

The only meetings industry publication that can guarantee how much business our core readership books... and where!



2020

MeetingMentor®

IndustryInsights for the Meetings Community

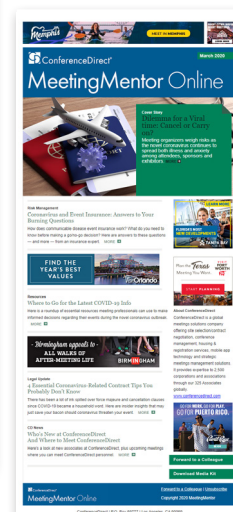
MeetingMentor is the only meetings publication owned by a major third party meeting site selection and negotiation company, with a core audience comprised of ConferenceDirect's 400+ associates and multiple representatives of the 4,400+ corporate, association, sporting event, and government clients they serve. This audience booked over 13,000 meetings, conventions, and events worth over \$870 million in rooms revenue alone in 2019.

Because of the above, **MeetingMentor** is the **ONLY** meetings publication that can guarantee how much definite business its core audience booked the year, and quarter, before, by hotel brand or destination. While other meeting magazines struggle, **MeetingMentor** continues to attract new accounts and welcome back over 90% of its advertisers year after year.

MeetingMentor Quarterly Business Journal

Our primary publication is our print magazine, which is distributed to 14,000 meeting and convention decision-makers in Spring, Summer, Fall, and Winter editions. We conduct Reader Focus Groups annually, and planners' responses are amazingly consistent, year-over-year. Here's what they love:

- Our no-nonsense editorial content that actually helps them solve the daily challenges they face- in areas ranging from rising AV costs to changing F&B trends to the weaponization of travel- without wading through the "fluff" that so many other publications run.
- The regular columns by industry experts who weigh in on relevant topics from Event Technology to International Meetings, Legal Issues, and Online Media.
- The quarterly "Harvard Business Review-style" format that helps them keep up with every issue, with many stating, "I actually READ your magazine" ...and tear out articles or keep back issues.



MeetingMentor Monthly E-newsletters

In addition to our business journal, MeetingMentor distributes monthly digital newsletters with totally unique editorial content from the print edition, to an audience of 30,000 meeting professionals. These E-newsletters carry timely articles in a shorter format than the magazine and provide a great platform to supplement your main marketing messaging in the quarterly business journal.

All of the above means that MeetingMentor is an extremely effective marketing platform to share your company's messaging with all of ConferenceDirect's clients and associates, delivering the loyal readership that guarantees a measurable ROI on your advertising investment.

For additional information on advertising in **MeetingMentor**, please contact **Chris Baum, Senior Vice President and Publisher**, at (213) 379-3345 or chris.baum@conferencedirect.com. Thank you.

MeetingMentor®



Brian Stevens, CEO

About ConferenceDirect®

A leading global provider of outsourced meeting planning services, ConferenceDirect is a full-service meeting solutions company specializing in site selection/contract negotiation; conference management; housing and registration services; and strategic meeting management services. Since its formation over 20 years ago, ConferenceDirect and its 400+ Sales Associates continue to book record-breaking numbers of meetings, conventions, and events for our constantly growing list of clients.

"We are dedicated to saving our customers time and money by having the most professional Associates within the industry," said ConferenceDirect CEO Brian Stevens. "Our goal," he added, "is to exceed expectations at every point of contact."

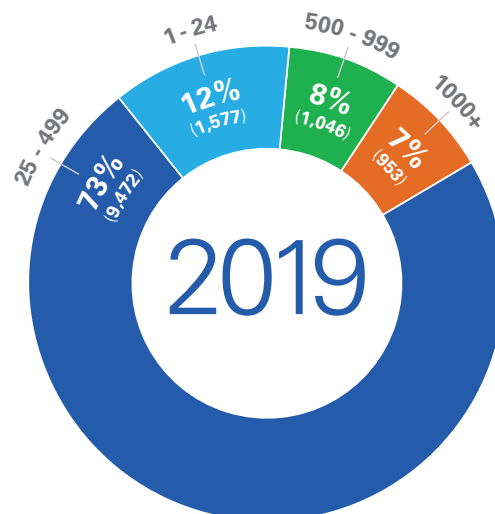
ConferenceDirect Associates receive continuous training and education. Many hold memberships in the meeting industry's foremost professional associations. We also have developed our own internal certification process to ensure that our Associates provide the highest level of knowledge and expertise in serving our customers.

