

MeetingMentor® Media Kit

ConferenceDirect MeetingMentor is the **ONLY** meetings publication that can guarantee how much definite business our core readers book... by dates, city, hotel(s), room nights, and room revenues!

MeetingMentor is a controlled circulation (12,000) business journal published every Spring (March) and Fall (September) for the 400+ associates of ConferenceDirect- one of the world's premier meeting and convention site selection and negotiation companies- and multiple representatives of the 4,400+ corporate, association, sports, and government organizations that we place 13,000+ meetings, conventions, and sporting events for annually.

ConferenceDirect's clients tell us that they strongly prefer our print format over digital alternatives, and our no-nonsense editorial content, aimed at tackling the challenges of 21st century meeting planning, means that they look forward to every issue... and read it cover to cover. Isn't that the type of platform that you want your marketing messages to appear in? It's no wonder that each issue of MeetingMentor carries more national advertising than **ANY** other magazine in the meetings segment today!

We also publish monthly MeetingMentor E-newsletters (except January and July) with timely, shorter form content to keep our audience informed on industry trends and developments throughout the year. Space is limited (just 8 ad slots per issue), so be sure to reserve your media buy as soon as possible in order to supplement your main print advertising campaign in MeetingMentor's Spring and Fall business journals.

CONFERENCE DIRECT
MeetingMentor®
Industry Insights for the Meetings Community
Volume 15 Issue 1 Spring 2024

Low-Cost, High-Impact Resources For Professional Development

For organizations scrambling to fill positions left vacant by the Great Resignation, offering training opportunities to new hires is essential. At the same time, experienced planners know that professional development is key to their own career advancement. Yet getting buy-in from management can be challenging. Industry experts and fellow planners offer tips and resources. **By Marilyn Pritchard**

Emerging Trends
page 80

Julius Robinson, Marriott International's chief sales and marketing officer, fields questions on how his company is staying on top of today's hottest trends.

Navigating F&B
How to manage rising food and beverage costs for events
Page 40

Understaffing Tips
Some solutions to the venue short-staffing challenge
Page 62

AI Strategies
Guidelines to help you prompt like a pro
Page 70

For more information, please contact:

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Added Value Opportunities in MeetingMentor for Spring/Fall 2025 & 2026

Advertisers in MeetingMentor business journal are invited to submit informative paragraphs detailing their latest news for meeting, convention, and event planners as no-cost Added Value. We will reach out with details on how to submit your paragraph and photo approximately one month before the publication date of each issue.

- **Spring 2025** - The annual "**CD: By the Numbers**" Special Section recaps ConferenceDirect's production for the previous year, including rankings of hotel brands and destinations by definite business booked. Advertisers are invited to submit "**Fearless Forecasts**"- with their latest news on facilities, services, promotions, and staffing- for inclusion in this popular feature. A headshot of the attributed writer will run with your paragraph.
- **Fall 2025** - Our "**Pitch Pages**" Special Section invites advertisers to submit a paragraph making the case for ConferenceDirect's associates and clients choosing their brand or destination for their next open year. A captioned photo of a hotel, facility or event will run with your paragraph.
- **Spring 2026** - The annual "**CD: By the Numbers**" Special Section recaps ConferenceDirect's production for the previous year, including rankings of hotel brands and destinations by definite business booked. Advertisers are invited to submit "**Fearless Forecasts**"- with their latest news on facilities, services, promotions, and staffing- for inclusion in this popular feature. A headshot of the attributed writer will run with your paragraph.
- **Fall 2026** - Our "**Pitch Pages**" Special Section invites advertisers to submit a paragraph making the case for ConferenceDirect's associates and clients choosing their brand or destination for their next open year. A captioned photo of a hotel, facility or event will run with your paragraph.

Note:

All Added Value submissions are subject to light editing for space and style. Theme of Spring and Fall Added Value special sections subject to change, due to future world events.

Additional Opportunities for Editorial Exposure:

Our editorial team makes it a policy to reach out to current advertisers for comment on upcoming topics, whenever possible, to ensure that our most loyal marketing partners are featured as industry experts throughout our in-depth articles and features in each issue.

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Print Advertising Sizes & Specifications

2025-2026 Publishing Dates

Spring 2025 Issue mails: March 10, 2025

Ad Closing: February 3, 2025

Materials Deadline: February 10, 2025

Fall 2025 Issue mails: September 1, 2025

Ad Closing: July 25, 2025

Materials Deadline: August 1, 2025

Spring 2026 Issue mails: March 9, 2026

Ad Closing: February 2, 2026

Materials Deadline: February 9, 2026

Fall 2026 Issue mails: September 1, 2026

Ad Closing: July 27, 2026

Materials Deadline: August 3, 2026

Note: Exact dates subject to change, based upon production schedules to be finalized closer to publication.

