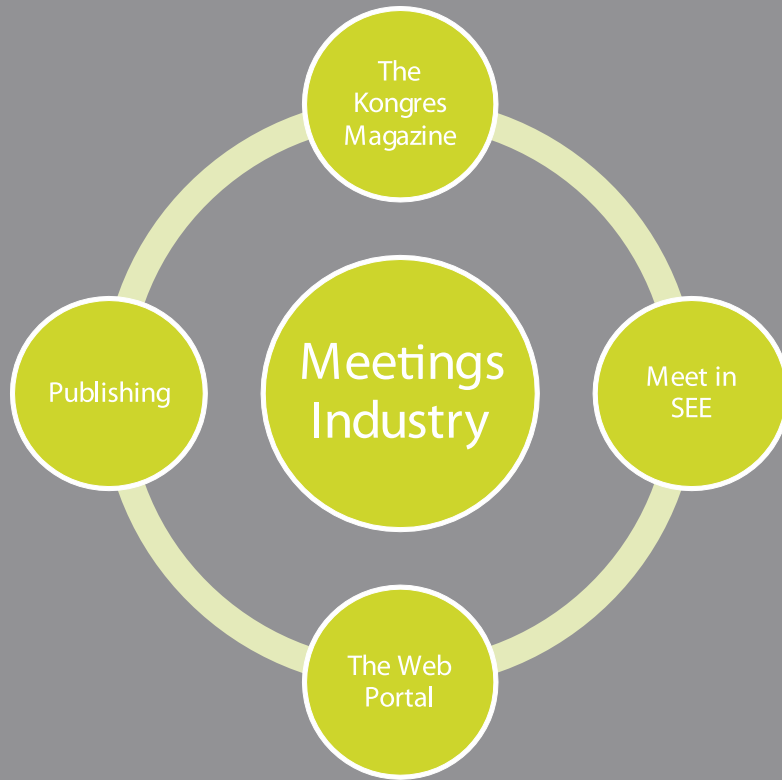


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Meetings Industry Media  
Information Source  
Cooperation with Strategic Partners  
European Target Readership

Communication in the Meetings Industry





Communications Tools in the Meetings Industry

# THE KONGRES MAGAZINE

The Kongres Magazine is a leading communications medium in the field of meetings industry. It gathers and distributes know-how related to the organisation of meetings for the world's top professionals and analyses the development of meetings industry in Southeast Europe. It thus represents the meetings industry of Southeast Europe, while it is intended for readers across the entire European market.

Accordingly, there is a Slovene and an international issue. The international issue targets mainly European meetings organisers from corporate, association and governmental sector. The Slovene issue, on the other hand, caters for Slovenian meetings organisers from corporate, association and governmental sector, as well as the wider tourism business sector (hotels, congress centres, agencies, tourism and convention boards, etc.).

## Partners of the Kongres Magazine

The Kongres Magazine is a regional partner of Meetings Review, the largest international web portal for meetings industry - <http://meetingsreview.com>. In its first year of operation, it recorded 60,000 unique users, while its RSS feed news is forwarded to over 65,000 addresses.

The Kongres Magazine is a media partner to the world's largest trade shows in the field of meetings industry:

- **EIBTM** - The Global Meetings & Incentive Exhibition, Barcelona, Spain.
- **IMEX** - The Worldwide Exhibition for Incentive Travel, Meetings and Events, Frankfurt, Germany.
- **MEDEX**, Paris, France.
- **Conventa**, Ljubljana, Slovenia.
- and other international events where the Slovenian Convention Bureau participates.

southeast europe meetings industry magazine

**Kongres**



# The Magazine's Target Readership

The target readership of the Kongres Magazine works in the field of event, meeting, congress, fair and incentive organisation. The readers hold executive managerial positions in companies, government institutions and associations.

- According to gender → female 71 %, male 29 %
- According to age → 20 to 29 years 28.6 %, 30 to 39 years 57.1 %, 40 to 49 years 4.8 %, 50 to 59 years 9.5 %
- According to education level → general or vocational secondary school 7 %, university or other types of graduate levels 68 %, specialisation or postgraduate levels 25 %
- According to position → marketing professionals (33 %), project managers (22%), executive managerial positions (25 %)

## Magazine Distribution

We believe in precision and honesty when it comes to making circulation figures public. We regularly check the distribution bases and complete them via direct marketing activities.

