Communication in the Meetings Industry
THE KONGRES MAGAZINE

The Kongres Magazine is a leading communications medium in the field of meetings industry. It gathers and distributes know-how related to the organisation of meetings for the world’s top professionals and analyses the development of meetings industry in Southeast Europe. It thus represents the meetings industry of Southeast Europe, while it is intended for readers across the entire European market.

Accordingly, there is a Slovene and an international issue. The international issue targets mainly European meetings organisers from corporate, association and governmental sector. The Slovene issue, on the other hand, caters for Slovenian meetings organisers from corporate, association and governmental sector, as well as the wider tourism business sector (hotels, congress centres, agencies, tourism and convention boards, etc.).

Partners of the Kongres Magazine

The Kongres Magazine is a regional partner of Meetings Review, the largest international web portal for meetings industry - http://meetingsreview.com. In its first year of operation, it recorded 60,000 unique users, while its RSS feed news is forwarded to over 65,000 addresses.

The Kongres Magazine is a media partner to the world’s largest trade shows in the field of meetings industry:

- EIBTM - The Global Meetings & Incentive Exhibition, Barcelona, Spain.
- IMEX - The Worldwide Exhibition for Incentive Travel, Meetings and Events, Frankfurt, Germany.
- MEEDEX, Paris, France.
- Conventa, Ljubljana, Slovenia.
- and other international events where the Slovenian Convention Bureau participates.
The Magazine’s Target Readership

The target readership of the Kongres Magazine works in the field of event, meeting, congress, fair and incentive organisation. The readers hold executive managerial positions in companies, government institutions and associations.

According to gender
- female 71 %, male 29 %

According to age
- 20 to 29 years 28.6 %, 30 to 39 years 57.1 %, 40 to 49 years 4.8 %, 50 to 59 years 9.5 %

According to education level
- general or vocational secondary school 7 %, university or other types of graduate levels 68 %, specialisation or postgraduate levels 25 %

According to position
- marketing professionals (33 %), project managers (22 %), executive managerial positions (25 %)

Magazine Distribution

We believe in precision and honesty when it comes to making circulation figures public. We regularly check the distribution bases and complete them via direct marketing activities.

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation: 3,000 copies</td>
<td>Circulation: 3,000 copies</td>
</tr>
<tr>
<td>To the addresses of international corporate, association and governmental meetings organisers</td>
<td>To the addresses of corporate, association and governmental meetings organisers</td>
</tr>
<tr>
<td>At meetings industry trade exhibitions, namely IMEX, EIBTM, MEEDEX, Forum STD, Conventa, etc.</td>
<td>To the addresses of congress product and service providers (hotels, congress centres, tourism boards, etc.)</td>
</tr>
<tr>
<td>At the events of the Slovenian Convention Bureau abroad</td>
<td>To the addresses of the main tourism sector representatives</td>
</tr>
<tr>
<td>On Adria Airways flights to or from Slovenia</td>
<td>At selected congress centres</td>
</tr>
</tbody>
</table>

The biggest share of the international edition goes to the Belgian market (34%), followed by France, Italy, the Netherlands, Germany and the UK.

Publishing Dynamics

There are four regular issues of the Kongres Magazine per year, while a fifth issue is dedicated to the presentation of the Conventa, meetings and incentive travel trade show.

| January | February | March | April | May | June | July | August | September | October | November | December |

The Efficiency of the Media Strategy

Regular Target Readership

The Kongres Magazine is strategically conceived as a source of professional information for those dealing in and representing meetings industry. Therefore the readership of the Kongres Magazine is, for the most part, of the regular type (76%); this is followed by occasional readers (15%) and advertisers (9%). An average of three persons reads each single copy - in other words, one Magazine issue has an average of 18,000 readers.

Magazine Use Over a Longer Time Period

81% of the readers keep their copies and create an archive, for they use the Magazine over an extended time period. A great majority of readers reads all issues - eight of the ten readers questioned read four to five issues per year.

Great Attention to Advertisements

The readers of the Kongres Magazine pay great attention to the advertisements appearing in the Magazine. Almost every sixth reader out of the ten questioned read the ads frequently, and every fourth person surveyed reads them occasionally.

Satisfaction with the Magazine

The readers of the Kongres Magazine are happy with the content, design and useful value of the Magazine. In rating the Magazine content on a scale from 1 to 5, with 5 being ‘excellent’, the in-depth expert and professional articles scored an average of 4.8.
The www.kongres-magazine.eu web portal is the largest online medium for meetings industry. It is a daily source of information for meetings organisers and congress service providers because it publishes expert articles, documents and reports, as well as up-to-date news in the domain of congress-related activities.

The www.kongres-magazine.eu is a specialised website that lends itself well to advertising campaigns by providers of primary and secondary services and products in the field of meetings industry: congress centres, hotels, special venues, agencies, the providers of technological equipment, congress and promotional materials, IT, marketing and event production, etc.

