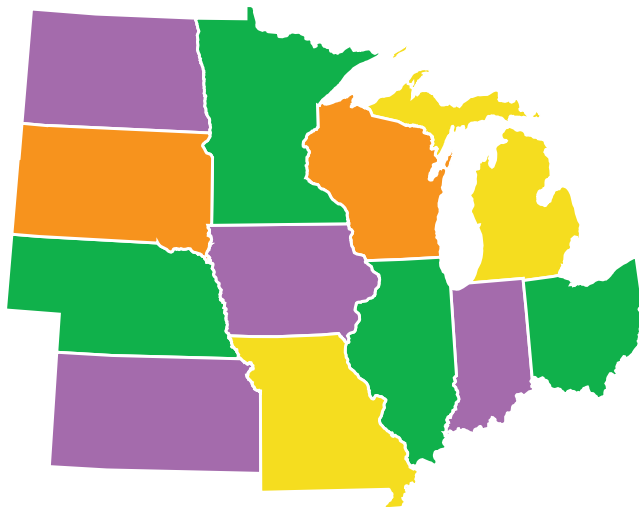


MIDWEST MEETINGS® 2021 MEDIA KIT

Your resource for meetings in the Midwest

Showcase your meeting destination to our readers!



3 WAYS TO PARTICIPATE

1. *Midwest Meetings* magazine: Your destination highlighted in a feature section
2. Online: Digital display ads and listing options on midwestmeetings.com
3. Annual Guide Book: Rates start at \$400 for year-round exposure

Combine all 3 for a cost-savings package. Details inside

Midwest Meetings publications reach more than 28,000 meeting and event planners five times a year through our quarterly magazine and annual *Guide Book*. Additional copies are distributed at various industry tradeshows and conventions throughout the year. This number does not include suppliers such as hotels, resorts, or CVBs.

Circulation

Let us help you showcase your destination!

Midwest Meetings' circulation department is dedicated to cultivating a qualified, verified mailing list of decision-makers and buyers, including:

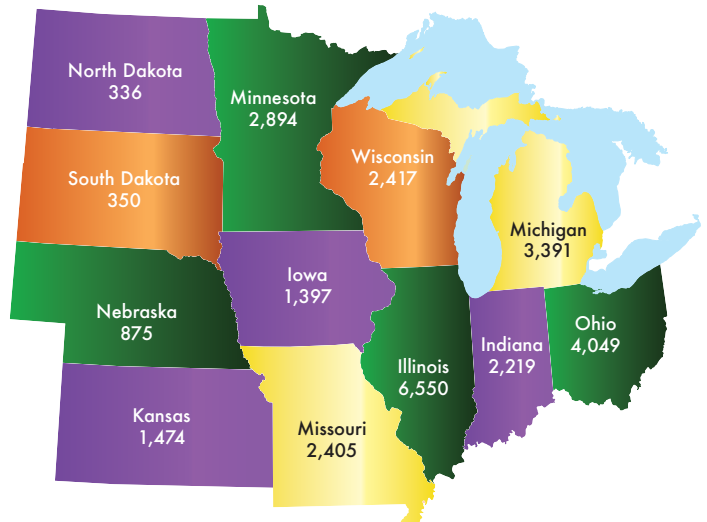
- Professional Meeting Planners,
- Association Management Companies,
- SMERF Planners,
- and non-professional planners (C-Suite Executives, HR, Executive Assistants, Sales & Marketing, etc.).

Midwest Meetings magazine and annual Guide Book mail to 28,000+ planners, concentrated heavily in the Midwest, where meeting and event planners often base their site selection criteria on proximity and accessibility for their attendees.

Our mailing list is continuously updated, added to, and refined to ensure Midwest Meetings reaches the target audience most likely to fill your meeting space.

Midwest Meetings magazine and annual Guide Book reach meeting and event planners, executives, and decision makers across the industry who plan meetings and events of all sizes.

CURRENT CIRCULATION BREAKDOWN BY STATE:



QUICK FACTS ABOUT MIDWEST MEETINGS READERS

66% find print trade magazines one of the most credible sources for learning about meeting and event venues.

69% of readers first learn about facilities/destinations from magazine ads/articles.

FROM SMALL TO EXPANSIVE

66% plan meetings requiring 500-5,000 sq. ft. of space.

30% plan meetings requiring 5,001-50,000+ sq. ft. of space.

PERCENTAGES ARE BASED ON RESPONSES TO READER QUESTIONNAIRES AS OF MARCH 28, 2019

Contact Cindy or Steve:

Illinois, Michigan, Wisconsin: Cindy Smith • 262-215-2997 • csmith@ntmediagroup.com
 All other states: Steve Van Maanen • 605-690-3351 • steve@ntmediagroup.com

Content Calendar

Opportunities to double your advertising space for special feature states and CVB sections - full, half, and quarter-page advertisers.

