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www.kongres-magazine.eu

KONGRES

CENTRAL AND SOUTHEAST EUROPE MEETINGS INDUSTRY MAGAZINE

KONGRES MAGAZINE

The same world in other words

Reach meeting planners at corporations, associations and event organisers

TOTAL AUDIENCE of 60.700 readers:

PRINT AUDIENCE	TABLET AUDIENCE	ONE2ONE AUDIENCE (e-magazines and e-newsletters)	WEB AUDIENCE
18.000 meeting planners	1.200 meeting planners	34.000 meeting planners	appr. 7.500 meeting planners
29,65 % of total number	1,98 % of total number	56,01 % of total number	12,36 % of total number

INTERNATIONAL MEETINGS REVIEW

Poslovni Turizam Croatia Meetings
Meet in Croatia!

KONGRES MAGAZINE IS MEDIA PARTNER OF

imex 2012 · eibtm · IT&CMA · CTW Asia-Pacific · IT&CM India · CONVENTA · IT&CM China · Mitt · Association CONGRESS Series

MEETINGS IN CENTRAL AND SOUTHEAST EUROPE

Meeting planners wish for something new. You would like – for the same or lower price – to see the yet unseen places, taste un-tasted delicacies, unknown wines and experience undiscovered experiences. Central and South East Europe offers numerous pleasant secrets in the worldwide meeting industry, waiting to be discovered.

With Kongres magazine tools you reach on average:
PRINT – on average 18.000 readers per issue
ONLINE - on average 7.500 readers on web network of the magazine
ONE2ONE - on average 34.000 readers

CONTENT MARKETING MACHINE

STORIES YOU SHOULD NOT MISS

Have you ever wondered how many meetings providers have their own blog, are preparing e-newsletters for loyal customers, manage their own video channel, publish info-graphs and white papers, twit on twitter, build facebook communities and much more.

We believe that **STORYTELLING** is the most efficient communication mechanism for establishing a relationship with consumers, because it allows you to attract buyers, to connect with them and start building a long term relationship. We are creating creative content that counts and we are the only specialists in B2B CONTENT MARKETING in the field of convention tourism in the region.
In recent years, we have successfully completed over 50 projects, which include a variety of interactive channels of communication:

- **PRINT** - printed edition of Kongres magazine, Odih, My Toyota .....
- **ONLINE** - web content projects Conventa, Natour, Space, Hot-Rest
- **EVENTS** - specializing in B2B events for our clients, among which the most famous are trade shows for convention tourism, spa and wellness, outdoor and hospitality
- **SOCIAL AND MOBILE** - the magazine is placed into the i-Store, social networks

PARTNERSHIP WITH INTERNATIONAL MEETINGS REVIEW
Kongres magazine is a member of IMRN - International Meeting Review. Within the IMR we are covering the area of CENTRAL AND SOUTH EAST EUROPE.

INTERNATIONAL MEETINGS REVIEW

IMRN Daily, sent to 250.000 addresses of meetings organisers
IMRN Weekly, sent to 370.000 addresses of meetings organisers

WWW.INTERNATIONALMEETINGSREVIEW.COM

Poslovni Turizam Croatia Meetings
Meet in Croatia!

PARTNERSHIP WITH POSLOVNI TURIZAM
PoslovniTurizam.com is the first and only specialized online guide and online magazine that at one point presents Croatian congress offer. In addition, it is the largest source of relevant information on the Croatian congress offer.

WWW.POSLOVNITURIZAM.COM

53.200 READERS

6Y

Kongres magazine **total unduplicated reach of 41.200** meeting professionals.

An average of **three** persons read each single hard copy - in other words, **one** magazine issue has an **average of 53.200 readers.**

KONGRES - PROFILE

REGIONAL COMMUNICATION PLATFORM FOR MEETINGS INDUSTRY

Kongres is the largest regional B2B communication platform. **Our database has over 49.800 potential buyers of your product**. The database is being built on a daily basis and is primarily targeted at the European market. We know our readers really well.

We are proud of our **all-inclusive solution** that includes printed issue of the magazine, web portal, direct marketing and involvement in the International Meetings Review portal. It is a structured content and marketing concept, which aims at creating added value for its partners and is on a daily basis creating a measurable dialogue with buyers.

Range of both print and online editions of Kongres magazine is more than impressive. In 7 years we have published 28 magazines and 8 special editions with 750 contributions that were read by more than 53.000 people. **Are you with us?**

PARTNERS

- **Integrity**: promotion of individual providers through the promotion of the whole destination
- **Content**: attractive and useful content
- **Focus**: directly targeting key buyers in the meetings industry
- **Cost effective**: for the cost of one ad we offer more communication tools
- **Novelty**: Presentation of destinations in a fresh and different way through the innovative sections

READERS

- **Transparency**: all the key information in one place
- **The concept**: an interesting informative content that attracts readers
- **Relevance**: the content is verified and authentic
- **Intelligibility**: the information is presented in a manner understandable to the reader - in his own language
- **Applicability**: show of concrete examples of good practice that can be used in the planning of events

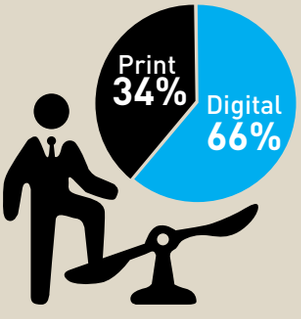
INTERACTIVITY (active integration in social networks)

TOTAL PRINT & E-CIRCULATION (per issue)

PRINT 18.000 readers + E-MAGAZINE 34.000 readers + i-MAGAZINE 1.200 readers

TOTAL 53.200 readers

Usage by platform:



WHY YOU CAN'T IGNORE KONGRES MAGAZINE

Effective reach - dedicated readers (per issue)

1	IMR - International Meetings Review	325.000 meeting professionals
2	Croatia Meetings - Poslovni turizam	5.000 meeting professionals
3	International Trade Shows	3.500 meeting professionals
TOTAL	=	333.500 meeting professionals

International Meetings Review
New global gateway to the meetings market.The IMrn of publishers and industry partners deliver a global footprint of over 300,000 meeting and business professionals from around the world- all in one place.

Croatia Meetings
CroatiaMeetings.com is the first specialized online guide through complete offer of Croatian meetings industry.

International Trade Shows
IMEX, EIBTM, IT&CMA, CONVENTA, SPACE, NATOUR ALPE, NATOUR ADRIA, MITT, ASSOCIATION CONGRESS, BEA ant others

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KONGRES – POPULAR COMMUNICATION TOOLS IN 2013

INSPIRATION FOR PLANNING MARKETING AND COMMUNICATION ACTIVITIES

We are pleased that our campaigns bring concrete results to our clients. Choose your own marketing mix that will bring you the best results.

