



MEDIA
DATA
2023

FACTS & FIGURES

19.000

Print run **19.000**
 Digital views **4.500**

In total,
 CIM has over

9.000

followers on Social Media.



About CIM

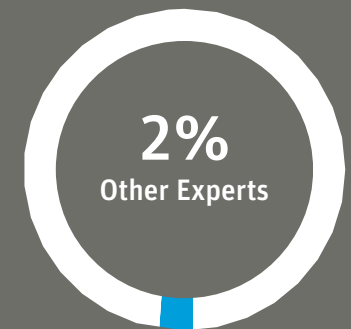
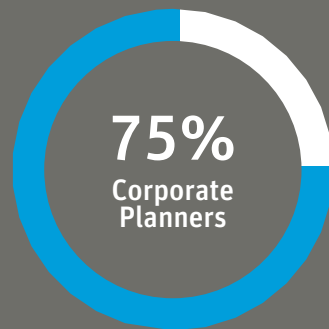
CIM – Conference & Incentive Management is one of the European trade magazines for the local and global meeting business and addresses decision-makers and planners of events in companies, agencies and associations. CIM is published five times a year and is internationally oriented due to its bilingualism.

CIM is a proud member and partner of:



CIM readers are:

- planners of incentives, meetings, events and convention/congresses
- mainly in management or marketing positions, but also secretarial- or assistant staff members
- frequent international business travellers



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EDITORIAL CALENDAR

Special-Issue 1

PD 03/03/2023

BD/MD 22/02/2023

Issue 2

PD 10/05/2023

BD/MD 14/04/2023

Issue 3

PD 30/06/2023

BD/MD 04/06/2023

Issue 4

PD 15/09/2023

BD/MD 18/08/2023

Issue 5

PD 17/11/2023

BD/MD 20/10/2023

TOPICS AND TRENDS*

- Insider Destination
- Airlines
- Ships
- Booking Portals
- Business Travel
- USA/Canada/
Latin America

**Digital +
ITB**

- Event Venues
- Unusual Venues
- Personnel
- Security
- Tourist Boards and
Convention Bureaux
- Germany,
Central Europe

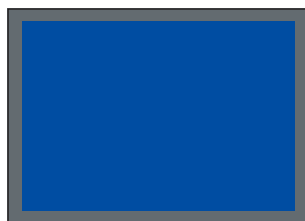
- Sustainability
- Training and Education
- Technology
- Hybrid Events
- Holiday Clubs/Holida
Parks
- Benelux, Austria,
Gulf States

- Convention Centres
- Congress Cities
- Growth Markets
- Training and Education
- Spotlight: Companies,
Associations, Agencies
- Switzerland, Southern
Europe

- Hospitality
- Seminar and
Conference Hotels
- Spotlight: Management
- International
Meeting Fairs:
Outlook and Review
- Trade Fairs & Exhibition:
Preview 2024
- Asia, Australia,
Northern Europe

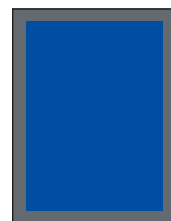
ADDITIONAL DISTRIBUTION AT ALL RELEVANT FAIRS AND EVENTS

ADVERTISE- MENT FORMATS & RATES



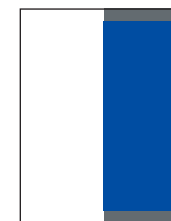
2/1 page
4c
€ 13,700

T: 394 x 255
B: 430 x 280



1/1 page
4c
€ 6,800

T: 181 x 233
B: 215 x 280



1/2 page portrait
4c
€ 4,300

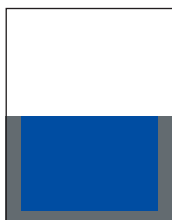
T: 88 x 233
B: 106 x 280

T = type area,
B = bleed-off
Width x height in mm

Trim extras:
5 mm on all edges.
Text and image elements
must have sufficient
distance from the
trimmed edge
(at least 10 mm).