Issue	Featured States*	Special Advertising Sections**	Deadlines
Spring	Iowa, Kansas, Nebraska, North Dakota & South Dakota	Midwest Resorts/Lodges with a highlight on Golf Courses	Space closes: January 8, 2021 Materials due: January 15, 2021 Mails in March
Summer	Minnesota, Missouri & Wisconsin	Midwest Sports Venues	Space closes: April 9, 2021 Materials due: April 16, 2021 Mails in June
Fall	Illinois & Indiana	Casino Venues Meetings on the Water	Space closes: July 9, 2021 Materials due: July 16, 2021 Mails in September
Winter	Michigan & Ohio	Midwest CVBs	Space closes: October 15, 2021 Materials due: October 22, 2021 Mails in December
Midwest Meetings Guide Book	See <i>Midwest Meetings Guide Book</i> page for complete information.		Space closes: November 19, 2021 Materials due: December 3, 2021 Mails in January

*Featured State advertisers receive Matching Editorial space with display ad for advertisers located in these states.
**Special Advertising Sections feature articles mixed with advertisers' display ads.



IN EVERY ISSUE

- food + beverage...** Food for thought from industry experts.
- featured facility...** Profiles of unique event spaces.
- industry insites...** News and updates from suppliers and industry professionals.
- professional profile...** Movers and shakers in the meetings world.
- technology report...** Innovative ideas for your next meeting.

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Digital Opportunities

MidwestMeetings.com • *Midwest Meetings* eNewsletter • eBlast

 **MidwestMeetings.com**

MidwestMeetings.com is updated regularly with the latest industry news and online-only articles. Be viewed by thousands of visitors each month who come to MidwestMeetings.com to learn about the latest industry news, read online-only articles, find meeting destinations, and more. With a variety of placement and rotation options, you can select the most strategic positions based on your specific destination, target, and goals.

MidwestMeetings.com Ad Sizes and Descriptions

Top Banner - \$1,000/6 months

728 x 90 px - JPEG, PNG, or GIF format, Links out to your website
*Rotating or Exclusive**

Block Ad - \$1,000/6 months

300 x 250 px - JPEG, PNG, or GIF format, Links out to your website
*Exclusive**

Banner ads are placed on a first come, first served basis. Ad spaces are reserved in the order insertions are received.

**Exclusive ads have permanent, non-rotating locations on selected page(s). Rotating ads will rotate with one to two additional advertisers on selected page(s).*

Destination Listing and Link - Added value with Print Advertisement

Located on your state's Destination page, the Listing and Link includes your logo, a short description (75 words of your choosing), physical address, link to email, phone number, and a link out to your website.

Print advertisers receive a Free Listing and Link for 3 months.

Enhanced Listing - \$400/1 year

Add a video or slideshow to your listing, with a calendar year of visibility. An Enhanced Listing also moves your destination to the top of your state Destination page, alphabetically by city.

Extra Online Exposure

Through MidwestMeetings.com, you can take advantage of several opportunities to increase your exposure and web traffic. These are free, value-added services for *Midwest Meetings* magazine advertisers.

Online Edition - Print advertisers receive additional exposure alongside the online version of the magazine articles or section in which they appear.


News - Submit your press releases and announcements to be posted and promoted!

 **eNewsletter**

Midwest Meetings' once-a-week eNewsletter delivers the latest industry news, people, and topics directly to inboxes. Emailed to more than 7,600 industry professionals, eNewsletter subscribers are the first to learn about the latest online-only content, surveys, digital editions, and industry news.

Block Ad - \$200/month

300 x 250 px - Links to your website

 **eBlast - \$500/blast - Limited to 1/month or 12/year total**

With only one eBlast available each month, this is an opportunity to target *Midwest Meetings'* eNewsletter recipients with information about your destination. Each eBlast includes 500 words of your choosing, one image, contact information, and a link out to your website.

For additional online opportunities contact:

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Midwest Meetings Guide Book

Get Year-Round exposure with the Midwest Meetings Guide Book.

This annual, digest-sized publication offers three formatted listing sizes. The Guide Book serves as a resource all year long for more than 30,000 event planners, as a go-to directory to meeting and convention facilities. Distribution begins with the main mailing in January, followed by distribution at industry trade shows and events. It is an affordable way to stay in front of event planners for an entire year.

Simply supply text and photos and your ad will be designed for you.

All ads are full color and listed by state.

