT DESCRIPTION	CROP SIZE	TYPE AREA	AD SIZE WITH BLEED
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
Third Page	210 x 99	190 x 79	216 x 105

Advert deadlines

Booking Deadline: 17-Oct-16

Advert Material Deadline: 28-Oct-16

Advert design rates*

ADVERT DESCRIPTION	COST
DPS	3 150
Full Page	2 300
Half Page	11 50

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

Online advert design rates

A flat rate of R400 excl VAT is charged for the design of all banner sizes. Advert design is an additional, optional service. Due to technical restrictions, animated adverts cannot be accepted for newsletters only.

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.

MARKET your COMPANY all year round in PRINT and ONLINE

- ▶ Do you want your venue, product or services to be front of mind 24/7?
- ▶ Would you like your current and potential customers to access fresh information about your venue, products and services on an on-going basis?

The Planner (www.miceplanner.net) offers you just such a marketing solution.

Our unique value proposition gives you exposure through a range of print profiles *The Meetings & Event Planner*, plus your own space where you can load your articles online so that they can be accessed any time, anywhere.

The Planner online banner advertising rates* and sizes (width x height in pixels)

POSITION	COST PER MONTH	ADVERT SPEC			ADVERT SPECS
		PC (w x h)	TABLET (w x h)	MOBILE (w x h)	
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 - section pages	1 500	300 x 250			20kb
Spotlight section - home page	6 000	1020 x 292			• Cover image on home page • Logo and 80 word description scroll over
Spotlight section - section pages	4 000	300 x 600			• Cover image on section page • Logo and 40 word description scroll over

Newsletter banner advertising rates and sizes (width x height in pixels)

DESCRIPTION	DIMENSION	COST (ZAR) EXCL. VAT			
		1 MONTH	2-4 MONTHS	5-8 MONTHS	9-12 MONTHS
Leader board	780 x 90	3 286	3 127	2 968	2 809
Square banner left	190 x 190	2 385	2 279	2 120	2 014
Square banner right	190 x 190	2 385	2 279	2 120	2 014
Side banner small	179 x 179	1 802	1 219	1 537	1 431
Side banner large	179 x 350	2 120	1 961	1 750	1 650

SPECIALS NEWSLETTER

Leader board	780 x 90	3 286	3 127	2 968	2 809
Bottom island banner	530 x 72	2 332	2 173	2 067	1 961
Island banner	222 x 270	1 908	1 749	1 643	1 537
Side banner	170 x 140	1 802	1 643	1 537	1 431

*The above prices in ZAR exclude VAT **Press-optimised high-quality PDF file, 300 dpi

DETAILS A month consists of minimum of 4 x inserts • Above-the-fold banner placements are subject to a 10% loading fee. One change per month permitted • Payment by monthly debt order. Contract total divided by period of contract • Click through to website, email or PDF

The Meetings and Event Planner and The Planner is published by 3SMEDIA – 55 years of media experience and excellence.

Publisher of *Meetings*, *The Meetings and Event Planner*, *IMIESA*, *Water&Sanitation Africa*, *RéSource*, *Inside Mining*, *Transport World Africa* as well as the related industry websites: miceplanner.net (*The Planner*), www.infrastructurene.ws, www.miningne.ws and www.transportworldafrica.co.za



3SMEDIA

CONTACT

SALES: Ruth Baldwin t +27 (0)11 233 2600 c +27 (0)72 897 6752 ruth@3smmedia.co.za
EDITOR: Martin Hiller t +27 (0)11 233 2600 c +27 (0) 83 614 9892 martin@3smmedia.co.za

www.miceplanner.net
www.3smmedia.co.za