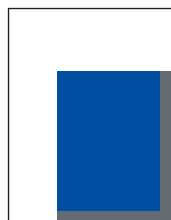
Other formats available
on request

In Germany all rates
plus VAT



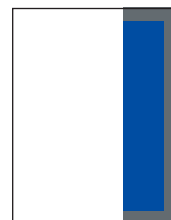
1/2 page landscape
4c
€ 4,300

T: 181 x 113
B: 215 x 132



Junior Page
4c
€ 5,700

T: 135 x 190
B: 152 x 210



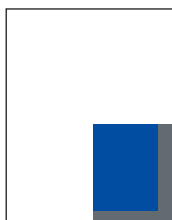
1/3 page portrait
4c
€ 3,480

T: 57 x 233
B: 75 x 280



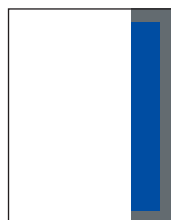
1/3 page landscape
4c
€ 3,480

T: 181 x 78
B: 215 x 97



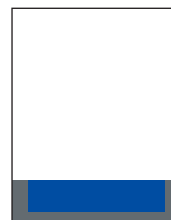
1/4 page corner
4c
€ 3,060

T: 88 x 113
B: 106 x 132



1/4 page portrait
4c
€ 3,060

T: 42 x 233
B: 59 x 280



1/4 page landscape
4c
€ 3,060

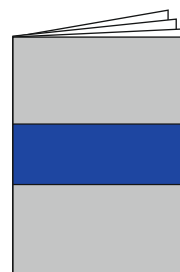
T: 181 x 58
B: 215 x 78



1/8 page
4c
€ 2,250

T: 88 x 58
B: 106 x 78

SPECIAL ADVERTISING OPTIONS



Sleeve

China Cover
€ 6,000

Are you interested in another
format? Contact us!

info@cimunity.com

LOOSE INSERTS

up to 25 g/ height:
max. 2 mm € 290
per thousand

ADVERTORIALS REPORTS

Design and create advertorials that align with your target group.

CIM advertorials consist of 1 to 12 pages, which are designed similar to editorial content. This attention-grabbing format combines texts and images. It offers you more and flexible space for your story and message.

You provide your texts and photos, we edit and design it according to your specifications. Translations from German into English or vice versa, are also included.

As prescribed by law, advertorials are marked as an advert.

1 page	2 pages	4 pages
€ 6,800*	€ 9,900*	€ 18,900*

* Combination discount for crossmedia bookings.



PRINT

CIMweb

The website **www.cimunity.com** is the daily update between the CIM print editions. Here event planners will find the latest news and offers of the meetings industry as well as important industry events.

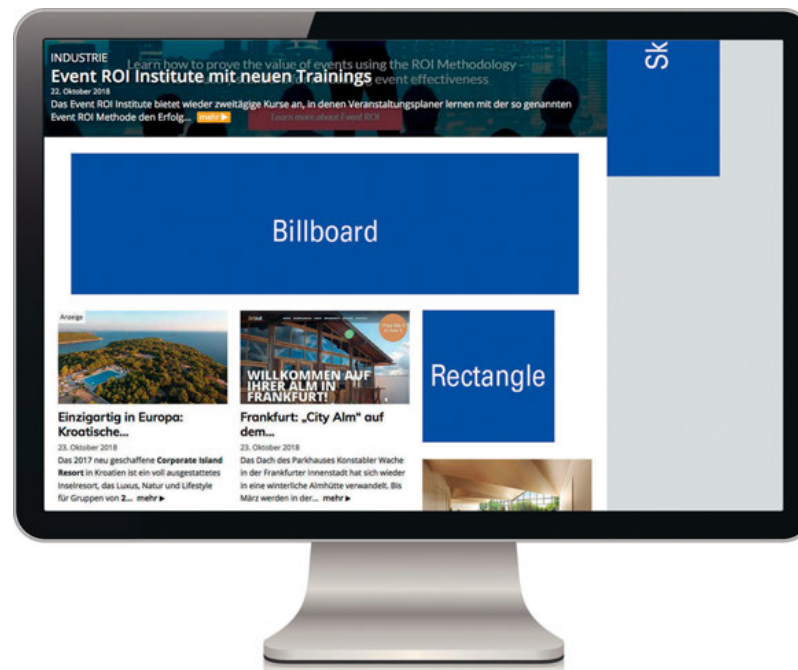


Advertising forms and rates*

Skyscraper**	120/160/200 x 600 px	€ 1,400/4 weeks
Leaderboard**	728 x 90 px	€ 1,400/4 weeks
Wallpaper** consisting of Leaderboard + Skyscraper		€ 1,800/4 weeks

