

Kongres

• REVIJA INDUSTRIJE SREČANJ JUGOVZHODNE EVROPE • SOUTH EAST EUROPE MEETINGS INDUSTRY MAGAZINE •



The Kongres Magazine through Numbers A Reference Source of Information for Meeting Planners

Publisher, Production and Marketing:

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1. KONGRES

Kongres magazine is:

- the first specialised magazine from the field of business tourism in Southeast Europe,
- the official magazine of the Slovenian Convention Bureau,
- the media partner of exhibitions (EIBTM, IMEX, MEEDEX),
- the founder of the website and the Meet in Southeast Europe meeting guide.

Kongres magazine has an educational role, as it spreads knowledge about business and congress tourism, thus facilitating the professionalisation of the activity. It provides information about the novelties and trends of the industry. It presents the offer of the meetings industry of chosen destinations, stresses good practice examples and advises on organisation of events. Kongres magazine provides an important contribution to the recognition of the Slovenian and regional offer of the meetings industry. The medium has a connecting function, as it unites Slovenian providers of the meetings industry, thus contributing to a more unified presence of Slovenian providers on the meetings industry market on a worldwide scale.

2. MARKET

Kongres magazine is positioned on the markets of business and congress tourism, which is the fastest growing segment of Slovenian tourism. In 2006, Slovenian tourism generated EUR 1.088 million of added value, which represents 4.11% of the entire gross added value of the Slovenian economy. Business and congress tourism are the key points of Slovenian tourism and have been on the rise for years. They have beneficial scientific, educational, economic, tourist, commercial and political functions.

Kongres magazine is the first specialised magazine in the field of business and congress tourism in Slovenia and in the region of Southeast Europe. In 2007, 30 leading companies from the Slovenian meetings industry supported the project of issuing the magazine, thus becoming cofounders of Kongres magazine. As the majority of the cofounders are members of the Slovenian Convention Bureau, Kongres magazine became the official magazine of the Slovenian Convention Bureau. The magazine thus represents a good practice example of public and private partnership between the Slovenian Convention Bureau and GO MICE.

As a result of constant investments in knowledge and development, Kongres magazine remains the leading medium in the field of business and congress tourism.

3. REACH OF THE MEDIUM

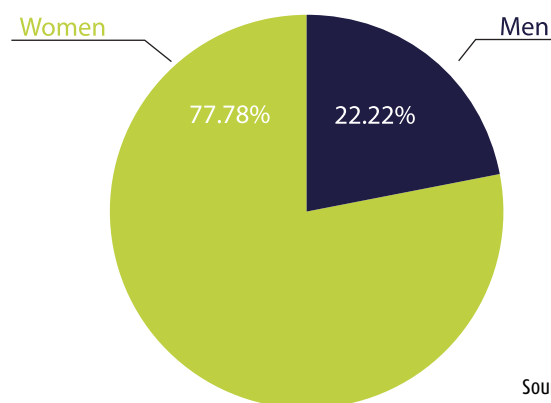
The target readers of Kongres magazine are providers and clients of congress services in Slovenia and Europe and foreign clients ordering congress services from Slovenian providers.

This target group is thus comprised of:

- decision-makers on the market of associations in Slovenia and the broader region,
- decision-makers on the market of corporations in Slovenia and the broader region,
- providers of congress capacities and services,
- members of the Slovenian Convention Bureau,
- hosted buyers and visitors of IMEX, EIBTM, MEEDEX exhibitions,
- businessmen on Adria Airways flights,
- tourism representative offices, embassies, etc.

Profile of the target group of the Kongres magazine

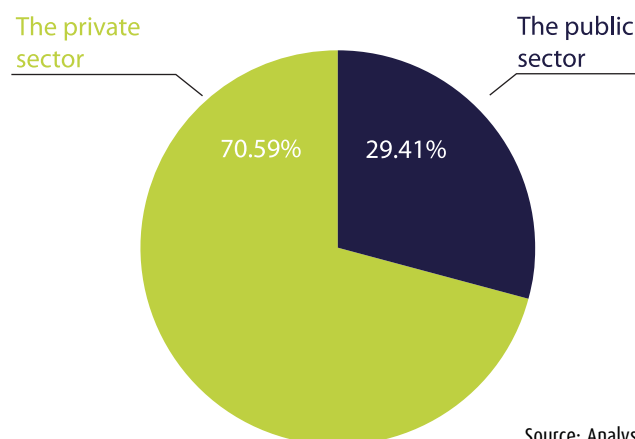
Three out of four readers of Kongres magazine are women.