"The pressures placed on our clients today require us to play a larger, more consultative role than ever," said Stevens. "We are constantly working to ensure that our customers have the most timely, relevant information to assist them in saving time and money while being best-in-class within their organization and industry. MeetingMentor is a critical vehicle to deliver this knowledge to our customers – whether it is the latest in meeting destinations, cutting-edge technologies or best practices, or useful insights into hot-button issues."

2019 Bookings by Year

YEAR	Bookings	% of Total Bookings
2019	5,972	46%
2020	4,422	34%
2021	1,187	9%
2022	583	4%
2023	337	3%
2024 +	481	4%
Total Bookings	13,048	100%

2019 Bookings by Room Nights



As the above numbers prove, MeetingMentor's core audience of ConferenceDirect associates and clients book 80% of their business within the next two years, with 81% of all bookings within 25-999 room nights... plus an incredible 953 citywides annually. Isn't that an audience you want to reach?

MeetingMentor®

Print Advertising Sizes & Specifications

2020/Spring 2021 Publishing Dates

Summer Issue mails: May 29, 2020

Special Editorial Features:

CD Top 100 Awards and Convention Centers & Big Box Hotels

Ad Closing: April 24, 2020

Materials Deadline: May 2, 2020

Fall Issue mails: September 1, 2020

Special Editorial Features:

Great Second Tier Meeting Destinations and Resorts & Gaming Destinations

Ad Closing: August 3, 2020

Materials Deadline: August 10, 2020

Winter Issue mails: November 23, 2020

Special Editorial Feature:

International Meetings and Incentives

Ad Closing: October 21, 2020

Materials Deadline: October 28, 2020

Spring Issue mails: March 15, 2021

Bonus Distribution: ConferenceDirect Annual Partner Meeting

Special Editorial Feature:

CD: By the Numbers, with Fearless Forecasts

Ad Closing: February 10, 2021

Materials Deadline: February 17, 2021

Note: Dates subject to minor changes, based upon production schedules closer in.

PREMIUM POSITIONS

Inside Front Cover:

Full Page, 4-color plus \$1,500 net

Back Cover: (if no Belly Band is sold)

Full Page, 4-color plus \$1,500 net

Inside Back Cover:

Full Page, 4-color plus \$1,000 net

Belly Band plus Back Cover:

\$17,000 net

Note: All issues have bonus distribution at ConferenceDirect's IndustryInsights series, CDX Spring and Fall, CD Forum, Annual Partner Meeting, or CEO Summit.

For more information, contact:

Chris Baum, Senior Vice

President and Publisher,

MeetingMentor, at 213-379-3345 or

chris.baum@conferencedirect.com

Required Materials & Submission Methods

Please provide ad as a high resolution (300 dpi or higher)

PDF/X-1a file saved in Adobe Acrobat at the size being printed.

Provide 0.125" bleed where appropriate and make sure all artwork, fonts, and graphics are embedded in the file.

It is preferred that ads be sent electronically via web submission using an ftp site like **www.YouSendIt.com**. Enter the email address listed below for notification.

Supplied inserts (18,000 required) are accepted on a limited basis; contact your advertising representative for a quote. Please note that Back Covers are accepted, at the stated premium, only if no Belly Band has been sold for the issue.

Please send high res files to:

Traffic Manager,

MMTraffic@conferencedirect.com

Ad Rates (Net)

	1x	2x	4x
Half Page, 4-color	\$4,000	\$3,750	\$3,500
Full Page, 4-color	\$6,000	\$5,500	\$5,000
Half Page Spread, 4-color	\$6,500	\$6,000	\$5,500
Full Page Spread, 4-color	\$8,500	\$8,000	\$7,500

Mechanical Specifications

Trim Size: 8 1/2" x 10 7/8"		Paper: 50 lb. coated stock	
Ad Size	Width	Depth	
Full Page	7 1/2"	9 7/8"	
Full Page Bleed	8 3/4"	11 1/8"	
Full Page Spread Bleed	17 1/4"	11 1/8"	
Half Page Vertical	4 3/4"	7 1/4"	
Half Page Horizontal	7 1/8"	4 3/4"	
Half Page Horizontal Bleed	8 3/4"	5 5/8"	
Half Page Spread	17"	5 1/2"	
Half Page Spread Bleed	17 1/4"	5 5/8"	

Note: On bleed ads, **DO NOT** place any non-bleed imagery or text within 3/16" of the trim. Position all crop marks **OUTSIDE** the 1/8" bleed area.

