

MEETINGS

A long bridge spans across a body of water under a vibrant sunset sky. The bridge is illuminated with lights, and the sky is a mix of orange, yellow, and red. The water is dark and calm.

INTERNATIONAL

YOUR FIRST MEETINGS
MANAGEMENT MAGAZINE
GOES GLOBAL



MEETINGS MANAGEMENT MAGAZINE

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Meetings International is your first meetings management magazine. With articles covering key industry issues, from CSR, procurement and return on investment (ROI), through to supply chain management and benchmarking, we want to help meetings planners develop strategies, content and events that really make a difference. »We put the planners who create the future of the worldwide meetings industry in the spotlight – where they belong,« says editor in chief, Atti Soenarso. By combining award-winning photography, world-class design and writers that fully understand your industry our aim is simple: to become the leading magazine for the global meetings industry.



THE PEOPLE BEHIND THE MAGAZINE

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Roger Kellerman has been writing about meetings for 25 years. Together with his wife and editor in chief, Atti Soenarso they have worked as journalists for more than 50 years. For the past five years they have presented the Scandinavian Meeting Planner of the Year Award, in addition to this they have been working closely with leading Scandinavian industry exhibition TUR in Göteborg (www.tur.se) to create Meeting Industry Week, which this year gave the exhibition its first Association Meetings Day and its first Corporate Meetings Day, with high profile speakers such as Dr Tom McDonald, Paul Flackett and Michael Luehrs.

e-meetings.se
MÖTESINDUSTRINS VIKTIGASTE NYHETSBRÄV

THE CONCEPT MEETINGS INTERNATIONAL

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We have been publishing Meetings International for five years. During this time we have also been developing the magazine's web presence (www.meetingsinternational.se), to the extent that it now has over 30,000 visitors a month. We also publish a weekly electronic newsletter, e-Meetings.se, that is distributed to almost 6,000 subscribers. The magazine, the website and the newsletter give us a unique position in the Scandinavian meetings market, and form the basis for our concept to take the publication to a wider audience. For more than 20 years we have been working with the leading meetings industry association Meeting Professionals International (MPI) and the two leading global exhibitors IMEX and EIBTM, this has given us a strong international perspective on the industry and we now want to share our experience and knowledge with a global audience. The new English language magazine will be printed November 2nd and launched at EIBTM in Barcelona in December 2008.



YEARLY TREND REPORT ⁹

Since 2007 we have published our own yearly Trend Report, with partners such as Visit Sweden (The official Swedish Tourism Board), Stockholm Visitors Board, West Swedish Tourist Board, the TUR exhibition, and MCI Group. Central to the report are the 18 most significant trends which will shape the industry for years to come. This is the only Scandinavian meetings industry trend report and combines a large survey of our readers with views and analyses of how the market will develop during the following year.



Meetings International is working close in cooperation with:
Meeting Support Institute, 43 Oude Vaartstraat, B-2300 Turnhout, Belgium
Phone: +32 1 444 88 31, Fax: +32 1 442 06 61, www.meetingsupport.org
Meeting Support Institute will contribute to each issue of Meetings International
– the global version.

MPI & SITE

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Meetings International is the official magazine for MPI Chapter Sweden and the publisher Roger Kellerman was the founder of MPI in Sweden in 1994. Every issue includes a presentation of new MPI members and a column by the Chapter President.

SITE is also one of our favourite event industry associations, we give broad editorial coverage to their international activities.

We attend just about every European meetings & events industry conference and make sure we bring along a good crowd of our Swedish MPI friends.



IMEX & EIBTM

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Meetings International is official media partner to the two leading international meeting industry exhibitions; IMEX in Frankfurt in the spring (www.imex-frankfurt.com) and EIBTM in Barcelona in the winter (www.eibt.com). We have been partners with EIBTM since its creation in 1988.