Source: Analysis by GO.MICE

The majority of readers come from Ljubljana (52.8%), followed by Koper, Maribor and Kranj. 11.1% are readers from abroad (mostly Austria, Italy, Germany, Great Britain and the countries of Southeast Europe).

The majority of readers are employed in the private sector. Most often they hold positions in marketing (33.3%), followed by directors (25%) and project managers (22.2%).



Source: Analysis by GO.MICE

Readers of Kongres magazine operate in the field of congress and business events and the majority deal with organising corporate events. On average, they organise 5.6 incentive trips a year, 3.8 conferences, 3.1 presentations of new products and 2.7 employee education seminars a year.

The majority of readers deal with corporate events in Slovenia (88.6%), while 10.7% of the readers organise events in Southeast Europe and 0.8% in other European countries.

4. DISTRIBUTION

Kongres magazine is issued in an average circulation of 5,000 copies, which means 25,000 copies a year.

Kongres magazine is distributed directly:

1. to addresses of the target group of Kongres magazine
2. on Adria Airways flights to or from Slovenia
3. at exhibitions (IMEX, EIBTM, MEEDEX) and at the Slovenian Tourist Board Forum.

At the EIBTM exhibition organised in Barcelona from 2 to 4 December 2008, Kongres magazine was presented:

- at the EIBTM Global Media Partners Lounge (2,000 copies),
- at the stand of the Slovenian Tourist Board (500 copies),
- at EIBTM's website for exhibitors and hosted buyers
- at the Meet in Southeast Europe stand.

The magazine (2,500 copies) was also sent to the addresses of chosen hosted buyers who had shown interest in the offer of the Slovenian meetings industry.

Kongres magazine is also published on the magazine's website - www.kongres-magazine.eu.

Members of the Slovenian Convention Bureau and events organisers receive the magazine free of charge. The cost of the magazine is EUR 9.50 for companies, EUR 6.70 for individual subscribers and EUR 3.80 for students.

5. PUBLISHING

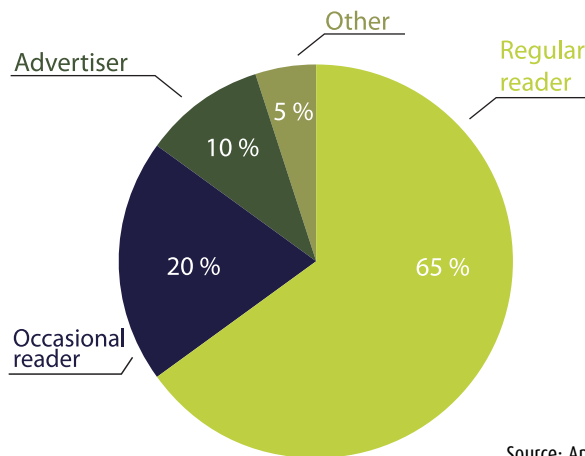
Kongres magazine is published four times a year, while the fifth number focuses on the presentation of the Conventa exhibition in Ljubljana.

Months of publication:

January - special edition (catalogue of the Conventa)
March, June, September, November

6. EFFICIENCY OF MEDIA STRATEGY

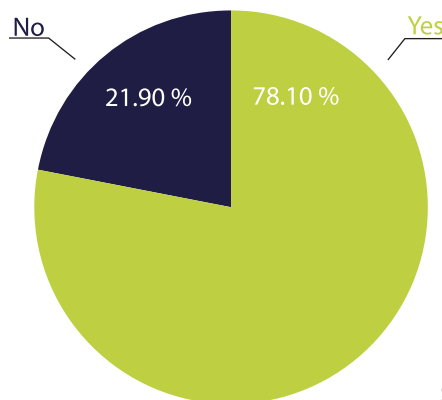
Kongres magazine is strategically designed as a source of professional information for the representatives of business and congress tourism. Therefore, Kongres magazine is mostly used by regular readers (65%), occasional readers (20%) and advertisers (10%).



