



MEDIA
DATA
2025

FACTS & FIGURES

19,000

Print run	19,000
CIMnews	14,000
eMag 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.

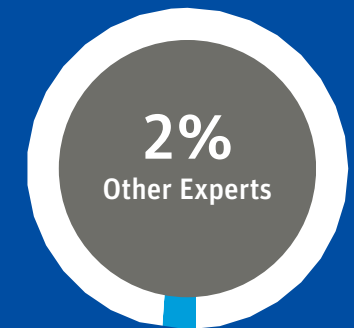
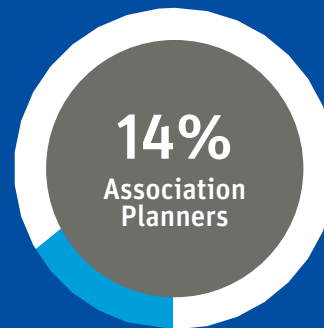
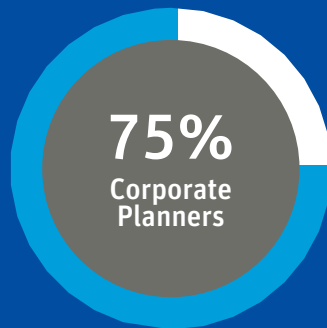
CIM is published quarterly and boasts an international perspective thanks to its bilingual content.

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



Publisher



Alexander Ebel
Tel.: +49 6146 605-141
a.ebel@eubuco.de

Editor-in-Chief



Johanna Palmu
Tel.: +49 6146 605-157
j.palmu@cimunity.com

Editorial Staff



Felix Hormel
Tel.: +49 6146 605-130
f.hormel@cimunity.com



Susanne Layh
Tel.: +49 6146 605-163
s.layh@cimunity.com

Sales



Mouzhan Esmaelpour
Tel.: +49 6146 605-153
m.esmaelpour@cimunity.com



Gustav Palacios
Tel.: +49 6146 605-154
g.palacios@cimunity.com



Beate Schimanski
Tel.: +49 6146 605-152
b.schimanski@cimunity.com

EDITORIAL CALENDAR

Special-Issue 1

PD 28/02/2025

BD/MD 31/01/2025

Issue 2

PD 09/05/2025

BD/MD 08/04/2025

Issue 3

PD 30/06/2025

BD/MD 28/05/2025

Issue 4

PD 19/09/2025

BD/MD 22/08/2025

Issue 5

PD 14/11/2025

BD/MD 16/10/2025

TOPICS AND TRENDS*

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

**Digital +
ITB**

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

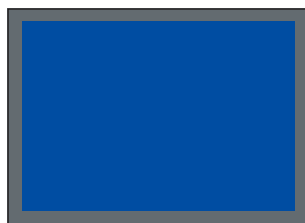
- Sustainability
- Training and Education
- Technology, AI
- Hybrid Events
- Holiday Clubs/Holida
Parks
- Benelux, Austria,
Gulf States

- 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 2026
- Asia, Australia,
Northern Europe

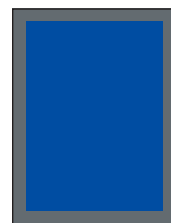
ADDITIONAL DISTRIBUTION AT ALL RELEVANT FAIRS AND EVENTS

ADVERTISEMENT FORMATS & RATES



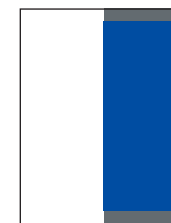
2/1 page
4c
€ 13,700

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
€ 4,350

T: 88 x 233
B: 106 x 280

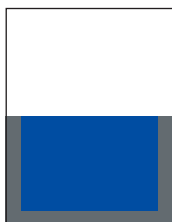
T = type area,
B = bleed-off
Width x height in mm

Trim extras:

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

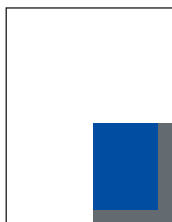
Other formats available
on request

In Germany all rates
plus VAT



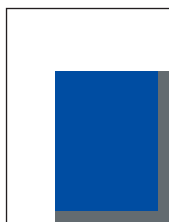
1/2 page landscape
4c
€ 4,350

T: 181 x 113
B: 215 x 132



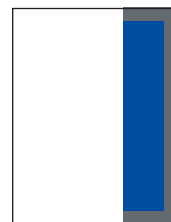
1/4 page corner
4c
€ 3,100

T: 88 x 113
B: 106 x 132



Junior Page
4c
€ 5,700

T: 135 x 190
B: 152 x 210



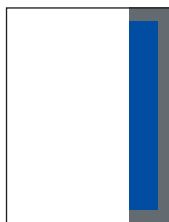
1/3 page portrait
4c
€ 3,500

T: 57 x 233
B: 75 x 280



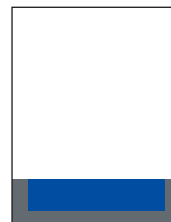
1/3 page landscape
4c
€ 3,500

T: 181 x 78
B: 215 x 97



1/4 page portrait
4c
€ 3,100

T: 42 x 233
B: 59 x 280



1/4 page landscape
4c
€ 3,100

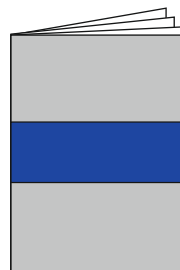
T: 181 x 58
B: 215 x 78



1/8 page
4c
€ 2,300

T: 88 x 58
B: 106 x 78

SPECIAL ADVERTISING OPTIONS



Sleeve

China Cover
€ 6,500

Are you interested in another
format? Contact us!

info@cimunity.com

LOOSE INSERTS

up to 25 g/ height:
max. 2 mm € 330
per thousand

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

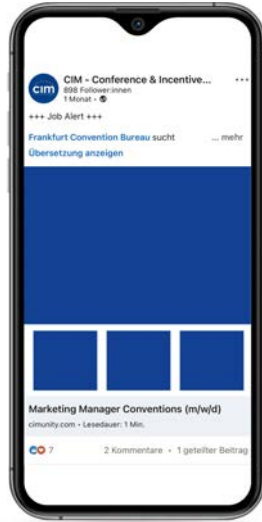
CIMnews

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.