Deadlines

Space closes: November 19, 2021
 Materials due: December 3, 2021
 Mails in January

Facility/Service Listings Include:

- # of hotel rooms
- # of meeting rooms
- sq. ft. of meeting space
- maximum capacity

CVB Listings Include:

- nearest airport
- # of area hotel rooms
- largest meeting space (sq. ft.)

Full Page Listing Example



GRAND GENEVA RESORT & SPA

7036 GRAND GENEVA WAY, LAKE GENEVA, WI 53147
 262.248.8811 | EMAIL@ADDRESS.COM

ABOUT THE VENUE – Dolo odit et aut fuga. Itat pres de volorestem exped et reicite quidundae. Ut aut re commoluptus aritiorro et ium quatus et veresti umquiat venes magnate cerferro el int dolum quate dolor accusaped ut aut at.

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AT A GLANCE

MEETING SPACE (SQ. FT.):
 XXXXXX

MAXIMUM CAPACITY:
 XXXX

OF MEETING ROOMS:
 XX

OF HOTEL ROOMS:
 XXXX

GRANDGENEVA.COM



Half Page Listing Examples



WALWORTH COUNTY VISITORS BUREAU

2375 GENEVA ST, DELAVAN, WI 53115
 262.728.6000 | EMAIL@ADDRESS.COM

ABOUT THE VENUE – Dolo odit et aut fuga. Itat pres de volorestem exped et reicite quidundae. Ut aut re commoluptus aritiorro et ium quatus et veresti umquiat venes magnate cerferroel int dolum quate dolor accusaped ut aut at.

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AT A GLANCE
 LARGEST MEETING SPACE (SQ. FT.):
 XXXXX

OF AREA HOTEL ROOMS:
 XXXX

NEAREST AIRPORT:
 Milwaukee, Wisconsin



VISITWALWORTHCOUNTY.COM

1/4 Page Listing Example



GRAND GENEVA RESORT & SPA
 7036 GRAND GENEVA WAY, LAKE GENEVA, WI 53147
 262.248.8811 | EMAIL@ADDRESS.COM

ABOUT THE VENUE – Dolo odit et aut fuga. Itat pres de volorestem exped et reicite quidundae. Ut aut re commoluptus aritiorro et ium quatus et veresti umquiat venes magnate cerferroel dest, quodi veslesse dit, init, officima ximus, sectur, nus nihicit atibus es apide pore.

AT A GLANCE
 MEETING SPACE (SQ. FT.): XX,XXX
 MAXIMUM CAPACITY: XXX
 # OF MEETING ROOMS: XX
 # OF HOTEL ROOMS: XXX

GRANDGENEVA.COM



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Rates

Midwest Meetings Magazine Rates - All Rates are Net (Contact Cindy or Steve for premium locations and rates)

Size	1x Rate	2x Rate	3x Rate	4x Rate	Display Ad Specs:
Full-page	\$4,000	\$3,800	\$3,650	\$3,500	7.375" w x 9.875" h Bleed Size: 8.625" w x 11.125" h Trim Size: 8.375" w x 10.875" h
1/2-page	\$2,800	\$2,650	\$2,500	\$2,400	Vertical: 4.5" w x 7.375" h Horizontal: 7.375" w x 4.5" h
1/3-page	\$2,200	\$2,100	\$2,000	\$1,900	Vertical: 2.25" w x 9.875" h Square: 4.5" w x 4.5" h
1/4-page	\$1,750	\$1,650	\$1,550	\$1,425	3.5" w x 4.5" h

Print Specifications

Print ads are accepted as high-resolution .PDF, .TIF, or .EPS files. Be sure to include/embed/create outlines of fonts and only use CMYK images at a minimum of 300 DPI resolution. Please keep all important images and text 1/4 of an inch from the trim size.
 ▶ Print materials should be sent to jem@ntmediagroup.com



Guide Book Rates - All Guide Book Rates are Net

	Rate	Display Ad Specs: (no bleeds)
Full-page	\$1,200	4.75" w x 7.6" h
1/2-page	\$700	4.75" w x 3.7" h
1/4-page	\$400	4.75" w x 1.8" h
Back Cover	\$3,000*	4.75" w x 7.6" h
Inside Front Cover	\$2,500*	4.75" w x 7.6" h
Inside Back Cover	\$2,500*	4.75" w x 7.6" h

*Includes full-page ad in state section

Formatted Listing Information:

Full-page listing: 140 words of copy, two images, logo and contact information.
Half-page listing: 100 words of copy, two images, logo and contact information.
1/4-page listing: 40 words of copy, one image, logo and contact information.

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