Especially popular in the last year were the following communication tools:

1. Personalized **E-MAGAZINES** of partners sent to a database of 38.400 congress organizers
2. **MEETOLOGUES** or congress travelogues with a comprehensive evaluation and demonstration of destinations, each year published in a special edition with a range of 53.200 readers
3. Destination supplements **INSIDE DESTINATION**, which can be completely personalized as your promotional tool, and used throughout the communication tools
4. **WEB CAMPAIGNS** on the portal of the magazine www.kongres-magazine.eu based on the advertising principle of pay per view or pay per click with a monthly reach min. 11.000 unique visitors
5. **CLIENT WORKSHOPS**, based on the rich experience gained through the implementation of the project Conventa and other trade shows in our organization.

Kongres magazine increases your sales because of:

- **Quality web presence** through inclusion in the International Meetings Review network
- **Obtaining relevant contacts**, we provide you with the largest and most sophisticated database of potential buyers for the region
- **Building relationships with buyers**, which we are building through top congress stories

WWW.KONGRES-MAGAZINE.COM MOTHLY STATISTICS

PAGE VIEWS **12.000** TO **20.000**

VISITS **7.200** TO **11.000**

UNIQUE VISITORS **6.000** TO **9.000**

E-MAGAZINE MONTHLY STATISTICS

Over **34.000** recepients

I-MAGAZINE MONTHLY STATISTICS

Over **1.200** recepients

SOCIAL NET

4.632 fans

128 followers

TOTAL AUDIENCE of 60.700 readers:

PRINT AUDIENCE
18.000 meeting planners

29,65 % of total number

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KONGRES – TARGET GROUP

WHO IS INSPIRED BY KONGRES MAGAZINE

We reach all types of buyers of your congress products, our readers come to us when they need information about the location, an idea for an event or just an independent opinion.

Kongres is on average read by over 53.200 event organizers. On average, our readers are:

- 51% men, 49% women
- 65% of readers are aged between 30 and 45 years
- 27% of our readers are in a management or leadership positions

Our readers are your buyers from the following target groups:

- Key decision makers in the associations market in the region;
- Key decision makers in the companies market in the region;
- Public institutions, that organize events and meetings;
- Specialized incentive and PCO agencies in Europe;
- Specialized groups and agencies for business tourism;
- Visitors of stands at specialized trade shows IMEX, EIBTM, UK MEETINGS SHOW, CONVENE
- Key event organizers and providers of meetings facilities in the region

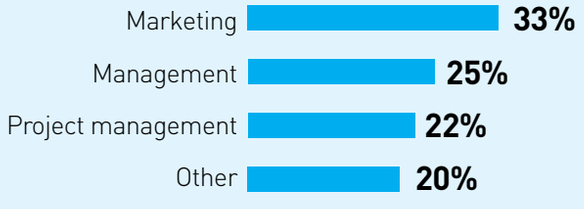
The UK meeting industry delivers £58.4 billion to the UK's gross domestic product (GDP) – making a contribution three times greater than agriculture to the country's economy.

UK meeting industry generates 3x more GDP than agriculture and the equivalent of 1 million full-time jobs according to study commissioned by the MPI Foundation Research.

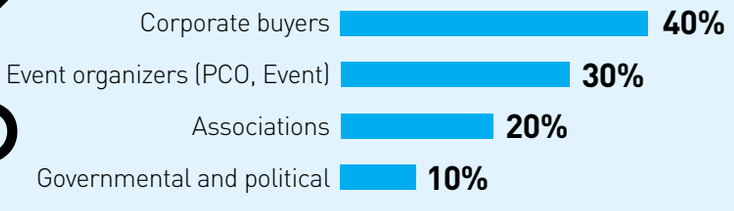
The meeting industry is the UK's 16th largest employer with more than 515.000 individuals directly employed – double that of the telecoms industry.

KONGRES MAGAZINE
REACH DECISION MAKERS

Readership work activities encompass:

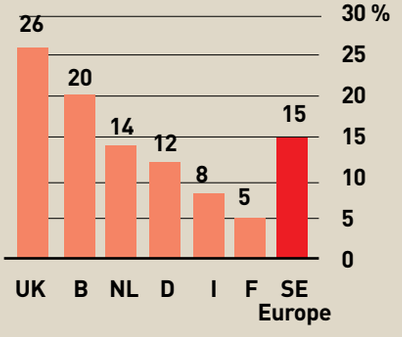


Structure of readers:

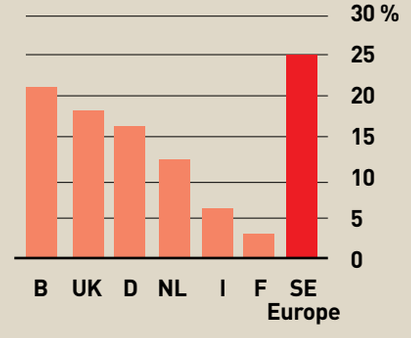


KONGRES READERSHIP BEHAVIOUR

Distribution of digital edition:



Distribution of printed edition:



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THEMED SUPPLEMENTS WITHIN THE MAGAZINE IN 2014

- KONGRES GOURMET
- KONGRES WAW - WINES AND WINERIES
- KONGRES SPECIAL VENUES
- KONGRES ADVENTURE PARKS
- KONGRES OUTDOOR VENUES
- KONGRES INNOVATIVE PEOPLE & EVENTS
- KONGRES HOLIDAY & PARTY GUIDE

KONGRES MAGAZINE REGULAR SECTIONS

- TELESCOPE
- MEETOLOGUE
- VOICE FROM THE TOP
- HIDDEN KONGRES GUEST
- WHO IS WHO
- YOUNG TALENTS
- BEEN THERE
- TOP 10

At a time when campaigns are taken over by our buyers, apart from content marketing there are few tools available that enable communication through various channels.

KONGRES – CONFIRMATION

WHAT OUR PARTNERS SAY

"Kongres Magazine is a central professional media of Slovenia, the region of Central and Eastern Europe. Due to its professional and high-quality content as well as innovative approaches it got in the international environment reputation as one of the major media and placed itself alongside other established international professional media. Kongres Magazine enables Slovenia to be in a very high-quality and cost-effective way presented in the international business environment."