GIF/JPG/PNG/3rd PartyTag***/HTML 5***

*** on request



Advertising forms and rates*

Billboard**	970 x 250 px	€ 1,800/4 weeks
Rectangle**	300 x 250 px	€ 1,400/4 weeks
Advertorial**	text / image / video	€ 1,900/4 weeks
Job market	text / logo / image	€ 70/4 weeks

* All formats in rotation with other clients

** File size: 100 kb max.

CIMnews

With a circulation of 7,500 copies, our newsletter CIMnews informs select planners briefly and concisely about the latest offers and hottest news of our industry. CIMnews comes out weekly and is bilingual: German and English.



Advertising forms and rates per flight (4 consecutive issues)

Header Billboard	600 x 154 px/up to 150 kb	€ 1,200
Billboard	600 x 154 px/up to 150 kb	€ 1,000
Rectangle	300 x 250 px/up to 100 kb	€ 900
Advertorial	text / image / video	€ 1,600

JPG/PNG/GIF (Animation only)

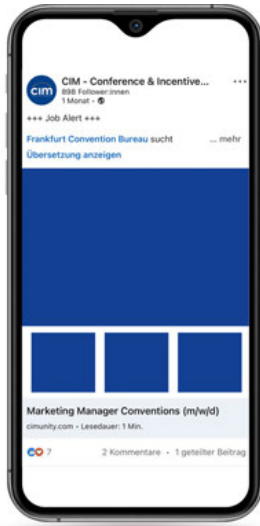
Publication dates (weekly, on Wednesdays)

Flight 1	01/11	01/25	02/08	02/22
Flight 2	01/18	02/01	02/15	03/01
Flight 3	03/08	03/22	04/12	04/26
Flight 4	03/15	03/29	04/05	04/19
Flight 5	05/03	05/17	05/31	06/14
Flight 6	05/10	05/24	06/07	06/21
Flight 7	07/05	07/19	08/02	08/16
Flight 8	07/12	07/26	08/09	08/23
Flight 9	08/30	09/13	09/27	10/11
Flight 10	09/06	09/20	10/04	10/18
Flight 11	10/25	11/08	11/22	12/06
Flight 12	11/01	11/15	11/29	12/03

STAND-ALONE-NEWSLETTER on request

SOCIAL MEDIA

Use the CIM channels for your interaction campaign and maximise your viral reach with a **trusted** brand.



Advertising forms and rates

Single posting	€ 150/channel*
Photo series (up to 10 images/videos)	€ 200*
Story series (up to 10 stories)	€ 250*/day

* organic reach, optionally with additional advertising budget

CIMcrossmedia

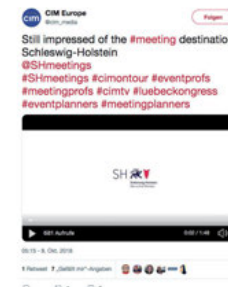
Place your messages in the editorial environment of CIM



CIMscout
Influencer-Marketing



CIMadvertorial+
Native Advertising



CIMtv
Videomarketing

PRODUCT DESCRIPTION

Live reporting on site accompanied by media via an independent blog and all CIM channels.

Comprehensive cross-media campaign for your advertorial in the editorial environment of CIM with additional visual possibilities in the digital environment.

Video production and marketing of your message on all digital CIM channels. The video is freely available to you.

MARKETING VIA THE FOLLOWING CHANNELS

- Blog
- CIM website
- CIM magazine
- CIM newsletter
- CIM social media

- CIM magazine
- CIM website
- CIM social media
- CIM newsletter

- CIM website
- CIM social media
- CIM newsletter

DURATION (MINIMUM)

2 months

4 weeks

4 weeks

Which product fits your goals? Our cross-media products can also be individually combined with each other. We will be happy to advise you.