For more information, contact:

Chris Baum

Senior Vice President & Publisher

MeetingMentor

775-750-4055 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.

PREMIUM POSITIONS

Inside Front Cover: Full Page, 4-color plus \$1,500 net

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

Inside Back Cover: Full Page, 4-color plus \$1,000 net

Please send high res files to:

Traffic Manager,

MMTraffic@conferencedirect.com

Ad Rates (Net)

	1x	2x
Full Page, 4-color	\$7,000	\$6,500
Two-Page Spread, 4-color	\$10,000	\$9,000
Half Page, 4-color	\$5,000	\$4,750

Mechanical Specifications

Page Trim Size: 8 1/2" x 10 7/8"		Paper: 50 lb. coated stock
Ad Size	Width	Depth
Full Page Non-bleed (white border)	7 3/4"	10 1/8"
Full-Page Bleed*	8 3/4"	11 1/8"
Two-Page Spread Non-bleed (white border)	16 1/4"	10 1/8"
Two-Page Spread Bleed*	17 1/4"	11 1/8"
Half Page Vertical Non-bleed (white border)	4 3/4"	7 1/4"
Half Page Vertical Bleed*	5 1/2"	7 7/8"
Half Page Horizontal Non-bleed (white border)	7 3/4"	4 3/4"
Half Page Horizontal Bleed*	8 3/4"	5 1/2"

Please note on Bleed Ads:

*The measurements above for bleed ads include 1/8" bleed on all four sides.

DO NOT place any important, non-bleed text or imagery within 3/16" of the trim edge.

If you use crop marks, position all crop marks OUTSIDE the 1/8" bleed area.

E-Newsletter Advertising Sizes & Specifications

MeetingMentor Online is distributed ten times annually to approximately 24,000 meeting professionals, including ConferenceDirect's 400+ associates and multiple key contacts at our 4,400+ corporate, association, and sports clients.

Rates (Net) & Sizes

Leaderboard (A)

\$4,500

728 x 90 pixels, Maximum file size: 40kb

Button (B)

\$1,500

120 x 90 pixels, Maximum file size: 20kb

Box (C, D, E)

\$3,750

180 x 150 pixels, Maximum file size: 30kb

Banner Strip (F, G, H)

\$3,250

402 x 95 pixels, Maximum file size: 35kb

Acceptable Ads:

Image Ads (.jpg, .gif)

Animated/Rotating Ads (.gif)

2025-2026 Deadline Dates for MeetingMentor Online Advertising

	Ad Closing	Materials Deadline	Distribution
2025	January 28	February 4	February 11
	February 25	March 4	March 11
	March 25	April 1	April 8
	April 29	May 6	May 13
	May 27	June 3	June 10
	July 29	August 5	August 12
	August 26	September 2	September 9
	September 23	September 30	October 14
	October 28	November 4	November 11
	November 25	December 2	December 9
	January 27	February 3	February 10
2026	February 24	March 3	March 10
	March 31	April 7	April 14
	April 28	May 5	May 12
	May 26	June 2	June 9
	July 28	August 4	August 11
	August 25	September 1	September 8
	September 29	October 6	October 13
	October 27	November 3	November 10
	November 24	December 1	December 8

Note: Exact Distribution dates subject to change, based upon production schedules to be finalized closer to publication.

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

C Box
180 x 150 pixels

D Box
180 x 150 pixels

E Box
180 x 150 pixels

F Banner Strip
402 x 95 pixels

G Banner Strip
402 x 95 pixels

H Banner Strip
402 x 95 pixels

Header: CONFERENCE DIRECT
MeetingMentor Online
April 2024

Cover Story:
Behind the Gender Gap in Business Event Leadership
Women make up the majority of meeting professionals, yet there still are more men than women at the top levels of industry leadership. What's holding them back? [MORE](#)

Association Spotlight:
In-Person Events Drive Increased Optimism
The continuing rebound in in-person events — and the nondues revenue associated with those events — are helping associations buck the corporate trend of anxiety about today's unsettled economic and political environment. [MORE](#)

Trade Show News:
B2B Exhibitions Continue to Rebound
The U.S. business-to-business exhibition industry increased 15% year over year in Q4 of 2023 on all major exhibition metrics. [MORE](#)

Industry Events:
Demonstrate the Power of Events in April
April may bring showers, but it also brings a plethora of ways to both celebrate the events industry and demonstrate its economic power. [MORE](#)

About ConferenceDirect:
ConferenceDirect is a global meetings solutions company offering site selection/contract negotiation, conference management, housing & registration services, mobile app technology, virtual and hybrid events, marketing support for meetings, and strategic meetings management solutions. It provides expertise to 4,400+ associations, corporations, and sporting authorities through our 400+ global associates. www.conferencedirect.com

Footer:
Forward to a Colleague
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