Media Pack
Reach senior meeting planners at international corporations, conference organisers and associations
Welcome to Conference & Meetings World, the international magazine for organisers of professional congresses, conferences, meetings, and incentives. This quarterly magazine provides organisers, agencies, venues, and destinations with news and views on hot topics and emerging destinations, enabling them to make their events as successful as possible.

The magazine is divided neatly into three colour-coded sections, with news and reports from leading events at the front, big issues, research and topical debate in the centre, and insightful destination profiles completing the offering. Catering to the needs of meetings planners, agency professionals and other industry professionals, Conference & Meetings World presents the beating heart of the industry in a beautifully designed and accessible format.

Conference & Meetings World is part of the broad specialist business and consumer events publishing portfolio of London-based Mash Media, enabling it to retain a clear niche while at the same time offering synergy with the publisher’s other related business titles.

We are proud also to bring you the Conference & Meetings World website, designed to connect venues, suppliers and organisers to the news and views of the global conference industry every day, wherever you are located. As well as being a portal for international conference industry news, the website acts as a platform for debate and ideas. We welcome your opinions and look forward to your participation in our forums. Make your voice heard; send us your stories and give us your feedback.

Come inside the global events village and find out what the meetings industry’s top professionals think about the hot international topics and destinations, and access the news, views and thought-leadership driving trends across the conference and meetings world.

Antony Reeve-Crook
Editor, Conference & Meetings World
arc@mashmedia.net
www.c-mw.net

Work with CMW to reach your target audience

CMW can help you reach senior meeting planners at global corporations, professional conference organisers and associations.

Read on and find out how our complete range of CMW products can help you grow your business.
“CMW is one of a handful of key industry magazines that provides top quality news on a truly international level and is one of the most popular in the IMEX office. The CMW team are professional, are involved with the meetings industry and are also excellent to work with.”
Carina Bauer, Marketing and Operations Director, IMEX

“Helping towards building a strong international brand, Mash Media’s digital and print media is an integral part of our marketing mix. We enjoy working with the team and find their standard rewarding.”
Yvonne Nassar, Head of Marketing & Innovation, Amsterdam RAI Convention Centre

“At Intermedia Global Ltd we work closely with CMW and have rented their data on behalf of our clients on a regular basis for many years. We have always found the data to be of the highest quality, and the team provide a friendly, professional and knowledgeable approach. We have no hesitation recommending CMW data in client proposals wherever appropriate.”
Jon White, Operations Manager, Intermedia Global Ltd

“The South Africa National Convention Bureau (SANCB) is proud to be associated with the Mash Media brand and its business events publications. Their publications offer us a great platform to promote South Africa as a business events destination directly to key decisions makers keeping us top of mind in a very competitive industry.”
Bjorn Hufkie, Director, the South Africa National Convention Bureau

“The Cape Town International Convention Centre has been working with the CMW portfolio for many years to help maintain and build our brand amongst the top international associations and corporate organisers that we work with. The target market is consistent with ours, and we find the CMW team, due to their global reach, are able to help brand and raise awareness of our presence at the major industry tradeshows like IMEX and EIBTM, and now the new shows that are targeting the US market. We look forward to working alongside them in future.”
Esmaré Steinhöfel, Head of Sales, CTICC
Audience & Circulation

Type of Recipient
- 34.9% Agency
- 25.1% Association
- 24.2% Corporate
- 8.4% Other
- 7.4% Supplier

Annual Event Budgets
- 29% £1M+
- 18% 100K-500K
- 15% 500-1m
- 14% Less than £25,000
- 12% 25K-50K
- 12% 50K-100K

Region
- 44% UK
- 26% Europe
- 10.4% North America
- 9.8% Asia
- 4.2% Africa
- 4.2% South America
- 1.4% Middle East

Print circulation 5,000
Digital Circulation 18,000
Weekly Email Newsletters CMW (Conference & Meetings World) - 6380
Website www.c-mw.net
5,000 Unique visitors per month
### Advertisement Specifications

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<th>Display ad sizes</th>
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* For a double page spread advertisement, please supply each page as a separate file with 3mm bleed + all live matter will need to be 8mm from the gutter for this perfect bound publication.

**Supplied artwork**
- All advertisements must be:
  1. Supplied as PDF
  2. High-resolution (300dpi)
  3. CMYK colour mode
  4. File size no larger than 10mb
  5. Emailed to production@mashmedia.net

**Technical Queries**
For any technical or production queries please contact

Julia Ball  
production@mashmedia.net  
+44 (0)20 8971 8272

All files should be supplied CMYK only, any files supplied RGB or with Pantone colours will be converted by the publisher. We will not take responsibility for any colour variance this may cause.
**Print rate card**

Inside front cover
£3,995

Inside back cover
£3,995

Outside back cover
£4,495

Double page
£6,325

Full Page
£3,445

Half page
£1,995

Cover Wrap
£7,000

Belly Band
£6,000

Inserts
Loose
£300 per 1,000

Bound
POA

Global Showcase Listing
£350 Per Issue

N.B. Volume and series discounts are available on application

Supplement (20 page)
£12,000

**Digital rate card**

Video on home page
£1,000 per Month

Headline Advertising Banner
£2,000 per Month

Button/MPU
£1200 Per Month

Skyscraper
£1500 Per Month

Takeover
£3000 Per Month

Splash Page/Road Block
£750 Per Week

Newsletter sponsor
£500 Per Week

Email Direct Marketing
£350 per 1,000 records

Digital Magazine Sponsorship
£1500 Per Month

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**CMW Website Banner**

CMW is frequently visited for the latest news. Use the most prominent position on our website to promote your brand or encourage enquiries.

**CMW Newsletter Banner**

Newsletters are packed full of the latest stories. Make sure your products feature amongst the headlines or prominently on the right-hand side of this widely read newsletter.

CMW also produces the annual International MICE Handbook – Media Pack available on request

CMW is a Mash Media publication
4th Floor, Sterling House, 6-10 St George’s Road
London SW19 4DP

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