Miha Kovačič, CEO Slovenian Convention Bureau

"Kongres Magazine, a must to be read to know what is going on in the Southeast Europe, not only in the meeting industry infrastructure but also in the meetings industry in general, tracing trends and discovering new developments. Simply a must to be read!

Christian Mutschlechner, Director Vienna Convention Bureau

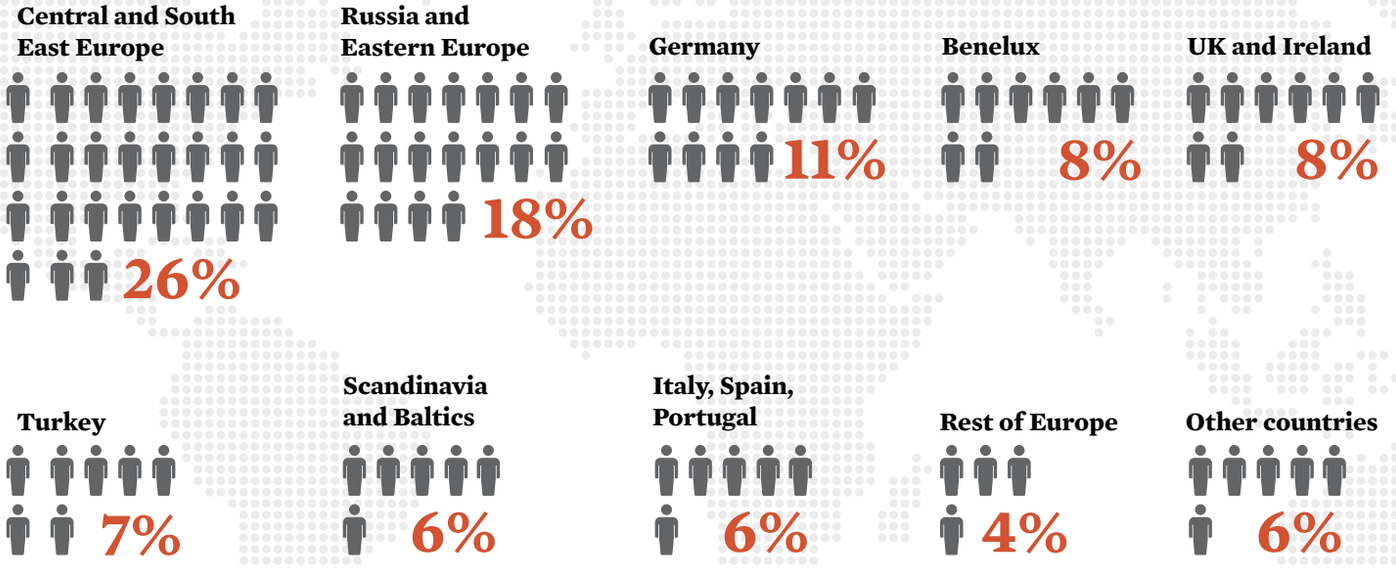
"Kongres Magazine in a very different and creative way represents and promotes destinations of South East Europe to the international business market. It is driven by quality content and I am always happy to read it."

Snežana Vejnović, Talas-M DMC

KONGRES MAGAZINE DISTRIBUTION SYSTEM

Our main regions according to the distribution of the magazine today are:

STRUCTURE OF OUR DISTRIBUTION SYSTEM:



THE STRUCTURE OF OUR READERS IS AS FOLLOWS:

CORPORATE CLIENTS
39%

INTERNATIONAL ASSOCIATIONS
17%

GOVERNMENT AND EU INSTITUTIONS
14%

PCO, DMC, INCENTIVE AGENCIES
12%

OTHER (SUPPLIERS, MEETING SERVICES)
18%

WE ARE TRUSTED: Slovenia Convention Bureau, Croatia Convention Bureua, Serbia Convention Bureua, Malaysia Convention Bureua, Korea Convention Bureua, Slovenian Tourist Board, Visit Ljubljana Convention Bureua, Zagreb Convention Bureau, Opatija Convention Bureua, Katowice Convention Bureua, Bled Convention Bureua, Grand hotel Union, Brdo Estate, Hotel Lev, Sava Turizem, Quatar Airways, Adria Airways, Aegean Airlines, Hilton Athens, Hit Hlidays, Terme Olimia, Valamar, Solaris Beach Resort, Canon, Laguna Poreč, Maistra, Doubletree by Hilton, Lošinj Hotels & Villas, Kempinski Hotels ..... and many others

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KONGRES
CENTRAL AND SOUTHEAST EUROPE MEETINGS INDUSTRY MAGAZINE

EDITORIAL CALENDAR 2015

TOPICS AND DATES /
Published 7 times per year

Kongres Magazine is far from being just a magazine. It is the only provider of **integrated congress marketing communications**, with which you can make effective **dialogue** with the meetings industry audience. Because we know what meetings industry payers really need and how to ensure their long-term loyalty, we can make above-average, high-quality, relevant, independent, in-depth and interesting **meetings industry stories**.
In 2015 they will be dedicated to you and your customers even more.

JANUARY 2015

CONVENTA DAILY

CONVENTA DAILY 1 - 2

Daily newspaper, which will be released during the Conventa trade show and which brings to exhibitors and hosted buyers daily news from Conventa.

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
12.12.2014	19.12.2014	21. - 22.01.2015

JANUARY 2015

SPECIAL ISSUE 1

CONVENTA 2015

Special edition, published as a catalogue of Conventa together with extensive destination presentations and presentations of participating partners. In terms of content this is the most comprehensive overview of the meetings industry in the region of Central and Southeast Europe.

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
12.12.2014	19.12.2014	21. - 22.01.2015

MARCH 2015

SPRING ISSUE

In Focus: PERSONALIZATION

The old paradigm "size fits all" in the last year has radically altered in the direction of personalization in which the participants of your events are taking the initiative. In the issue, we are going to explore different methods of personalization - everything from CRM tools, match-making innovations and the creation of social and virtual communities for the events of the future. We will examine how to achieve events at which the event participants are in the centre.

Hot Spot: **EVENT CREATION**
How to create creative experimental events

Themed supplement:
CATERING SURVEY 2015

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
13.02.2015	20.02.2015	27.03.2015

MAY 2015

SPECIAL ISSUE

MEETOLOGUE 2015

Since 2010, Kongres magazine has been publishing CONGRESS TRAVELOGUES, which were renamed MEETOLOGUES. International meeting planners thus discover little-known European convention destinations. All existing travelogues of the NEW EUROPE will be issued in a special issue of Kongres magazine, which will be released prior to IMEX trade show. With high-quality editorial content, travelogues completely replace the tedious and irrelevant catalogues of meetings suppliers. Digital versions of MEETOLOGUES are currently the most read sections of the Kongres magazine.

