



MEDIA DATA 2024

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 a prominent European trade magazine focused on the local and global event management industry. The Magazine and its digital platforms caters to decision-makers and event planners within companies, agencies, and associations.

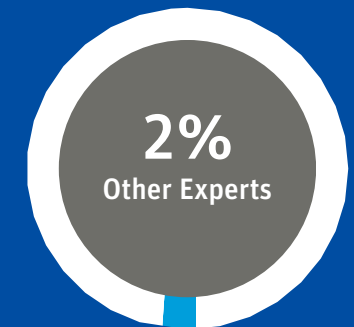
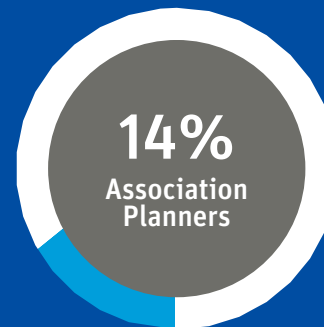
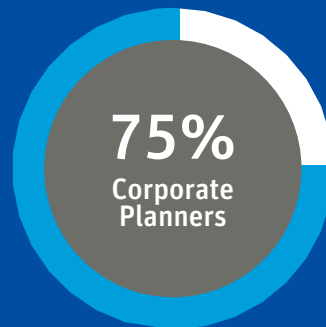
CIM is published quarterly and boasts an international perspective thanks to its bilingual content.

CIM is a proud member and partner of:



CIM readers are:

- Primarily management and marketing leaders, key positioned administrative and assistant staff
- Important planners of incentives, meetings, events and convention/congresses
- International business travellers



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EDITORIAL CALENDAR

Special-Issue 1

PD 01/03/2024

BD/MD 02/02/2024

Issue 2

PD 30/04/2024

BD/MD 26/03/2024

Issue 3

PD 28/06/2024

BD/MD 31/05/2024

Issue 4

PD 20/09/2024

BD/MD 23/08/2024

Issue 5

PD 15/11/2024

BD/MD 18/10/2024

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

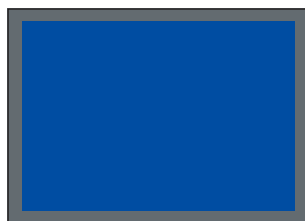
- Sustainability
- Training and Education
- Technology
- Hybrid Events
- Holiday Clubs/Holida
Parks
- Benelux, Austria,
Gulf States

- 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

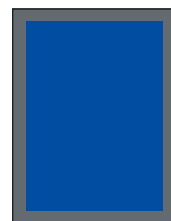
ADDITIONAL DISTRIBUTION AT ALL RELEVANT FAIRS AND EVENTS

ADVERTISEMENT FORMATS & RATES



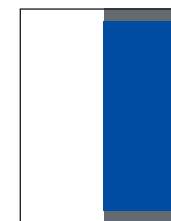
2/1 page
4c
€ 13,700

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

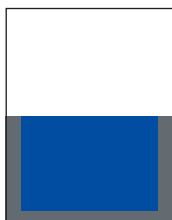
T: 88 x 233
B: 106 x 280

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).

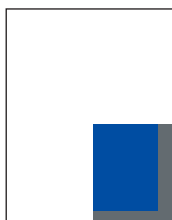
Other formats available
on request

In Germany all rates
plus VAT



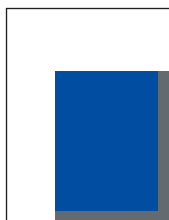
1/2 page landscape
4c
€ 4,300

T: 181 x 113
B: 215 x 132



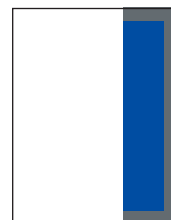
1/4 page corner
4c
€ 3,060

T: 88 x 113
B: 106 x 132



Junior Page
4c
€ 5,700

T: 135 x 190
B: 152 x 210



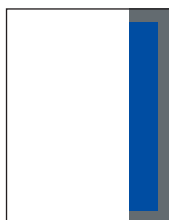
1/3 page portrait
4c
€ 3,480

T: 57 x 233
B: 75 x 280



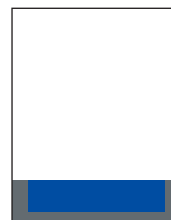
1/3 page landscape
4c
€ 3,480

T: 181 x 78
B: 215 x 97



1/4 page portrait
4c
€ 3,060

T: 42 x 233
B: 59 x 280



1/4 page landscape
4c
€ 3,060

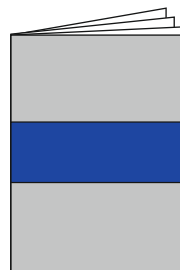
T: 181 x 58
B: 215 x 78



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.