Source: Analysis by GO.MICE

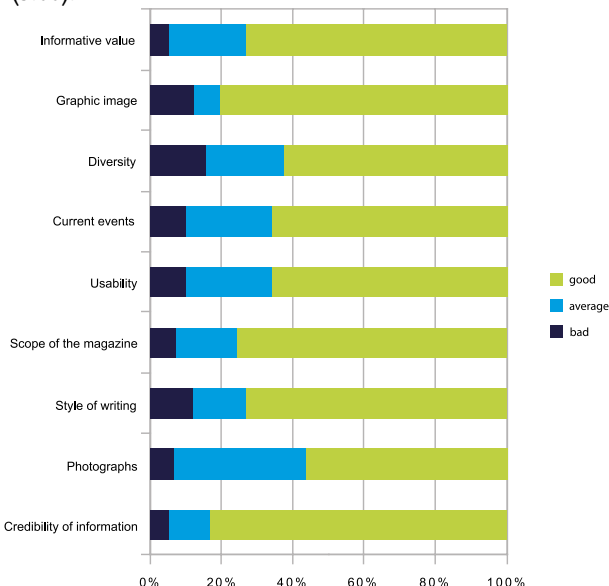
The majority of the readers read most of the articles (48.8%), followed by the percentage of readers who read a few individual articles (36.6%). 14.6% of readers flip through the magazine. The readers of Kongres magazine see its greatest utilisation value in helping them with their work (75.6%) and planning of events (14.6%).

78% of the readers keep their copy of Kongres magazine and make their own archive and 21.9% do not keep a copy.



Source: Analysis by GO.MICE

The following chart presents an evaluation of Kongres magazine conducted by its readers according to individual items. The highest average grade is achieved by the magazine's visual image (3.95) and credibility of information (3.88).



Source: Analysis by GO.MICE

7. EDITORIAL CALENDAR 2009

The following is a presentation of the central themes of the four issues of Kongres magazine for the year 2009. All four issues also include a destination (regional and international) and a content-based supplement.

	CENTRAL THEMES	PRODUCT NOVELTIES	SUPPLEMENTS	PREPARATION DEADLINE
ISSUE 1 Special edition CONVENTA January 2009	CONVENTA – Catalogue of Exhibitors <ul style="list-style-type: none"> Trends and predictions for 2009 Interviews with the region's key partners 			20 December 2008
ISSUE 2 SPRING March 2009	ORGANISATION OF CONGRESSES AND SUCCESSFUL PROJECT MANAGEMENT <ul style="list-style-type: none"> Planning successful congress events Ecology Networking organisations Events and meetings logistics Social networks Event branding (visual image, PR) Volunteers in organisation of congresses Feminisation of the profession IN FOCUS: congress centres and their role BUYER'S COMMENT: Chosen PCO 	SOCIAL EVENTS	DESTINATION SUPPLEMENT: Regional: Croatia International: Finland CONTENT-BASED SUPPLEMENT: culinary art	28 February 2009
ISSUE 3 SUMMER June 2009	THE MEETINGS INDUSTRY AT TIMES OF RECESSION <ul style="list-style-type: none"> Cost management at times of intense economic conditions Project insurance Tax aspects of operation Purchase management Advice on how to prepare a good event or congress budget Congress tax oases as an alternative to conventional destinations IN FOCUS: differences between PCOs and DMCs and the role of venue finding agencies BUYER'S COMMENT: Chosen organiser of corporate events 	INCENTIVE EVENTS	DESTINATION SUPPLEMENT: Regional: Montenegro International: Norway CONTENT-BASED SUPPLEMENT: Wine makers and wine-growers	31 May 2009
ISSUE 4 AUTUMN September 2009	CONGRESS MARKETING AND COMMUNICATION <ul style="list-style-type: none"> Incentive programmes as a form of marketing Programmes of hotels as a form of destination marketing strategies The role of venue finders Event branding How to get that wow effect from your events Creativity vs. traditionalism Guerrilla marketing in the meetings industry IN FOCUS: Exhibitions and fairs – which ones to choose BUYER'S COMMENT: Chosen promotional event organiser 	TEAMBUILDING AND ADRENALIN EVENTS	DESTINATION SUPPLEMENT: Regional: Serbia International: Singapore CONTENT-BASED SUPPLEMENT: Regional fairs	31 August 2009
ISSUE 5 WINTER November 2009	CONGRESS KNOWLEDGE AND TECHNOLOGY <ul style="list-style-type: none"> HR and meetings industry schools F&B event ideas Standardisation and certification of organisers Measuring results and effects of events Strategic tools and new technologies Virtual meetings WEB 2.0 IN FOCUS: celebrations and parties – trends and ideas BUYER'S COMMENT: Chosen organiser of a governmental event 	PRESENTATION OF NEW PRODUCTS	DESTINATION SUPPLEMENT: Regional: Bosnia and Herzegovina International: Austria CONTENT-BASED SUPPLEMENT: Cities – Ljubljana	31 October 2009

Uredniški odbor si pridržuje pravico do spremembe objavljenega koledarja.