STAND-ALONE-NEWSLETTER on request

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
Jobbörse	text / image	€ 70

JPG/PNG/GIF (Animation only)

Publication dates (weekly, on Mondays)

Flight 1	01/13	01/27	02/10	02/24
Flight 2	01/20	02/03	02/17	03/03
Flight 3	03/10	03/24	04/07	04/22
Flight 4	03/17	03/31	04/14	04/28
Flight 5	05/05	05/19	06/02	06/16
Flight 6	05/12	05/26	06/10	06/23
Flight 7	06/30	07/14	07/28	08/11
Flight 8	07/07	07/21	08/04	08/18
Flight 9	08/25	09/08	09/22	10/06
Flight 10	09/01	09/15	09/29	10/13
Flight 11	10/20	11/03	11/17	12/01
Flight 12	10/27	11/10	11/24	12/08

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

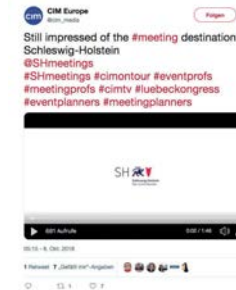
Place your messages in the editorial environment of CIM



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.

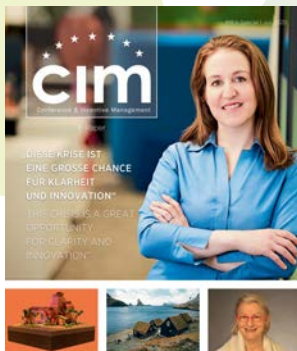
CIMcooperation

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!

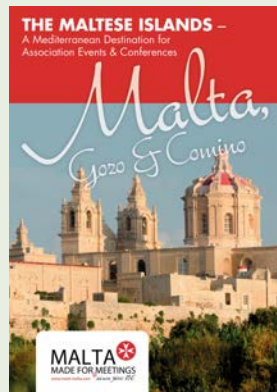
Put your content across – with our know-how!



PlanetMEET
Ein Unternehmen, das die Welt verbindet.
A world beyond the screen. [www.planetmeet.com](#)

Best Practice
Wir sind stolz auf unsere Erfahrung auf der Welt.
We are proud of our experience around the globe. [www.planetmeet.com](#)

„Knowledge Destinations“
Die Welt der Conferences, Events, Meetings, Festivals und Seminare.
The world of Conferences, Events, Meetings, Festivals and Seminars. [www.planetmeet.com](#)



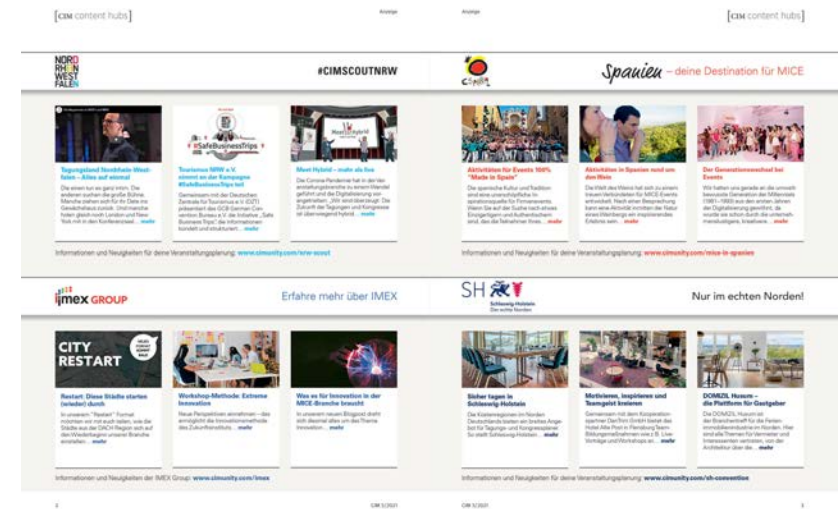
CIMcontenthubs

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



DESTINATION PRO

The online campus expiPROFI.de is touristik aktuell's **e-learning platform** for professionals in the tourism industry. Users make intensive use of the tool for professional travel agent knowledge.

CIM readers and event planners can also benefit from this offer, which is why the expiPROFI concept has been adapted and is now available as the "Destination Pro" platform tailored to the MICE sector. This allows planners to expand their knowledge of destinations and congress cities.

In addition to its own e-learning courses, Destination Pro also offers information on e-learning courses and webinars from other providers. The focus of the portal is on **destination** training, but there is also space for **service providers**.

Would you like to present your destination or your MICE offer as your own e-learning on Destination Pro?
Then send an e-mail to **info@cimunity.com**.



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/flop 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.

Please contact us at info@intergerma.de.



CIM media,
your advertising
partner



DISCOUNTS & TERMS

Early bird discount

For advertisement bookings that reach us by 31 December 2024 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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Photos: If not otherwise described, iStock by Getty Images.

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