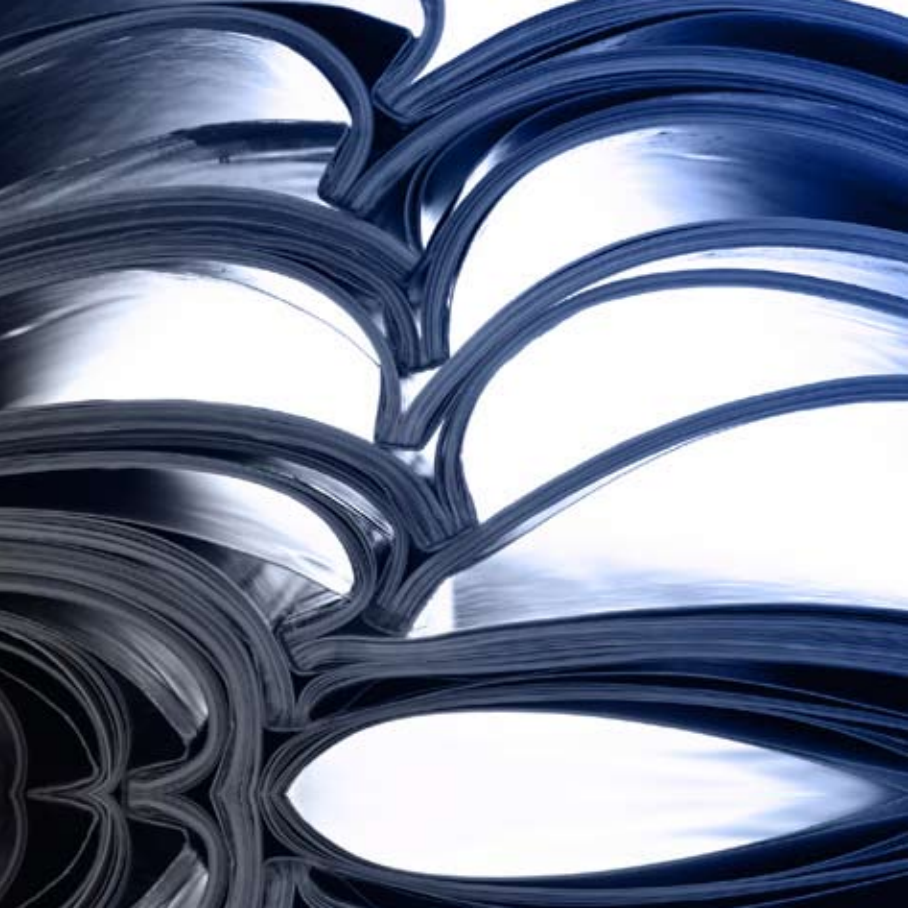
We also arrange hosted buyer trips to these two exhibitions as part of our relentless effort to internationalise the Scandinavian meetings and events industry.



SUPPLEMENTS FOR DESTINATIONS AND COMPANIES

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We have created supplements for London, Holland, Denmark, Finland, Skåne, Örebro, Finnair, European Network (DMC) and Safe Hotels Alliances. These are designed to the same high standards as our magazine, using our own photographer, designer and editorial team. Of course, we do it together with you, but in our own way, with or without advertising – that's up to you to decide.



CIRCULATION

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The Swedish version of Meetings International is currently distributed to more than 20,000 readers (controlled by RS, The Swedish Audit Bureau of Circulations, a member of the International Federation of Audit Bureaus of Circulations, IFABC). The first issue of the English version in November 2008 will be distributed to 9,000 meeting planners through Design Hotels, Rezidor Hotels and Nordic Hotels, with a further 1,000 copies being handed out at our launch at EIBTM.



ADVERTISING RATES

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# 2 / 1	[446 x 276 mm]	Full spread	€ 4900
# 2 x 1 / 2	[446 x 141 mm]	Half page spread	€ 3600
# 1 / 1	[226 x 276 mm]	Back page	€ 3700
# 1 / 1	[226 x 276 mm]	Full page	€ 3300
# 1 / 2	[226 x 141 mm]	Half page	€ 1950
# 1 / 2	[116 x 276 mm]	Half page Tall	€ 1950
# 1 / 4	[226 x 73,5 mm]	1/4 page	€ 1250

PLEASE NOTE: ALL SIZES INCLUDE 3 MM BLEED ON ALL SIDES.

PUBLISHING DATES



3 November 2008

One month before EIBTM in Barcelona.

4 May 2009

Three weeks before IMEX in Frankfurt.

2 November 2009

One month before EIBTM in Barcelona.

We need your copy in printable pdf three weeks before publishing dates. To submit copy go to www.trydells.se, and click on *Send Material*.



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