International Edition	Slovene Edition
Circulation: 3,000 copies	Circulation: 3,000 copies
To the addresses of international corporate, association and governmental meetings organisers	To the addresses of corporate, association and governmental meetings organisers
At meetings industry trade exhibitions, namely the IMEX, EIBTM, MEEDEX, Forum STO, Conventa, etc.	To the addresses of congress product and service providers (hotels, congress centres, tourism boards, etc.)
At the events of the Slovenian Convention Bureau abroad	To the addresses of the main tourism sector representatives
On Adria Airways flights to or from Slovenia	At selected congress centres

The biggest share of the international edition goes to the Belgian market (34%), followed by France, Italy, the Netherlands, Germany and the UK.

# Publishing Dynamics

There are four regular issues of the Kongres Magazine per year, while a fifth issue is dedicated to the presentation of the Conventa, meetings and incentive travel trade show.

January	February	March	April	May	June	July	August	September	October	November	December

## The Efficiency of the Media Strategy

### Regular Target Readership

The Kongres Magazine is strategically conceived as a source of professional information for those dealing in and representing meetings industry. Therefore the readership of the Kongres Magazine is, for the most part, of the regular type (76%); this is followed by occasional readers (15%) and advertisers (9%). An average of three persons reads each single copy - in other words, one Magazine issue has an average of 18,000 readers.

### Magazine Use Over a Longer Time Period

81% of the readers keep their copies and create an archive, for they use the Magazine over an extended time period. A great majority of readers reads all issues - eight of the ten readers questioned read four to five issues per year.

### Great Attention to Advertisements

The readers of the Kongres Magazine pay great attention to the advertisements appearing in the Magazine. Almost every sixth reader out of the ten questioned read the ads frequently, and every fourth person surveyed reads them occasionally.

### Satisfaction with the Magazine

The readers of the Kongres Magazine are happy with the content, design and useful value of the Magazine. In rating the Magazine content on a scale from 1 to 5, with 5 being 'excellent', the in-depth expert and professional articles scored an average of 4.8.

# WWW.KONGRES-MAGAZINE.EU

The [www.kongres-magazine.eu](http://www.kongres-magazine.eu) web portal is the largest online medium for meetings industry. It is a daily source of information for meetings organisers and congress service providers because it publishes expert articles, documents and reports, as well as up-to-date news in the domain of congress-related activities.

The [www.kongres-magazine.eu](http://www.kongres-magazine.eu) is a specialised website that lends itself well to advertising campaigns by providers of primary and secondary services and products in the field of meetings industry: congress centres, hotels, special venues, agencies, the providers of technological equipment, congress and promotional materials, IT, marketing and event production, etc.

The large number of unique visitors, a specialised target readership, both Slovene and international, and a statistic monitoring system are reasons to advertise at [www.kongres-magazine.eu](http://www.kongres-magazine.eu). The following advertisers can attest to the above:

- Reed Travel Exhibitions
- IMEX
- Slovenian Convention Bureau
- Serbia Convention Bureau
- Kompas d.d.
- Hotel Croatia
- Maistra
- Dubrovnik Travel
- Liburnia Riviera Hotels
- E-turizam
- Mission Event Software
- Ljubljana Tourist Board
- Meet Adria

The web portal came alive in April 2008 and records the visits of some 5,000 - 8,000 monthly users. On average, a user visits the portal 1.46 times. During a visit, a user views an average of 5.47 pages of the portal.

# Novelties of the Web Portal

## Online Video Ads

Given that meetings industry has recently seen an increasing need for online video presentations of destinations, congress capacities, providers, etc., we will offer our advertisers the service of making professional online video footage and/or positing these videos at [www.kongres-magazine.eu](http://www.kongres-magazine.eu).

According to a ComScore survey, over 75% of Internet users regularly watch online video content. Last year, an average of 6 percent of advertising funds were earmarked for online video advertising; by the year 2012, this share is expected to rise to 20 percent. Online video advertising is thus becoming a very high-performance communications tool.

## Online Capacity Browser

In order to give interested international meeting organisers an easy and quick overview of the congress-related offers of South East Europe, we will introduce an online search engine of Southeast European congress providers. The main advantage of such a browser is the ability for us to select and categorise the providers based on our knowledge of the market and cooperation with international organisations in inviting the meetings organisers to use our browser.





# Partners of the Catalogue

The Catalogue is a successful communications tool since it is distributed to the right addresses - to the addresses of potential clients of the service and the product providers presented in the Catalogue. This is possible through cooperation with international associations:

- Meeting Professional International, **MPI**,
- International Congress and Convention Association, **ICCA**,
- Destination Marketing Association International, **DMAI**,
- Society of Incentive & Travel Executives, **SITE**,
- **HelmsBriscoe** - the world's largest destination and venue search provider.

Selected and categorised congress service providers back the Catalogue's credibility, which allows collaboration with the convention and tourism boards of Southeast Europe.