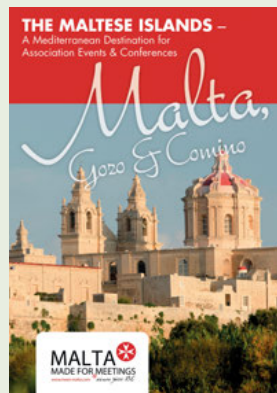
CIMcooperation

We will conceptualise, design and produce your message. Benefit from the long-standing experience of our team. We can tailor your content precisely to your target group. This includes:

- › Coporate Publishing
- › Coporate Print
- › Coporate Design
- › E-Mag
- › Brochures
- › Blogs
- › Social Media
- › Journalistic editing
- › Competition

WE'LL BE HAPPY TO ADVISE YOU!

Put your content across – with our know-how!



CIMcontenthubs

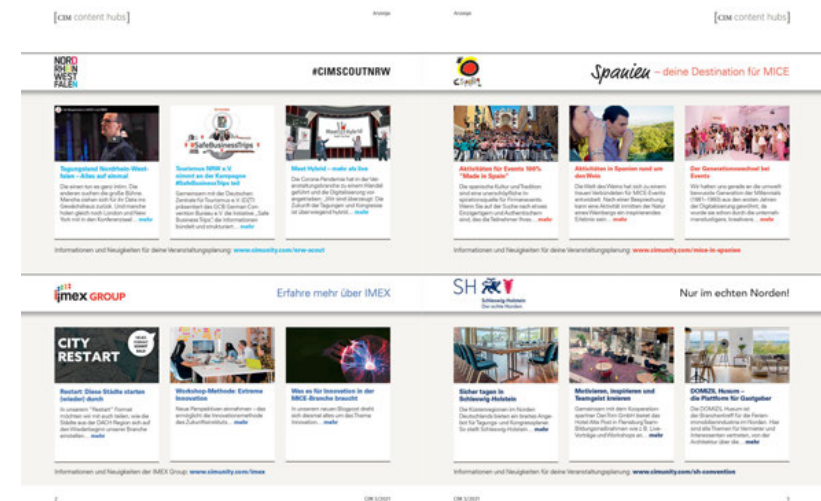
To ensure continuous distribution of your (or your partners) news or campaign over a longer period of time, we recommend using your own microsite via CIMweb.

You will be supervised by our editorial team. Goals and important issues for the implementation of the campaign are discussed together.

The editorial team revises the content and publishes the news of the microsite at regular intervals. This site is announced with banners on the CIM website, in the CIM Newsletter and also in every CIM issue.

The content is distributed via all CIM channels and can be customised.

Price on request



DISCOUNTS & TERMS

Early bird discount

For advertisement bookings that reach us by 31 December 2022, we grant an additional 5% discount.

We offer agencies a 15% discount.

Frequency discounts

2 advertisements in 12 month	5 %
4 advertisements in 12 month	10 %
5 advertisements in 12 month	15 %

One-off discounts for special events and projects

For special occasions (e.g. company anniversaries, charity projects etc.) we offer you a one-off special discount on advertisements, promoting your event in the formats 1/1 and 1/2 pages.

Special positions:

2nd and 4th cover pages: plus 15%, 3rd cover page: plus 10%

CIMnews:

12 issues 10%, 24 issues 20%

For our general terms and conditions please refer to our website:

www.cimunity.com.

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PUBLICATION & TECHNICAL DATA

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Printing method: Printing material:	Offset/threadless binding Printable PDF according to PDF/X-4 standard via CD-/DVD-Rom, or by email
Colour mode/raster: Proof:	CMYK, ISO Coated v2 (ECI)/70 Without a colour-accurate proof, the publisher cannot guarantee that the advertisement will appear in the right colours. The proof must be produced from the delivered data. In the case of data delivery by FTP, please also send a fax for verification.
Trim extras:	5 mm on all edges. Text and image elements must have sufficient distance from the trimmed edge (at least 10 mm).
CIMonline/ CIMnews: CIMapp-images: Format: Videos: Audio: Data transfer FTP:	Data delivery one week in advance by mail as a gif or jpg file max. 15 in a photo gallery, jpg files 1024 x 1024 max., ca. 200–300 kb per image mp4, max. 15–20 mb mp3 Upload on request