8. TECHNICAL DATA

- Bilingual magazine
- Format: 210 x 297 mm
- Between 75 and 115 pages,
- Material: interior 115 g gloss,
- Material: cover 250 g gloss,
- After treatment: shaped, stitched, 1/0 shine

Editor in Chief
Gorazd Čad

Executive Editor
Jakica Jesih

Assistant Editor
Danaja Besnard

International Editorial Board
Christer Carlsson, Tony Carey, Gorazd Čad, Petra Čuk, Anuša Gaši, Miha Kovačič, Tina Možina, Srečo Peterlič, Tatjana Radovič, Darja Slivnjak, Mirjana Sušec, Maja Vidergar

Design
Propagarna d.o.o.

Translation and Proofreading
Alkemist d.o.o.

Printing
Collegium Graphicum d.o.o.

ISSN Number
1854-9292

9. ADVERTISING POSSIBILITIES

In addition to conventional lease of advertising space in Kongres magazine, we also offer the following advertising options:

1. Visiting card
2. PR article
3. Advertising supplement
4. Sponsored questionnaire for readers
5. Kongres magazine website

9.1 Visiting Card

The visiting card enables a simple presentation of the client's offer. It is a schematic description of the offer and its basic characteristics (available capacities, size of congress halls, additional equipment and services).

Basic elements	The company's logo, a brief description in English and Slovene, two high resolution photographs.
Number of characters	200

9.2 PR Article

A PR article is a form of advertising, presented as a content-based part of the medium but marked as PR text. The PR article can be prepared by the client or by a member of the editorial board of Kongres magazine.

The writing of promotional texts by members of the editorial board is charged separately in the amount of 10% of the advertising space value. The price of advertising space for promotional contributions is the same as for an advertisement.

9.3 Advertising Supplement

An advertising supplement is an efficient media for a detailed presentation of the client's offer. The advertising supplement is sent to the entire distribution list of Kongres magazine. We ensure 2,000 additional copies for the client's promotional needs. The supplement is compiled by a group of independent authors who participate closely with the client.

Conditions for preparing the supplement are:

- a size of at least 8 pages,
- a size of at least 6 editorial pages (advertorial),
- the cover page is designed in line with the visual image of Kongres magazine.

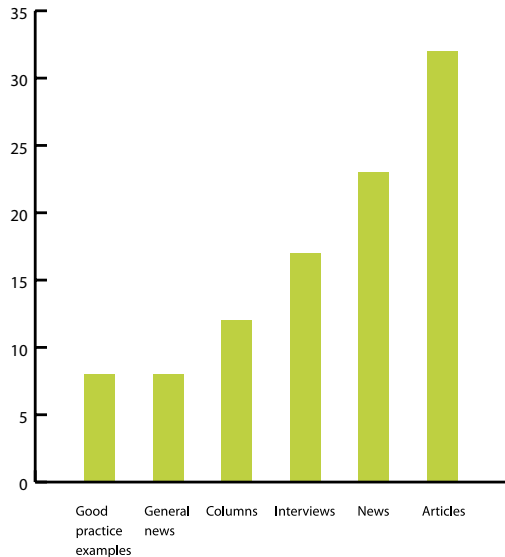
9.4 Sponsored Questionnaire for Readers

By agreement, we can publish a sponsored questionnaire for magazine readers that is formulated in cooperation with the client and which is connected to his activities. The readers complete the questionnaire; the information gathered can be a valuable source of marketing information for the client. We recommend using award questions in the sponsored questionnaire.



9.5 Kongres Magazine's Website – www.kongres-magazine.eu

Kongres magazine's website is Slovenia's biggest online media aimed at business and congress activities. In addition to the current issue of Kongres magazine, the website also serves as an archive of all printed issues from January 2007 onwards.



The website has been active since April 2008 and has 5,000 to 8,000 visitors a month. On average, a visitor visits the website 1.46 times. During his visit, he views 5.47 pages of the website.

The most popular sites are articles, news and interviews.

Possibilities of advertising on the website include:

- publication of an advertising banner – motivation to visit the client's website.
- publication of a PR article – presentation of the client's product with the possibility of adding visual material
- elaboration and publication of an online video – enhanced visibility of the client's offer.