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
10.04.2015	17.04.2015	15.05.2015

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JUNE 2015

SPECIAL ISSUE 3

KONGRES INCENTIVE GUIDE 2015

Meeting planners wish for something new. You would like – for the same or lower price – to see the yet unseen places, taste un-tasted delicacies, unknown wines and experience undiscovered experiences. Central and South East Europe offers numerous pleasant incentive secrets in the worldwide meetings industry, waiting to be discovered.

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
15.05.2015	22.05.2014	19.06.2015

JULY 2015

SUMMER 2015

In Focus: CONTENT CURATION

Content marketing is changing understanding of the entire meetings industry. Through good content events communicate with the participants. We are going to examine the evidence on the effectiveness of content marketing in the organization of events. You will learn why top content is the core of positive experience of your congress participants

Hot Spot: **EVENT PRODUCTION**
How to organise viable events

Themed supplement:
ADVENTURE PARKS 2015
OUTDOOR VENUES 2015

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
19.06.2015	26.06.2015	24.07.2015

SEPTEMBER 2015

FALL 2015

In Focus: CO-OPETITION

One of the few truly outstanding destination strategies is the idea of strategic alliances which is a result of the realization that we live in a time of mutual co-operation and competition (co-opetition). We will investigate in what stages it comes to competition and co-operation for congress buyers and destination reputation. Some practical examples will be presented which have survived the testing in practice.

Hot Spot: **EVENT MARKETING**
How to make desirable events

Themed supplement:
INNOVATIVE PEOPLE & EVENTS

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
21.08.2015	28.08.2015	18.09.2015

NOVEMBER 2015

WINTER 2014

In Focus: INDUSTRY REINFORCEMENT 2016

Who are the personalities that have marked the year 2015? What are the trends of the future, which controversial ideas will win in the area of event organization. In the editorial board of Kongres magazine we believe that the best way to predict the future of the meetings industry is to be inventing it.

Hot Spot: **EVENT DIFERENTATION**
How to stand out from the crowd

Themed supplement:
KONGRES ANNUAL MEETING PLANNERS SURVEY
KONGRES HOLIDAY & PARTY GUIDE

SPACE CLOSE:	MATERIALS DUE:	DELIVERY:
16.10.2015	23.10.2015	16.11.2015

THEMED SUPPLEMENTS WITHIN THE MAGAZINE IN 2015

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- KONGRES OUTDOOR VENUES
- KONGRES INNOVATIVE PEOPLE & EVENTS
- KONGRES HOLIDAY & PARTY GUIDE

KONGRES MAGAZINE REGULAR SECTIONS

TELESCOPE – Congress destinations of the World according to the selection of our editor Robert Cotter
MEETOLOGUE – Congress Meetologues of the New Europe
VOICE FROM THE TOP – Interviews with key personalities of the meetings industry
HIDDEN KONGRES GUEST – Hidden congress guests assess hotels, convention centres and catering providers
WHO IS WHO – Presentations of meetings providers
YOUNG TALENTS – Young promising meeting industry talents
BEEN THERE – Reports from events
TOP 10 - Rankings of the best in various categories
CASE STUDIES - Examples of good practice

NEW CONTENT SECTIONS IN 2015

KONGRES BRIEFING – Short news from destinations presented in an interesting way
DESTINATION SURVEY - In-depth collage presentations of congress destinations
DESTINATION IN NUMBERS - Infographics with data of individual destinations
BEHIND THE SCENES - Extended reportages of the best congress hotels

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KONGRES – OPTIONS

WE ARE CREATING OPPORTUNITIES

Case studies:

1

KONGRES ONLINE

REGIONAL DAILY NEWS PORTAL FOR MEETINGS, CONFERENCES, CONVENTIONS, MARKETING AND COMMUNICATION AND INCENTIVE TRAVEL

Archive of over 10.000 stories from the meetings industry of the region is a guarantee for the high popularity of the web page, which is visited by over 6.500 unique visitors each month.

Due to web optimization contributions are automatically placed high in the search engines.

Options:

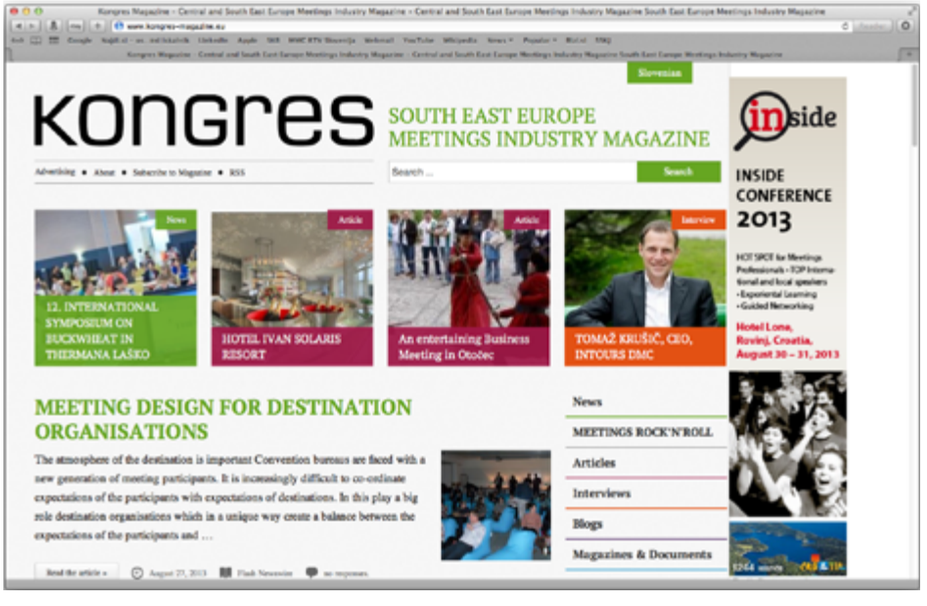
- Banners of various size
- Inscriptions of suppliers in sections **VENUE OF THE WEEK, SPECIAL VENUES, INSIDE DESTINATIONS, GADGETS**
- Inscriptions of good practice cases in sections **IDEA OF THE WEEK, TOP 10**,....
- **SPOTLIGHT** advertorials written by our journalists

In addition, advertising 'on the click' is becoming increasingly popular via text ads or banners. This form allows easy creating, modifying, and managing of ads.