Please send us the contents of your advertorial no later than one week before the copy deadline (MD) of the respective issue. Your text should have no more than 2,000 characters per page, including spaces, a small selection of images, your logo in vector format, link address, and design instructions.

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

1 page	2 pages	4 pages
€ 6,900*	€ 10,200*	€ 18,900*

* Combination discount for crossmedia bookings.

NACHHALTIGKEIT & GROSEVENTS

In Nürnberg kein Widerspruch, wie der Deutsche Evangelische Kirchentag zeigte. Agieren auf Augenhöhe, hochprofessionelle Zusammenarbeit auf allen Ebenen und am Ende ein nachhaltiges Megaevent, auf das alle gerne zurückblicken.



NÜRNBERGSMESSE GROUP

Die NürnbergMesse Group ist eine der 15 größten Messenveranstalter der Welt. Sie setzt sich zusammen aus der NürnbergMesse GmbH sowie deren 15 Tochtergesellschaften und Beteiligungen. Rund 300 Mitarbeiter sind an elf Standorten in Deutschland, Brasilien, China, Indien, Italien, Griechenland, Österreich und dem USA das Unternehmen tätig. Durch den Konzern verfügt die NürnbergMesse Group über ein Netzwerk von Ausstellervereinigungen in über 100 Ländern. Das Portfolio umfasst rund 120 Fachmessen und Kongresse, die sich als Präsenzveranstaltungen und digital durch die Plattformen FairPlay & Customer Goals, Building & Construction, Pho...





42 CIM 4/2023



43 CIM 4/2023

NACHHALTIGKEIT

NürnbergMesse Group ist die größte Messeveranstalterin in Deutschland. Die Messeveranstalterin ist ein Unternehmen, das sich für Nachhaltigkeit und soziale Verantwortung einsetzt. Die Messeveranstalterin ist ein Unternehmen, das sich für Nachhaltigkeit und soziale Verantwortung einsetzt. Die Messeveranstalterin ist ein Unternehmen, das sich für Nachhaltigkeit und soziale Verantwortung einsetzt.



44 CIM 4/2023

„Die Abwertung, die Termin, das ganze Scharfschützen...“

45 CIM 4/2023

„Der Deutsche Evangelische Kirchentag war ein voller Erfolg für den Veranstalter die Destination Nürnberg und die Messe Nürnberg.“

46 CIM 4/2023

„Beim Kirchentag war alles barter und vielfältiger, da viele Aussteller sehr kreativ geworden sind und eigene Böden und Großaufbauten mitbrachten.“

47 CIM 4/2023

ITALIA - LET'S MEET HERE!



ITALY is one of the most popular destinations within the MICE sector thanks to its unique combination of amazing culture, art cities, breathtaking landscapes, excellent cuisine, innovative fashion and design, the Italian lifestyle and due to the high number of award-winning venues locations.

Thanks to its diverse heritage, Florence can host unique events, conferences, exhibitions and award-winning locations. The city is a UNESCO World Heritage Site and has a rich history of art and architecture. The city is a UNESCO World Heritage Site and has a rich history of art and architecture.

CAMPANIA & NAPOLI



Thanks to the beautiful Naples, Campania is one of the most popular destinations within the MICE sector thanks to its unique combination of amazing culture, art cities, breathtaking landscapes, excellent cuisine, innovative fashion and design, the Italian lifestyle and due to the high number of award-winning venues locations.

Thanks to its diverse heritage, Naples can host unique events, conferences, exhibitions and award-winning locations. The city is a UNESCO World Heritage Site and has a rich history of art and architecture. The city is a UNESCO World Heritage Site and has a rich history of art and architecture.

PIEMONTE & TORINO



Thanks to its diverse heritage, Piemonte can host unique events, conferences, exhibitions and award-winning locations. The city is a UNESCO World Heritage Site and has a rich history of art and architecture. The city is a UNESCO World Heritage Site and has a rich history of art and architecture.

Thanks to its diverse heritage, Piemonte can host unique events, conferences, exhibitions and award-winning locations. The city is a UNESCO World Heritage Site and has a rich history of art and architecture. The city is a UNESCO World Heritage Site and has a rich history of art and architecture.

ROMA



Thanks to its diverse heritage, Roma can host unique events, conferences, exhibitions and award-winning locations. The city is a UNESCO World Heritage Site and has a rich history of art and architecture. The city is a UNESCO World Heritage Site and has a rich history of art and architecture.

Thanks to its diverse heritage, Roma can host unique events, conferences, exhibitions and award-winning locations. The city is a UNESCO World Heritage Site and has a rich history of art and architecture. The city is a UNESCO World Heritage Site and has a rich history of art and architecture.