9.6 By special agreement, we offer the following advertising possibilities:

- Direct marketing promotions to the address database of Kongres magazine,
- Promotional magazine covers,
- Inserting of material.

Direct Marketing Promotions

Direct marketing promotions are target-oriented promotions enabling measurable results and measurable campaign costs. We provide the most efficient direct marketing activities by combining direct mail and call centre activities. Within the first scope, we prepare creative direct mail in the conventional or online form. Within the scope of the call centre, we work with operators specialised in the meetings industry. The call centre employs three people.

Direct marketing promotions are aimed at the database of Kongres magazine, containing over 3,300 Slovenian and 2,500 foreign contacts. In planning the promotion, a database is prepared with regard to the client's strategy and target group.

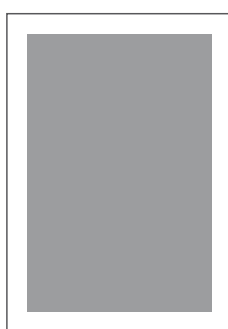
We also conduct market research, which represents the key part of the marketing strategy and helps the client understand purchase behaviour. In the preparation of market research, we use methods of on-field and phone surveying and personal interviews.



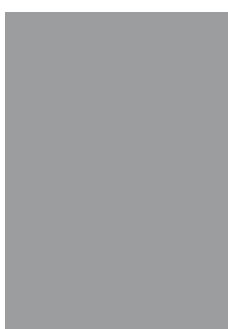
10. COSTS OF ADVERTISING CAMPAIGNS

LEASE OF ADVERTISING SPACE	DIMENSION	PRICE
A 1/1 Dimension (inside)	171 x 258 mm	EUR 1,490
A 1/1 Dimension (page 2 or 3 of the cover)	210 x 297 mm	EUR 1,759
A-1 - 1/1 Dimension (page 4 of the cover)	210 x 297 mm	EUR 2,300
B Dimension - upright half	77,50 x 258 mm	EUR 820
C Dimension - upright quarter	77,50 x 126.50 mm	EUR 690
D Dimension - horizontal half	171 x 126.50 mm	EUR 820
E Dimension - horizontal third	171 x 82.50 mm	EUR 690
F Dimension - 2/1 double centre	420 x 297 mm	EUR 2,400

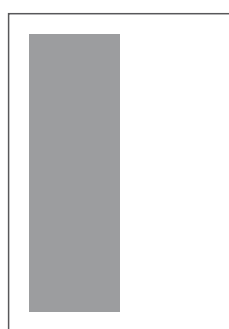
NOTE: VAT is not included!



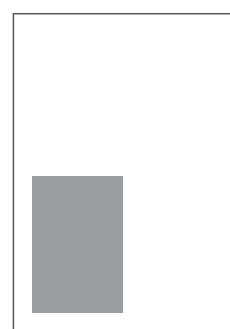
A 171 x 258 mm



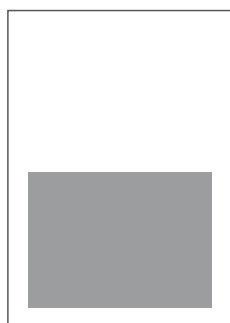
A-1 210 x 297mm



B 77,5 x 258 mm



C 77.5 x 126.5 mm



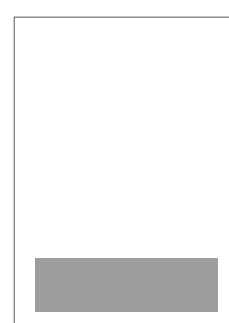
D 171 x 126.5 mm



E 171 x 82.5 mm



F 420 x 297 mm



A business card
171 x 55mm



ELABORATION OF THE ADVERTISEMENT	PRICE
Creative design and ad formatting	EUR 400
Ad formatting	EUR 200

Please inform the editing board whether you require ad formatting

VISITING CARD	DIMENSION	PRICE
Visiting card	171 x 55 mm	EUR 290
Visiting card for members of the Convention Bureau	83.50 x 55mm	EUR 150
Visiting card – publication in 4 issues	171 x 55 mm	EUR 800 (EUR 450 for members of the Convention Bureau)

PROMOTIONAL ARTICLE
The price of advertising space for promotional articles is the same as for an advertisement.

SPONSORED QUESTIONNAIRE FOR READERS	EUR 750
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ADVERTISING SUPPLEMENT
The publication of an advertising supplement is guaranteed if the sale of the advertising space reaches EUR 10,000. Costs of advertising in an advertising supplement may be distributed among several partners.