- Advertising on the basis of 'per-click' (payable is every click)
- Advertising on the number of visits (payable are visits)

Page views	12.000 - 20.000 per month
Visits	7.200 - 11.000 per month
Unique visitors	6.000 - 9.000 per month

W: Due to Web optimization contributions are automatically placed high in search engines. The portal is built on modern web 2.0 web platform, which enables automatic interaction with users and placement into social networks.



2

KONGRES PRINT

GLOBAL MEDIA HUB OF
REGIONAL MEETING INDUSTRY

The magazine presents selected convention destinations, great people, meeting industry news and in-depth reflection on the future of the industry. The magazine is the mirror of the meetings industry of the region.

In 2014 we will continue with publication of special themed supplements in which you can showcase your offerings. Supplements are sent to the entire distribution list.

Types of advertising sections:

- **Section APPS:** 1/4 page with the presentation of recent trends in the field of APPs for the meetings industry
- **Section GADGETS:** 1/4 page with description of popular and useful gadgets for planners of events and meetings
- **Section INSIDE HOTEL:** presentation of the latest offers of partner hotels
- **Section INSIDE VENUE:** presentation of convention centres and special venues
- **Section INSIDE DESTINATION:** Presentation of destinations with which magazine Kongres co-operates
- **Section EXTENDED STAY:** presentation of ideas for conference guests for an extension of their stay at the destination
- **Section MEET AND STYLE:** Presentation of lifestyle ideas

The main thematic possibilities of co-operation are also available through regular editorial sections:

- **KONGRES MEETOLOGUE:** thematic supplement with travelogues of new convention destinations
- **CROATIA ADDENDUM:** Croatian supplement is managed by Daniela Kos, Poslovni turizem
- **KONGRES TELESCOPE:** International supplement managed by our international editor Robert Cotter
- **HIDDEN CONGRESS GUEST:** independent assessments of hotels, catering events and convention centres

Condition for the preparation of editorial supplement, is minimum volume of 1 page

Format:	234 x 287 mm
Frequency:	5-times per year
Print run:	5.000

Distribution: Recipients of printed Kongres magazine, recipients of e-Kongres magazine, trade shows IMEX, EIBTM, CONVENE, UK MEETINGS SHOW, website www.kongres-magazine.eu, e-newspaper Kongres

W: Kongres magazine is media partner to key trade shows and organisations in the field of meetings tourism EIBTM, IMEX, MPI, ICCA, UK MEETINGS SHOW, CONVENE, IT&CM, MITT, ASSOCIATIN CONGRESS and others

3

KONGRES MEETOLOGUE

WE UNCOVER NEW EUROPEAN MEETINGS DESTINATIONS

Kongres magazine has since 2010 been publishing **CONGRESS TRAVELOGUES** that we have renamed this year in **MEETOLOGUE.** To international congress customers we are uncovering lesser-known European convention destinations.

Digital versions of **MEETOLOGUES** are currently the most read sections of Kongres magazine. We believe that this is one of the most direct ways of communication and increase of the number of buyers of your congress product.

Format:	234 x 287 mm
Frequency:	1-per year
Print run:	5.000

Distribution: Recipients of printed Kongres magazine, recipients of e-Kongres magazine, IMEX trade show, website www.kongres-magazine.eu

W: Meetologue is interactive with active links to websites, video and facebook, and reaches record number of readers. Individual issues are read by more than 60.000 readers.

4

KONGRES DESTINATION SUPPLEMENT

UNIQUENESS OF YOU DESTINATION FOR MEETINGS PLANNERS

Destination supplements, which are also sales catalogues for your conference destination. Usually, we brand them in accordance with your corporate image. Our partners save and store 43% of destination supplements for further use for more than one year.

We are offering destination presentation in two forms:

- As an integral part of the magazine graphically separated from the rest of the content in various formats
- Small destination supplement of format 14 x 14 cm

Contents of the supplement consists of standard sections such as:

- **FRESH** - new in season 2013
- **TOP THREE TIPS** - ideas for incentives
- **WHEN IN DESTINATION** - ideas for party
- **CUSTOMER FOCUS** – Statements of happy clients

Supplements shall be fully accessible on the website of Kongres magazine, on social networks.

W: On average three persons read each single hard copy - in other words, one magazine issue has on average 53.200 readers.

5

KONGRES TV

MEETINGS EXPERIENCE LIVE

Interactive KONGRES TV is an advanced method of promotion and generating additional visits to your website. Access is possible via the web portal of the magazine Kongres www.kongres-magazine.eu, and all the social networks, giving you high visibility and reach.
KONGRES TV allows you to tell original stories that can be based on interviews with interesting personalities, examples of good practice or through different presentation of your destination. You can opt for videos of your meeting venues or existing ads, along with the renowned magazine journalist colleague Robert Cotter we also offer content presentation in the form of interview and reports about your meeting facilities or the destination.

We have developed the following types of additional video promotion for you:
PACKAGE 1: PARTNER SPOTLIGHT: 30 sec. independent video ad of the partner with presentation of offers on the web site KONGRES TV.
PACKAGE 2: KONGRES CHAT ROOMS: 120 sec. video interviews with partners and direct placement on web TV portal KONGRES. The discussion will be carried out by Kongres journalist.
PACKAGE 3: Congress Ambassadors: 200 sec. Video interview with Ambassador of the partners, which can be an important business partner of individual exhibitors. The discussion will be carried out journalist Kongres.
PACKAGE 4: MEETING LOCATIONS AND DESTINATIONS: 300 sec. expanded presentation of the partner. Presentation of meetings and other content of the provider.

W: Direct access to IMRN - the world's largest convention information hub with reach of 325.000 meeting organizers.

6

KONGRES ONE2ONE

SERVE THEM WITH YOUR BEST IDEAS!

KONGRES BREAKFAST

Experience shows that persons responsible for search and selection of locations suitable for organization of events, in most cases, choose locations that they already know. Invitation to an exclusive event allows them to become familiar with the location and experience at least a part of what they will recommend to their clients, members.

We bring 10 meeting planners, your potential buyers, to the breakfast.

In collaboration with the client, we prepare a conceptual design of the invitation, the invitation is via our system e-messenger (e-glasnik) circulated to the buyers in the data base three weeks before the event. Followed by a phone call to the most interested. In parallel communication with confirmed guests and preparations for the event takes place.

KONGRES FAM TRIP

If you are missing a team for demanding browsing and search for invited guests, we can help you with organization of a FAM trip, in which buyers will experience the benefits of the destination firsthand.