## Distribution of the Catalogue

The English language brochure, issued in 5.000 copies, is distributed to:

- The addresses of domestic and foreign meetings organisers,
- To the project's business partners,
- To the addresses of HelmsBriscoe's associated partners,
- At the trade exhibitions BTC in Rome, EIBTM in Barcelona and IMEX in Frankfurt.

An online version of the Catalogue is available on the [www.kongres-magazine.eu](http://www.kongres-magazine.eu) web portal.

**Ian Quartermaine,**  
CEO of Helms Briscoe:

*“Meet in Southeast Europe is an important tool for gathering key data on the destinations of Southeast Europe. We use it in our market research, or in searching for the most appropriate locations for our clients (over 9,000) interested in this corner of the world”*

# PUBLISHING

Our expert knowledge in the meetings industry, our marketing experience and personal acquaintances in the field helps us prepare communications tools for our clients: magazines, corporate media, brochures, etc.

Our services include the concept of the medium, drafting the texts, graphic design, translation, proofreading and printing, as well as the marketing and distribution of the medium.

## Reference Projects

Slovenia Meetings - Client:

Convention Bureau

Tips for Incentives in Ljubljana - Client:

Ljubljana Tourist Board

Meetings in Valleys of Inspiration - Client: LTO Bovec

Kongres Magazine Supplements



## • Technical Specifications of the Kongres Magazine

English / Slovene edition:

- Format 210 x 297 mm,
- Between 75 and 115 pages,
- Material interior: 115 gr., gloss,
- Material cover: 250 gr., gloss,
- Finishing: cut, paperback, 1/0 gloss.

Editor-In-Chief: Gorazd Čad

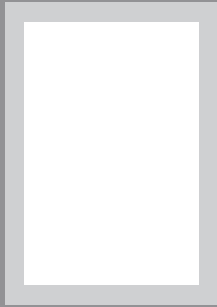
Executive Editor: Jakica Jesih

Assistant Editor: Danaja Besnard

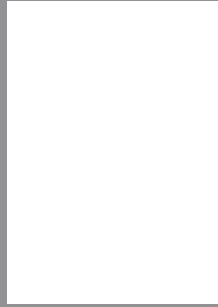
## • Advertising Pricing – The Magazine

Purchasing Advertising Space	Dimension	Price
Dimension A - 1/1 (inner)	171 x 258 mm	1,490 EUR
Dimension A-1 - 1/1 (page 2 or 3 of the cover)	210 x 297 mm	1,759 EUR
Dimension A-1 - 1/1 (page 4 of the cover)	210 x 297 mm	2,300 EUR
Dimension F - 2/1 double centre ad page	420 x 297 mm	2,400 EUR
Dimension B - vertical half	77,50 x 258 mm	820 EUR
Dimension C - vertical quarter	77,50 x 126,50 mm	690 EUR
Dimension D - horizontal half	171 x 126,50 mm	820 EUR
Dimension E - horizontal third	171 x 82,50 mm	690 EUR
Business card	171 x 55 mm	290 EUR

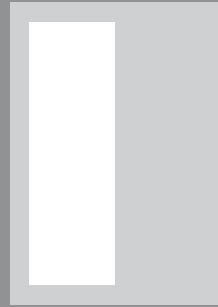
The prices are exclusive of VAT.



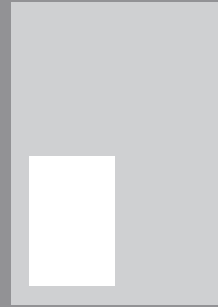
**A** 171 x 258 mm



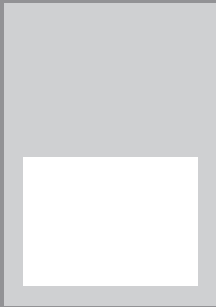
**A-1** 210 x 297mm



**B** 77,5 x 258 mm



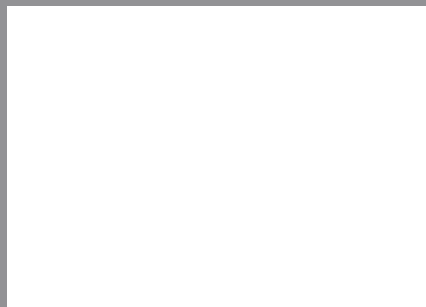
**C** 77,5 x 126,5 mm



**D** 171 x 126,5 mm



**E** 171 x 82,5 mm



**F** 420 x 297 mm



**Business card** 171 x 55mm

SPONSORED READER SURVEY	750 EUR
PROMOTIONAL ARTICLE: The pricing of advertising space for a promotional article does not differ from that of a traditional ad.	
PROMOTIONAL SUPPLEMENT: The publishing of a promotional supplement is ensured if the total advertising space sold reaches EUR 10,000. Several partners may share the advertising.	