SPECIAL ADVERTISING OFFERS	PRICE
A4 Advertising flap (part of the cover)	EUR 2,500
Ribbon wrapping (per agreement with the client)	

INSERTING AND DISTRIBUTING MATERIALS	PRICE
up to 25 grams	EUR 150 / 100 pieces
every additional 5 grams	EUR 5 / 100 pieces

The client needs to submit a sample no later than 7 workdays prior to the beginning of distribution

WEBSITE OF THE KONGRES MAGAZINE		
a) banners	DIMENSION	PRICE
Exclusive banner	468 x 60 pixels	EUR 680
Wide Skyscraper	160 x 600 pixels	EUR 540
Square	160 x 160 pixels	EUR 420
Button	140 x 100 pixels	EUR 360
Regular banner	468 x 60 pixels	EUR 420
b) PR article		EUR 960

ONLINE VIDEO / STANDARD SCRIPT	PRICE
Presentation of the event, up to three interviews, audio and video filming, directing, editing, basic graphic equipment (subtitles, logo)	EUR 1660
Preparation of a customised trailer/sign off in accordance with the event's visual image	EUR 360
Demanding animation of subtitles	EUR 320
Logo animation – simple	EUR 200
Logo animation – complex	EUR 300
Advertisement included	EUR 400
Subtitles included	EUR 250
Speaker included	EUR 400
Initial sequence with event or corporation branding and own scenario and directing (design, 10 hours of work, motion design, graphic scenario, direction, rendering)	from EUR 990

NOTE: KONGRES MAGAZINE'S WEBSITE – all prices are valid for a period of 3 months or for the time between two publications of Kongres magazine. VAT is not included!

The screenshot shows the homepage of the Kongres magazine website. At the top, there is a navigation bar with links like 'Domov', 'Oglasovanje', 'O reviji Kongres', 'Naročilo revije', 'Kdo smo?', 'Načrt strani', and 'Aktualno'. Below this is a large banner area with the magazine's title 'revija industrije srečanj jugo-vzhodne evrope' and 'Kongres' in large letters. A search bar and a 'Vpišite iskralni niz' button are also present. The main content area is divided into several columns: a left sidebar with a 'Revija Kongres' menu, a central 'Vsebine portala' section with 'Kolumne', 'Novice', and 'Članki', and a right sidebar with 'Aktualno' news and an 'Anketa' section. A 'Naročilo na e-novice' form is located on the left side. The bottom of the page features a footer with the page number '9' and the year '2009'.

Exclusive banner

Wide Skyscraper

Square

Button

Wide Skyscraper

Button

Square

Square

Regular banner

10.1 Discounts

a) Quantity discount	Discount
Discount in the case of publishing three advertisements irrespective of dimensions	5 %
Discount for publishing three full-page advertisements (A-1 dimensions)	10 %
Discount in the case of publishing five advertisements irrespective of dimensions	15 %
Discount for publishing five full-page advertisements (A-1 dimensions)	20 %

b) Discount in the event of advanced payment	Discount
Discount for advanced payment	10 %

c) Discount for advertising through agencies	Net amount	Discount
	up to EUR 1,999	5 %
	EUR 2,000 to 4,999	9 %
	EUR 5,000 to 9,999	14 %
	more than EUR 10,000	20 %

Additional quantity discount		
	up to EUR 2,000	2,5 %
	EUR 2,000 to 5,000	5 %
	EUR 5,000 to 10,000	8 %
	more than EUR 10,000	12 %

Agencies receive agency and quantity discounts. Agency and quantity discount are not combined. First, the agency discount is calculated and the quantity discount is calculated using the resulting amount.

11. TECHNICAL SPECIFICATIONS FOR SUBMITTED ADVERTISEMENTS

- Raster: 175 lpi or 70 l/cm
- Bleed: for advertisements at 1/1 p. 8210 x 297 mm) 5 mm of bleed need to be added
- Preparation of advertisements: for MAC or PC in the format: .PDF
- (COMPOSITE, resolution 2540 dpi, frequency 175)
- .JPG (maximum quality 10-12, CMYK 300 dpi at size 1:1)
- .TIF (CMYK 300 dpi at size 1:1)
- .EPS (CMYK 300 dpi at size 1:1)
- .AI (with pictures included, CMYK 300 dpi at size 1:1, text should be vectored or fonts should be enclosed).

12. CONTACT

EDITORIAL BOARD

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South East Europe Meetings Industry Magazine

Kongres