W: Kongres is content and marketing partner of the Conventa trade show for which it prepares and carries out all marketing communications, ...

7

KONGRES SOCIAL NETWORKS

CONTENT IS KING,
LONG LIVE THE KING!

For our clients we make an analysis of the target group that we want to include in social communication, and on that basis we make a social canvas.

With our tool, which we called SOCIAL CANVAS we spread the content over social networks of the client and the magazine Kongres. Currently LinkedIn, Facebook, Twitter and You Tube prevail.

On average news posted on FB profile of the magazines Kongres are read by 350-400 readers of the profile, the number of visitors is growing steadily.

STORIES 1: **EVENTS**	STORIES 2: **CLIENTS**	STORIES 3: **ADVICE**	STORIES 4: **PARTNERS**	STORIES 5: **NEWS**
20 %	**20 %**	**30 %**	**20 %**	**10 %**
New products, sales promotion, conferences	Stories of satisfied clients, recommendations	Useful tips, solutions for specific problems	Links to news of strategic and marketing partners	Daily news on the company

W: Strategic partners of Kongres magazine are leading convention bureaus of the region, the magazine is also the official journal of the Slovenian Convention Bureau.

8

KONGRES E-NEWSLETTER DISTRIBUTION AND REACH

RIGHT AUDIENCE:

- Distribution list	37.276
- Delivery rate	96,76 % (appr. 36.068)
- Open rate	29,49 % (appr. 5.496)
- Click through rate	5 % (appr. 1831)

CREATE LOYALTY:

- Frequency KONGRES	monthly
- Frequency IMNR weekly	weekly
- Highest interest	Tuesday, Wednesday from 08:00 - 10:00 and from 16:00 - 19:00

CREATE CONTENT CREDIBILITY:

- Spam in %	2,3 % (appr. 826)
- Ham in %	97,7 % (appr. 35.242)

RELEVANT CONTENT:

- Complaint rate:	0,01 %
- Text to image ratio:	60% to 40 %

DATABASE BUILDING ACTIVITIES 2013:

- Existing database	37.276
- Web site sign-up forms	1.500
- Telemarketing	8.400
- Events	400
- Contest	200
Expected new contacts 2013:	10.500

KONGRES MAGAZINE PRESENT
AT OVER 12 TRADESHOWS ANNUALY

3 for 1 OPPORTUNITY

1. **PRINT** total audience 18.000
2. **ONLINE** total audience 7.500
3. **E-MAIL** total audience 34.000

+ BONUS direct marketing for free (tradeshows, etc.)

9

KONGRES E-CONCIERGE

LET US HELP YOU GET YOUR MESSAGE OUT

Do you want to reach a large number of meeting industry players from SEE and beyond but you just don't have the resources and data base? Kongres magazine can help you deliver your message to key meeting industry players; from meeting planners, meeting providers to convention bureaus, associations and organizations.

Novelties, special offers, upcoming events, ideas for incentives, what to see in your region, client's references,... are all the "hottest" topics the meeting industry can't stop talking about. Make sure people are talking about YOUR offers, YOUR services, YOUR events!

Build your loyalty. In addition to monthly Kongres magazine newsletter and weekly IMNR newsletter we now offer you your own newsletter with just your content sent out under the Kongres magazine brand.

Based on past statistics we can guarantee you our newsletters reach the right audience. Kongres magazine's distribution list includes 37.276 e-mail addresses. We are constantly upgrading our data-base and we expect to add 10.500 new contacts by the end of the year. Our delivery rate is 96,76% (appr. 36.068), open rate is as high as 29,49 % (appr. 5.496) while click through rate is 5 % (appr. 1831).We did our math. Have you?

WHY SYSTEM KONGRES E-CONCIERGE

CONTENTS

- Trust in the Kongres magazine
- Auto-responders
- Video Integration
- Building of online surveys

MEETINGS BUYERS DATA-BASE

- Reach of 39.000 potential buyers in Europe
- Well developed databases that are upgraded on a daily basis
- Possibility of segmentation according to your needs

ROI - CALCULATING THE RETURN OF CAMPAIGNS

- Monitor the results of the campaign
- Statistics sending the information about how many users have viewed the messages, about non-delivered mail, and the actual number of clicks on the message

SOCIAL NETWORKING

- All news is integrated into social networks

W: Extensive network of contacts – with Kongres magazine you reach carefully selected international buyers who organize or have an impact on decision-making of international meetings.

8 YEARS | **44 ISSUES** | **8 SPECIAL ISSUES** | **1200 ARTICLES**

LEARN
We delivere industry leading information at all levels and across a wide range of subjects.
START LEARNING TODAY!

IMPROVE
We are the home of sector-led improvement working with you to drive up professional standards and excellence.
START IMPROVING TODAY!

INFLUENCE
We engage with key decision makers at a senior level to shape the future of meeting industry and your business.
START INFLUENCING TODAY!

WHY KONGRES MAGAZINE

- The largest regional data base on media, editors, bloggers with all the useful information.
- Direct access to IMRN – the largest global congress information hub.
- Knowledge of optimisation of your news so that they become newsworthy.

Contact and additional information

KONGRES MAGAZINE
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www.kongres-magazine.eu

KONGRES

CENTRAL AND SOUTHEAST EUROPE MEETINGS INDUSTRY MAGAZINE

KONGRES MAGAZINE

PRICE LIST

2014-2015

TOTAL AUDIENCE of 60.700 readers:

PRINT AUDIENCE	TABLET AUDIENCE	ONE2ONE AUDIENCE (e-magazines and e-newsletters)	WEB AUDIENCE
18.000 meeting planners	1.200 meeting planners	34.000 meeting planners	appr. 7.500 meeting planners
29,65 % of total number	1,98 % of total number	56,01 % of total number	12,36 % of total number

INTERNATIONAL MEETINGS REVIEW

Poslovni Turizam Croatia Meetings
Meet in Croatia!

