



Advertisement Rates 2011

Eventbranche Magazine

EventBranche is the platform in the Netherlands for Events & MICE for suppliers in the events industry as well as for (final) decision makers from corporate businesses. For both target groups we offer latest news, developments and information in the events and MICE industry (meetings, incentives, congresses and events / exhibitions); online, in print and with live events (like trade fairs, congresses and networking events).

EVENTBRANCHE MAGAZINE

EventBranche Magazine aimed at the Event & MICE professional. Indispensable information about the industry and profession for suppliers and professional (end) users.

Frequency of appearance: 6 x per year.
Circulation: 9500 copies.
Target Group: Event and MICE professionals such as suppliers and event executives.

Advertisement possibilities:

- 1/1 page full colour €1495,00 euro
- 2-5 pages €1250,00 euro p.e.
- > 6 pages: €1000,00 euro p.e.
- inlay €1550.00 euro p.e.
(up to 20 grams max., appropriate measurements)

EVENTBRANCHE NEWSLETTER

Eventbranche Newsletter appears weekly on Tuesdays. For the "fast" news and the latest developments. An online way to stay informed about stay informed about all the latest "ins and outs" within our Industry. With a high "page opening" percentage (more than 50%) and more than 10,000 subscribers this newsletter is highly appreciated.

Subscribers: 9793
(set date: 1 December 2010)

Advertisement possibilities:

A Full banner on fixed positions between the editorials: € 495.00 per month. 2 Columns advertorial (with a maximum of 100 words, with link: maximum 1 per newsletter) € 495,00

EVENTBRANCHE.NL (WEBSITE)

Eventbranche.nl is the online platform for the Event and MICE industry. On this website you find both current as well as "need-to-know" information and practical folders. EventBranche.nl is consulted by hundreds of visitors per day. By both the Event and MICE professionals as well as the decision makers.

Number of unique visitors a month:

14.235

Number of monthly page-views:

50.000

Visitor Profile:

Those who are interested in the MICE and Event Industry, suppliers as well as decision makers from corporate businesses.

Advertisement possibilities:

- Bannering:
Positions: rectangle, skyscraper and leaderboard formats.
Rates: (fixed amount per month): € 495.00 euro ad random with possible two other advertisers or € 999.00 per month exclusively.

EVENTBRANCHE SELECT TOP 5

Select top 5 is a content related, unique way of targeted advertisement with your company profile placed next to only relevant editorials.

Your company presentation is placed with up to 5 other presentations (max.) in a for your company relevant "heading" and appears automatically with a logo - link next to relevant editorials placed on our website.

The placement of your company profile next to these articles have a massive influence on "findability" in the well-known search engines like Google.

Rates: Company presentation linked to all news headers of one category
1st section € 495,-, every 2nd or extra section € 250,-

- Logo-link "The best selected from the Event Industry"

A placement of your logo with a restricted text link placed on all pages of the website.
Rates: € 295.00 per month.

- Logo-link "The best selected from the MICE Industry"

A placement of your logo with a restricted text link placed on all pages of the website with extended connection to a promotion trailer of your company.
Rates: € 500.00 per month.

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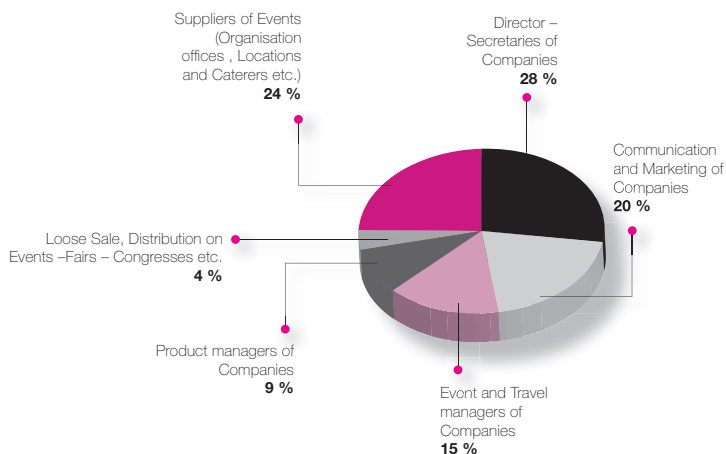


TRENDGUIDE EVENTS & MICE MAGAZINE

This high end "Glossy" finds its way to the actual initiator and decision maker. Therefore it provides you a direct communication platform to your prospects. Readers are professionals who want to be inspired by the latest and most recent developments in locations, technologies accommodations and the various possibilities available for them to organize their meetings, incentives ,events, congresses, business trips etc.

Frequency of appearance: 2 x per year
Circulation: 30.000 copies

Subdivision of our distribution/readers:



Advertisement possibilities:

Rates:

- 1/1 advertisement pages € 2495.00
 - 1/1 advertorial page € 2995.00
 - 2/1 pages advertisement (spread) € 3995.00
 - 2/1 pages advertorial (spread) € 4395.00
 - Inlay € 2995.00
- (up to 20 grams, appropriate measurements) per edition

EVENTBRANCHE NETWORKING RECEPTIONS.

Our popular networking receptions offer you an exclusive opportunity to market your product, service or company.

These well-known and popular receptions are organized at different locations. And are a good networking opportunity for professionals within the Events and MICE industry.

Circulation and target groups:

Network meetings are organized at different locations and visited on average by 350 Event and MICE professionals.

Frequency: 6x per year

Rates: on request

Showcase: "On the Floor" presentation € 495,00 (incl.1/2 page full colour or banner campaign.)

SUBJECTS AND APPEARANCE DATES EVENTBRANCHE MAGAZINE

	Subject	To appear
Eventbranche Magazine 1	Trade show special Event 11	1st week March 2011
Eventbranche Magazine 2	Special about beach and outside locations ,special locations	last week April 2011
Eventbranche Magazine 3	Special about corporate trips	last week June 2011
Eventbranche Magazine 4	Special about corporate parties	2nd week September 2011
Eventbranche Magazine 5	Special about event-technology.	1st week November 2011
Eventbranche Magazine 6	Special about innovations	2nd week December 2011

SUBJECTS AND APPEARANCE DATES TRENDGUIDE EVENTS & MICE

	Subject	To appear
Trendguide 1	Various subjects (including Top 10 MICE destinations, Top outdoor locations)	last week March 2011
Trendguide 2	Various subjects (including doing businesses in a sunny way, why work with an agency?)	2nd week October 2011