E-Newsletter Advertising Sizes & Specifications

MeetingMentor Online is distributed ten times annually to approximately 30,000 meeting planners, including ConferenceDirect's 400+ associates and multiple partners at their 4,400+ corporate, association, and other clients.

Rates (Net) & Sizes

Leaderboard (A)

\$4,000

728 x 90 pixels, Maximum file size: 40kb

Button (B)

\$1,500

120 x 90 pixels, Maximum file size: 20kb

Box (C, D, E)

\$3,500

180 x 150 pixels, Maximum file size: 30kb

Banner Strip (F, G, H)

\$3,000

402 x 95 pixels, Maximum file size: 35kb

Acceptable Ads:

- Image Ads (.jpg, .gif)
- Animated/Rotating Ads (.gif)

2019-2020 Deadline Dates for MeetingMentor Online Advertising

	Reservation	Materials	Distribution
2020	March 27	April 3	April 13
	April 24	May 1	May 11
	May 22	May 29	June 8
	July 24	July 31	August 10
	August 21	August 28	September 7
	September 25	October 2	October 10
	October 23	October 30	November 9
2021	November 20	November 30	December 7
	January 22	January 29	February 8
	February 19	February 26	March 8
	March 26	April 2	April 12
	April 23	April 30	May 10
	May 21	May 28	June 7

NOTE: E-newsletter is not published in January or July

E-mail Web Ad Materials (JPG or GIF format) and URLs (to link ads to your Website) to:

Traffic Manager, MeetingMentor, at
MMTraffic@conferencedirect.com

A


Leaderboard

728 x 90 pixels

B

Button

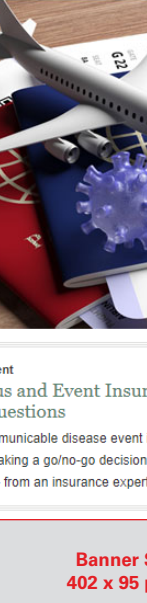
120 x 90 pixels



ConferenceDirect®

March 2020

MeetingMentor Online



Cover Story

Dilemma for a Viral time: Cancel or Carry on?

Meeting organizers weigh risks as the novel coronavirus continues to spread both illness and anxiety among attendees, sponsors and exhibitors. [MORE](#)

C

Risk Management

Coronavirus and Event Insurance: Answers to Your Burning Questions

How does communicable disease event insurance work? What do you need to know before making a go/no-go decision? Here are answers to these questions — and more — from an insurance expert. [MORE](#)

Box

180 x 150 pixels

F

Banner Strip

402 x 95 pixels

D

Box

180 x 150 pixels

Resources

Where to Go for the Latest COVID-19 Info

Here is a roundup of essential resources meeting professionals can use to make informed decisions regarding their events during the novel coronavirus outbreak. [MORE](#)

G

Banner Strip

402 x 95 pixels

CD News

Who's New at ConferenceDirect And Where to Meet ConferenceDirect

Here's a look at new associates at ConferenceDirect, plus upcoming meetings where you can meet ConferenceDirect personnel. [MORE](#)

E

Box

180 x 150 pixels

Legal Update

4 Essential Coronavirus-Related Contract Tips You Probably Don't Know

There has been a lot of ink spilled over force majeure and cancellation clauses since COVID-19 became a household word. Here are insider insights that may just save your bacon should coronavirus threaten your event. [MORE](#)

H

Banner Strip

402 x 95 pixels

About ConferenceDirect

ConferenceDirect is a global meetings solutions company offering site selection/contract negotiation, conference management, housing & registration services, mobile app technology and strategic meetings management solutions. It provides expertise to 2,500 corporations and associations through our 325 Associates globally. www.conferencedirect.com

About MeetingMentor

MeetingMentor, the leading publication for senior meeting planners, is circulated to the clients, prospects and sales associates of ConferenceDirect, which books more than 3.75 million room nights.