KONGRES MAGAZINE IS MEDIA PARTNER OF

imex 2012 · eibtm · IT&CMA · CTW Asia-Pacific · IT&CM India · CONVENTA · IT&CM China · Mitt · Association CONGRESS Series

1

KONGRES ONLINE

FORMATS AND RATES	
Kongres Wallpaper Placement: on the homepage Rotation: no **Size: 960 pixel (w) x 200 pixel (h)**	**1.700 €/month**
Kongres Wallpaper Placement: on the sub-pages Rotation: no **Size: 960 pixel (w) x 200 pixel (h)**	**1.230 €/month**
Kongres Large Leader-board Placement: on the homepage and sub-pages Rotation: yes max. 5 banners **Size: 160 pixel (w) x 600 pixel (h)**	**960 €/month**
Kongres Wide Skyscraper Placement: on the homepage and sub-pages Rotation: yes max. 5 banners **Size: 160 pixel (w) x 600 pixel (h)**	**540 €/month**
Kongres Square Placement: on the homepage and sub-pages Rotation: yes max. 5 banners **Size: 160 pixel (w) x 160 pixel (h)**	**420 €/month**
Kongres Advertorial (up to 1.200 words) Placement in one of the topics, ar-ranged chronologically Rotation: no Google maps specification + weather (where relevant)	**360 €/month**
Additional costs	
Further links :	**10,60 €/link**
Image film :	**42,00 €/extra**
Pictures with links in the text :	**19,30 €/picture**

2

KONGRES PRINT

FORMATS AND RATES	
GATEFOLD 3/1 inside front or back cover no border **Size: 468 mm (w) x 297 mm (h) + 3 mm bleed** NO bleed necessary	**2.900 €**
CENTREFOLD 2/1 double centre ad page no border **Size: 468 mm (w) x 297 mm (h) + 3mm bleed** NO bleed necessary	**2.400 €**
COVER: 1/1 cover page no border **Size: 234 mm (w) x 287 mm (h) + 3mm bleed**	**2.300 €**
INSIDE: 1/1 page **Size: 204 mm (w) x 255 mm (h)** NO bleed necessary	**1.490 €**
INSIDE: 1/2 page with border horizontal **Size: 204 mm (w) x 125,5 mm (h)**	**820 €**
INSIDE: 1/2 page with border vertical **Size: 100 mm (w) x 255 mm (h)**	**820 €**
INSIDE: 1/3 page with border horizontal **Size: 204 mm (w) x 83 mm (h)**	**690 €**
INSIDE: 1/3 page with border vertical **Size: 204 mm (w) x 65,3 mm (h)**	**690 €**
INSIDE: 1/4 page with border horizontal **Size: 204 mm (w) x 60,75 mm (h)**	**450 €**
INSIDE: 1/4 page with border vertical **Size: 100 mm (w) x 125,5 mm (h)**	**450 €**
INSIDE: 1/8 page with border horizontal **Size: 204 mm (w) x 28,37 mm (h)**	**290 €**

ADVERTORIAL AND DESTINATION REPORTS	
Advertorial consist of pages designed like editori-al content and combines texts and images.	
ONE PAGE **Size 204 mm (w) x 255 mm (h)**	**1.490 €**
TWO PAGES **Size 468 mm(w) x 297 mm (h)**	**2.300 €**
HALF PAGE (sections INSIDE, HOTEL NEWS, VENUE UPDATE, MEET IN STYLE) **Size 100 mm(w) x 255 mm (h)**	**690 €**
EACH page beyond two	**750 €**

Listed prices are in Euros and do not include 22% VAT. Ljubljana, 31.08.2013

KONGRES MAGAZINE Stihova 4, SI-1000 Ljubljana, T: + 386 (0)1 430 51 03, F: + 386 (0)1 430 51 04, M: +386 (0)40 530 112, E: gorazd.cad@go-mice.eu, www.kongres-magazine.eu

3

KONGRES MEETOLOGUE

GADGETS, APPS, EXTENDED STAY	
Publication in the section includes a description of your product or offer, photo, business address.	
BIG GADGETS (text 140 words) **Size 100 mm (w) x 125,5 mm (h)**	**315 €**
SMALL GADGETS (text 90 words) **Size 204 mm (w) x 28,37 mm (h)**	**250 €**

Note: Client provides visual material.

SPECIFIC OPTIONS IN THE PRINTED EDITION	
Insertion of leaflets and pamphlets Minimum dimension of a leaflet for insertion is 100 x 150 mm Attachment should not be heavier than 80 g/copy	**Price negotiable**
Tip-on cards Pasting of tip-on cards is possible on the first and the last page of the magazine / newspaper. The card must not be heavier than 200 g/copy	**Price negotiable**

MEETOLOGUE	
Meetologue consist of 4 pages designed like editorial content and combines texts and images.	
FOUR PAGES FOR PRICE OF TWO **Size 204 mm (w) x 255 mm (h)**	**2.980 €**
Additional	
Upon agreement the destination bears the cost of press Trip to the destination, which usually includes the cost of transportation, housing and organisation of FAM trip	**By agreement**

4

KONGRES DESTINATION SUPPLEMENT

DESTINATION BROCHURE FOR INSERTION	
Destination brochure for insertion is an independent brochure that we brand in accordance with the corporate image of the client. Editorial design and preparation is fully assumed by the Editorial Board of the Kongres magazine. A part of copies may be prepared to meet the needs of our own distribution.	
SMALL DESTINATION BROCHURE, format 14 x 14 cm Number of pages: up to 22 pages Print run: 5.000 pcs.	**4.592 €**
LARGE DESTINATION BROCHURE, format A4 Number of pages: up to 8 pages Print run: 5.000 pcs.	**6.560 €**

Listed prices are in Euros and do not include 22% VAT. Ljubljana, 31.08.2013

5

KONGRES TV

KONGRES TV	
Interactive television KONGRES TV is an advanced way to promote and generate additional visits to your website. It is placed on the web-portal www.kongres magazine.eu and social network of the magazine	
PARTNER SPOTLIGHT - 30 second video in English (partner provides the video) - A brief description of the video - up to 20 characters - A brief description of the provider - up to 250 characters - Link to Web sites of the provider *Partner ensures the video.*	**120 € / 2 months**
KONGRES CHAT ROOM - 120 sec. Interview in English - A brief description of the interview - up to 20 characters - Long provider description - up to 250 characters - Link to Web Sites of the provider *The price includes the production and moderation of the interview on the premises of the editorial board.*	**590 € / 2 months**
KONGRES AMBASSADORS - 200 sec. Interview in English - A brief description of the interview - up to 20 characters - Long provider description - up to 300 characters - Link to Web sites of the provider *The price includes production and moderation of the interview at the premises of the editorial board*	**890 € / 2 months**
BY AGREEMENT We can provide an expanded partner presentation with presentation of meetings and other content of the provider. Price is formed by agreement.	