The prices are exclusive of VAT.

PRICES FOR SPECIAL ADVERTISING FORMS	
An advertising A4 fold (part of the cover/sleeve)	2.500 EUR
Wrapping the magazine with a band (subject to agreement with the client)	2.500 EUR

The prices are exclusive of VAT.

PRICING FOR MAGAZINE INSERTS AND DISTRIBUTION - EUROPE	
Up to 20 grams	1,18 EUR
From 20 to 40 grams	1,42 EUR
From 40 to 80 grams	2,05 EUR
From 80 to 120 grams	2,75 EUR

The prices are exclusive of VAT.

PRICING FOR MAGAZINE INSERTS AND DISTRIBUTION - SLOVENIA	
Up to 20 grams	0,47 EUR
From 20 to 40 grams	0,57 EUR
From 40 to 80 grams	0,83 EUR
From 80 to 120 grams	1,10 EUR

The prices are exclusive of VAT.

The client must deliver the specimen at least 7 working days before the start of the distribution.

#### TECHNICAL REQUIREMENTS FOR THE ADS SUBMITTED:

- Raster: 175 lpi or 70 l/cm
- Bleed: with ads 1/1 page (210 x 297 mm) a further 5 mm bleed has to be added
- Ad preparation: for MAC or PC: .PDF
- (COMPOSITE, resolution 2540 dpi, frequency 175)
- .JPG (maximum quality 10-12, CMYK 300 dpi at 1:1 size)
- .TIF (CMYK 300 dpi at 1:1 size)
- .EPS (CMYK 300 dpi at 1:1 size)
- .AI (included CMYK 300 dpi images at the 1:1 size, fonts as vectors or with fonts included)

# • Advertising Pricing – The Web Portal

The Web Portal		
BANNER TYPE	Dimension	Price
Wide skyscraper	160 x 600 pixels	540 EUR
Square 1 and 2	160 x 160 pixels	540 EUR
Square (all except 1 and 2)	160 x 160 pixels	420 EUR
Button	160 x 100 pixels	360 EUR
Large - Leaderboard	728 x 90 pixels	960 EUR
PR article	960 EUR	

The prices are valid for a 3-month period or the time between two printed Kongres Magazine issues. A single space may host several (up to 3) alternating advertisements. Should a client desire exclusive ad space, 30 percent should be added to the above prices. The prices are exclusive of VAT.

ONLINE VIDEO CLIP	Price
Event presentation, up to three interviews, audio and video recording, directing, editing, basic graphic postproduction (speaker subtitles, logo)	1660 EUR
Beginning/end credits designed depending on the event's identity	360 EUR
Advanced speaker subtitle animation	320 EUR
Animated logo - basic	200 EUR
Animated logo - advanced	300 EUR
The inclusion of an ad	400 EUR
The inclusion of subtitles	250 EUR
The inclusion of a narrator	400 EUR
An introductory sequence with event or company branding and own script and directing (concept, 10 motion design hours, graphic script, directing, rendering)	Starting at 990 EUR

The prices are exclusive of VAT.

## TECHNICAL REQUIREMENTS FOR THE ADS SUBMITTED

The online ads must be in one of the following formats:

.jpg, .gif, .swf (RGB 72 dpi); maximum file size: 50 KB

## • Discounts

### QUANTITY DISCOUNT

When three ads are published, regardless of size	5 %
When three full page ads are published (Dimension A-1)	10 %
When six ads are published, regardless of size	15 %
When six full page ads are published (Dimension A-1)	20 %

DISCOUNT FOR PREPAYMENTS - 10 %

### DISCOUNT FOR ADVERTISING VIA AGENCIES

Net amount	Discount
Up to 1.999 EUR	5 %
2,000 to 4,999 EUR	9 %
5,000 do 9,999 EUR	14 %
Over 10,000 EUR	20 %

### Additional quantity discount

Net amount	Discount
Up to 2.000 EUR	2,5 %
2.000 to 5.000 EUR	5 %
5.000 to 10.000 EUR	8 %
Over 10.000 EUR	12 %

To the agencies, we grant agency and quantity discounts. The agency and quantity discounts are not cumulative in the sense that the agency discount is calculated and deducted first, then the quantity discount is calculated on the amount thus obtained.

DISCOUNT FOR CONVENTION BUREAU MEMBERS - 15 %

## Contact

### EDITORIAL BOARD

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