CIMweb

www.cimunity.com supplements the magazine with a daily update. Here event planners will find not only the latest news and offers from the exciting world of meetings but also major industry events. Our magazine is also available online 24/7 – any time, any place.

Advertisement type	Publication	Format in pixels	File delivery*	Price in euros**
Content Ad / Rectangle	Multiscreen	300 x 250	GIF/JPG/PNG/ 3rd Party Tag/HTML5	€ 1.400
Halfpage Ad	Multiscreen	300 x 600	GIF/JPG/PNG/ 3rd Party Tag/HTML5	€ 1.600
Skyscraper	Only desktop	160/200/300 x 600	GIF/JPG/PNG/ 3rd Party Tag/HTML5	€ 1.400
Superbanner	Desktop & Mobile	930 x 90 640 x 100	GIF/JPG/PNG/ 3rd Party Tag/HTML5	€ 1.500
Leaderboard	Desktop & Mobile	728 x 90		€ 1.400
Wallpaper	Only desktop	Leaderboard + Skyscraper		€ 1.800
Billboard	Desktop & Mobile	970 x 250		€ 1.800
Panorama Billboard	Desktop & Mobile	bis 1200 x 250		€ 2.000

* File sizes for all formats: up to a maximum of 150 kb

** Duration: 4 weeks

CIMweb

www.cimunity.com supplements the magazine with a daily update. Here event planners will find not only the latest news and offers from the exciting world of meetings but also major industry events. Our magazine is also available online 24/7 – any time, any place.

Advertisement type	Publication	Format in pixels	File delivery*	Price in euros**
Native Text Ad	Multiscreen	Picture in landscape format Headline: 100 characters Text: 1.000 - 2.000 characters Including spaces, CTA, URL	GIF/JPG/PNG + Word	€ 1.900
Video Content Ad	Multiscreen	Video: mind. 640 x 360 Background image: 300 x 250	MP4 GIF/JPG/PNG	€ 1.500
Scroll Ad / Parallaxer	Desktop & Mobile	960 x 1250 Desktop 800 x 1250 Mobile Place centrally 960 x 960	JPG/ GIF / PNG	€ 2.300
Scroll Ad Video	Desktop & Mobile	640 x 360	mp4 15/30 sec.	€ 2.400
Catfisher	Desktop & Mobile	Superbanner, Leaderboard, Billboard	GIF/JPG/PNG/ 3rd Party Tag/HTML5	€ 2.500
Cube 4 Motive	Desktop & Mobile	300 x 250	GIF/JPG/PNG/ 3rd Party Tag/HTML5	€ 1.600
Backgrounder	Desktop		GIF/JPG/PNG/ 3rd Party Tag/HTML5	€ 1.900

* File sizes for all formats: up to a maximum of 150 kb

** Duration: 4 weeks

CIMnews

With a circulation of 14,000 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.



SOCIAL MEDIA

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



Advertising forms and rates per flight (4 consecutive issues)

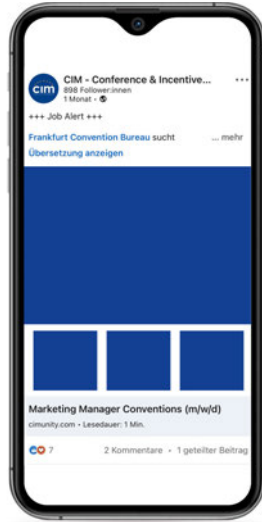
Header Billboard	600 x 154 px/up to 150 kb	€ 1,500
Billboard	600 x 154 px/up to 150 kb	€ 1,300
Rectangle	300 x 250 px/up to 100 kb	€ 1,200
Advertorial	text / image / video	€ 1,900

JPG/PNG/GIF (Animation only)

STAND-ALONE-NEWSLETTER
on request

Publication dates (weekly, on Mondays)

Flight 1	01/08	01/22	02/05	02/19
Flight 2	01/15	01/29	02/12	02/26
Flight 3	03/04	03/18	04/02	04/15
Flight 4	03/11	03/25	04/08	04/22
Flight 5	05/06	05/13	05/27	06/10
Flight 6	07/01	05/21	06/03	06/17+24
Flight 7	07/08	07/15	06/29	08/12
Flight 8	07/10	07/22	08/05	08/19
Flight 9	08/26	09/09	09/23	10/07
Flight 10	09/02	09/16	09/30	10/14
Flight 11	10/21	11/04	11/18	12/02
Flight 12	09/28	11/11	11/25	12/09+16



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

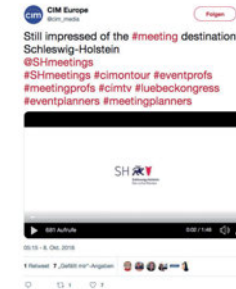
Place your messages in the editorial environment of CIM



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.