Technical specifications for the video:
- Video high quality 16:9 (preferably 1280 x 720, bit rate up to 20 Mbps)
- formats MOW, MP4 or MPEG 2
- Coding of audio: AAC or MP3 or MPEG2
- Video encoding: H.264 or MPEG2

6

KONGRES ONE2ONE

ONE2ONE PROMOTIONAL EVENTS	
Kongres breakfast or a fam trip – LOCAL PARTICIPANTS price for 10 participants Price includes: database development, invitation for participants, telemarketing, PCO fee, on-site management	**2.256 €**
Kongres breakfast or a fam trip – INTERNATIONAL PARTICIPANTS price for 10 participants Price includes: database development, invitation for participants, telemarketing, PCO fee, on-site management	**2.980 €**

Note: The costs of local hosting are taken over by the client. Costs include transportation to the destination, catering and accommodation.

7

KONGRES SOCIAL NETWORKS

KONGRES SOCIAL NETWORKS	
Costs of communication concept lump sum (minimum required number of hours is 15)	**48,90 € / hour**
Monthly content marketing costs are charged accord-ing to actual consumption	**39,60 € / hour**

Co-operation takes place in the context of a monthly flat rate, which is agreed in advance with the customer of the service.

Listed prices are in Euros and do not include 22% VAT. Ljubljana, 31.08.2013

8

KONGRES E-NEWSLETTER

E-MASSANGER (E-GLASNIK) SYSTEM	BUDGET	MEET	MEET+
Use of e-messenger system (1 x monthly), number of contacts	5.000	15.000	35.000
Access to the application	✔	✔	✔
Sending out of e-newsletter	1	1	1

DATA-BASES FOR DISTRIBUTION	BUDGET	MEET	MEET+
Sending out to own data-bases	✔	✔	✔
Sending out to Kongres data-base	5.000	15.000	35.000

CREATION OF E-NEWSLETTER	BUDGET	MEET	MEET+
Adaptation of news - Editorial Board of Kongres magazine	✔	✔	✔
Limit of words in the news a la carte	1.000	3.000	5.000
Number of photos included	Up to 2	Up to 5	Up to 10
Number of videos included		1	2
Number of words for connection	1	3	5
Meta tags		✔	✔
Proofreading	✔	✔	✔
Optimisation of communication for publication	✔	✔	✔
Publication in 2 days from the delivery of news	✔	✔	✔

ADDITIONAL DISTRIBUTION OF E-NEWSLETTERS	BASIC	MEET	MEET+
Inclusion of selected news into the portal **www.kongres-magazine.eu**	✔	✔	✔
Distribution of selected news through the portal **www.internationalmeetingsreview.com**		✔	✔
Distribution through local media in the database of **Kongres magazine**		✔	✔
Distribution through international convention media in the **network IMR**		✔	✔
Distribution of selected news in the monthly **e-newsletter** of Kongres magazine		24.000	38.000
Social media (**Twitter & Facebook posting**)		✔	✔

ADDITIONSL SERVICES	BASIC	MEET	MEET+
RSS	✔	✔	✔
Inclusion of company logo	✔	✔	✔
Link to client's website	✔	✔	✔
Processing of photos for publication	✔	✔	✔
Web anchors on the Kongres magazine portal		✔	✔

PACKAGE PRICE LIST	BASIC	MEET	MEET+
One-off cost of setting up the e-mail	199 €	199 €	199 €
Monthly cost of the package (VAT not included)	339 €	499 €	799 €

Listed prices are in Euros and do not include 22% VAT. Ljubljana, 31.08.2013

Writing of custom-made texts and other services

ADDITIONAL SERVICES	
Writing promotional articles	**0,018 € per character**
Price includes consultations with the writer, identification of key elements of the text, writing of the text, one correction with the client and delivery of the text to the client via e-mail	
Preparation of interviews	**0,021€ per character**
Price includes consultations with the writer, research of the topic covered by the interview, conducting of the interview at client's location, copy of the interview, authorization of the interview and final design of the text with delivery to the client by e-mail Note: The travel costs will be charged separately	
Data visualization	**Hourly rate**
Preparation of data for visualization, preparation of Info graphics	**35,00 €** **Price by agreement**

Other additional services:
- Translation into English or other languages
- Design on order
- Video production
- Creating of a corporate image for an individual e-monthly

For individual services, special offers are prepared

Volume and frequency discounts

VOLUME DISCOUNT

-10 % discount	2 pages and more
-15 % discount	4 pages and more

FREQUENCY DISCOUNT

-10 % discount	2 times and more
-15 % discount	4 times and more

ADS DESIGN 5 % of the value of the ad.

Terms and conditions

1. Client is responsible for the content of the post (verity, copyright, references to persons and institutions, etc.). Client further warrants that ad content does not violate the statutory provisions and does not prejudice to the rights of third parties.

2. The basis for the publication of an advertisement or any other publication is written order of publication. Unless otherwise agreed, the terms of publication are accepted at least 10 days prior to publication, orders 5 days before.

3. In the event of any force majeure (technical difficulties, failure to meet responsibilities by opposing party within a certain time-frame) the provider reserves the possibility of publication of the advertisement in the next possible issue.

4. The payment deadline is 8 (eight) days after publication. If payment is late, we charge statutory interest on arrears. In the event that the relevant circumstances of the contractor during the term of the contract for a further conditional upon the right ad to the advance payment and the settlement of outstanding liabilities, regardless of the original agreement on the payment total . In this case, the subscriber does not have any claims against the contractor.

5. Deadline for complaint is 8 days after the publication of the ad. If the ad submission is late, the complaint is not taken into account. For errors in the publication of which are from poor or phone corrections are responsible. Complaints repeated ad account from a written warning for the first next number. The Contractor shall not be liable for errors in the publication , which do not affect significantly to the content of the advertisement or publication. The Contractor shall not be liable for any damage that might occur because of any ad or the publication was not published on a specific date or because the publication of any typographical errors. The Contractor shall be liable only in the event of wilful misconduct or gross negligence. In any case, the liability of the operator is limited to the amount of the price for a specific contract.

6. If a contract is publishing an advertisement on reasonable grounds cancelled, the contractor charged for costs associated with the cancellation.

- For cancellation up to two working days prior to the ordered publication charged 50 % of the net cost of the booked advertising space.

- To cancel the contract for up to three days prior to the ordered publication charged 50 % of the net cost of the booked advertising space

7. Company Toleranca marketing d.o.o. (hereinafter referred to as the contractor) reserves all material and other intellectual property rights, and no part may be copied or reproduced without the permission of the publisher.

Tehnical instructions

Materials for publication are expected in technical form, formats JPG, TIFF, PDF or EPS (please convert fonts to curves) with resolution minimum 300 dpi, CMYK. They should be prepared for PC or MAC.

Ads and images drawn in programmes that are not intended for graphic design can not be used.