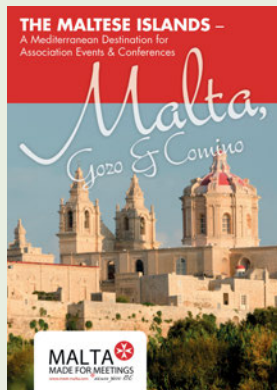
CIMcooperation

We will conceptualize, design, and produce your message, drawing from our team's extensive experience. We can customize your content to suit your target audience precisely. 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!



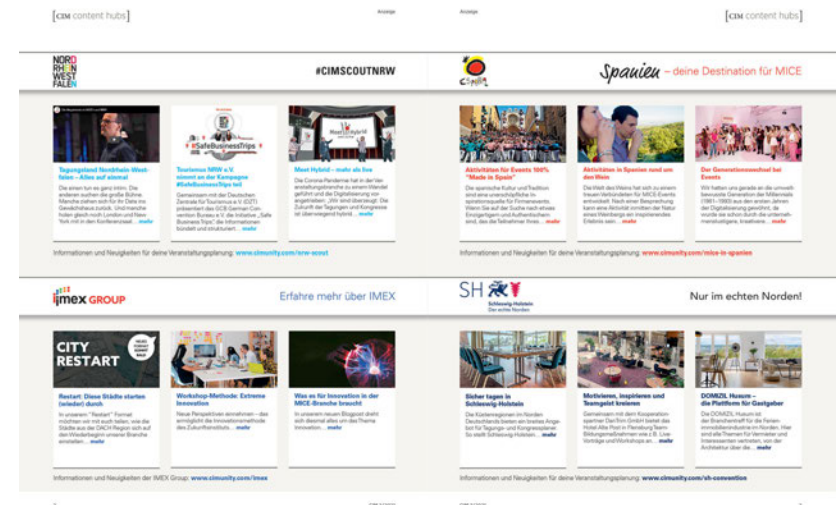
CIMcontenthubs

To ensure a longer and sustained distribution of a news or campaign, either for your organization or your partners, we strongly recommend utilizing your own microsite through CIMweb.

Your organization will receive guidance from our editorial team, where we will collectively discuss marketing objectives and essential matters leading to overall positive and impactful campaigns.

Our editorial team will periodically review and publish the microsite's news content at regular intervals. Our team will promote this site through banners on the CIM website, CIM Newsletter, and in each CIM print issue. The content is assured distribution through all CIM channels and can be customized to your specific needs.

Price varies according to duration and publication



INTERGERMA

Intergerma Hotel and Meeting Venue Planner

Introducing the ideal advertising platform for your hotel, venue, or convention center.

- › Expand your reach in November with our double/flip edition of CIM – Conference & Incentive Management/Intergerma Hotel & Meeting Venue Planner, allowing you to engage with a broader audience.
- › This comprehensive package includes online exposure, providing cross-media access to our online planner and booking portal. This allows your organization to engage with users both offline and online.
- › Place your trust in our extensive industry experience, our established presence, and our impeccable reputation. We ensure that your message effectively reaches your desired target audience.

Seize this opportunity to showcase your brand and services to a qualified audience, all at competitive rates. Choose Intergerma as your partner for successful and impactful marketing in the realm of meeting and hotel planning.



CIM media,
your advertising
partner



DISCOUNTS & TERMS

Early bird discount

For advertisement bookings that reach us by 31 December 2023 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.

CIM is an activity of Eubuco Verlag GmbH, Hochheim am Main.

Photos: If not otherwise described, iStock by Getty Images.

PUBLICATION & TECHNICAL DATA

Publishing house:	Eubuco Verlag GmbH Geheimrat-Hummel-Platz 4 65239 Hochheim Phone: +49 6146 605-0 Fax: +49 6146 605-200 www.eubuco.de info@cimunity.com www.cimunity.com
Founder: Managing Director:	Ursula Steffan Alexander Ebel
Distribution:	Phone: +49 6146 605-112 Fax: +49 6146 605-201 vertrieb@eubuco.de
Publication frequency: Print run: One-year subscription:	CIM is published five times a year. 19.000 copies
Germany: Abroad	€ 40 including postage, plus VAT € 60 (air mail), € 45 Euro (land mail) (within the EU plus VAT in case of missing UID/VAT-No.)
Student subscription: Single issue: Media data: Bank details:	€ 32 incl. postage, plus VAT. € 10 No. 38 valid from 1 January 2024 Volksbank Darmstadt Mainz eG IBAN: DE88 5519 0000 0160 6600 15 BIC: MVBMD55XXX
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