The large number of unique visitors, a specialised target readership, both Slovene and international, and a statistic monitoring system are reasons to advertise at www.kongres-magazine.eu. The following advertisers can attest to the above:

- Reed Travel Exhibitions
- IMEX
- Slovenian Convention Bureau
- Serbia Convention Bureau
- Kompas d.d.
- Hotel Croatia
- Maistra
- Dubrovnik Travel
- Liburnia Riviera Hotels
- E-turizam
- Mission Event Software
- Ljubljana Tourist Board
- Meet Adria

The web portal came alive in April 2008 and records the visits of some 5,000 - 8,000 monthly users. On average, a user visits the portal 1.46 times. During a visit, a user views an average of 5.47 pages of the portal.

Novelties of the Web Portal

Online Video Ads
Given that meetings industry has recently seen an increasing need for online video presentations of destinations, congress capacities, providers, etc., we will offer our advertisers the service of making professional online video footage and/or posting these videos at www.kongres-magazine.eu.

According to a ComScore survey, over 75% of Internet users regularly watch online video content. Last year, an average of 6 percent of advertising funds were earmarked for online video advertising; by the year 2012, this share is expected to rise to 20 percent. Online video advertising is thus becoming a very high-performance communications tool.

Online Capacity Browser
In order to give interested international meeting organisers an easy and quick overview of the congress-related offers of South East Europe, we will introduce an online search engine of Southeast European congress providers. The main advantage of such a browser is the ability for us to select and categorise the providers based on our knowledge of the market and cooperation with international organisations in inviting the meetings organisers to use our browser.
THE ‘MEET IN SOUTHEAST EUROPE’ CATALOGUE

‘Meet in SEE’ is the first catalogue of congress product and service providers in Southeast Europe.

According to service type: hotels, congress and exhibition centres, event organisers/agencies, DMC and incentive agents, tourism and convention boards, the media, etc.

and according to geographical location / country: Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Montenegro, Macedonia, Bulgaria, Romania and Austria

the Catalogue presents the meeting and incentive travel offer of Southeast Europe.

The Catalogue chiefly caters for international corporate event organisers, associations, professional congress organisers, production houses and brokers. A single issue contains information on all the providers and their services and on the destinations that would lend themselves well to the organisation of meetings.

Partners of the Catalogue

The Catalogue is a successful communications tool since it is distributed to the right addresses - to the addresses of potential clients of the service and the product providers presented in the Catalogue. This is possible through cooperation with international associations:

- Meeting Professional International, MPI,
- International Congress and Convention Association, ICCA,
- Destination Marketing Association International, DMAI,
- Society of Incentive & Travel Executives, SITE,
- HelmsBriscoe - the world’s largest destination and venue search provider.

Selected and categorised congress service providers back the Catalogue’s credibility, which allows collaboration with the convention and tourism boards of Southeast Europe.

Distribution of the Catalogue

The English language brochure, issued in 5.000 copies, is distributed to:

- The addresses of domestic and foreign meetings organisers,
- To the project’s business partners,
- To the addresses of HelmsBriscoe’s associated partners,
- At the trade exhibitions BTC in Rome, EIBTM in Barcelona and IMEX in Frankfurt.

An online version of the Catalogue is available on the www.kongres-magazine.eu web portal.

Ian Quartermaine,
CEO of Helms Briscoe:

“Meet in Southeast Europe is an important tool for gathering key data on the destinations of Southeast Europe. We use it in our market research, or in searching for the most appropriate locations for our clients (over 9,000) interested in this corner of the world”
PUBLISHING

Our expert knowledge in the meetings industry, our marketing experience and personal acquaintances in the field helps us prepare communications tools for our clients: magazines, corporate media, brochures, etc.

Our services include the concept of the medium, drafting the texts, graphic design, translation, proofreading and printing, as well as the marketing and distribution of the medium.

Reference Projects

Slovenia Meetings - Client: Convention Bureau
Tips for Incentives in Ljubljana - Client: Ljubljana Tourist Board
Meetings in Valleys of Inspiration - Client: LTO Bovec
Kongres Magazine Supplements

• Technical Specifications of the Kongres Magazine

English / Slovene edition:

- Format 210 x 297 mm,
- Between 75 and 115 pages,
- Material interior: 115 gr., gloss,
- Material cover: 250 gr., gloss,
- Finishing: cut, paperback, 1/0 gloss.

Editor-In-Chief: Gorazd Čad
Executive Editor: Jakica Jesih
Assistant Editor: Danaja Besnard

• Advertising Pricing – The Magazine

<table>
<thead>
<tr>
<th>Purchasing Advertising Space</th>
<th>Dimension</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimension A - 1/1 (inner)</td>
<td>171 x 258 mm</td>
<td>1,490 EUR</td>
</tr>
<tr>
<td>Dimension A-1 - 1/1 (page 2 or 3 of the cover)</td>
<td>210 x 297 mm</td>
<td>1,759 EUR</td>
</tr>
<tr>
<td>Dimension A-1 - 1/1 (page 4 of the cover)</td>
<td>210 x 297 mm</td>
<td>2,300 EUR</td>
</tr>
<tr>
<td>Dimension F - 2/1 double centre ad page</td>
<td>420 x 297 mm</td>
<td>2,400 EUR</td>
</tr>
<tr>
<td>Dimension B - vertical half</td>
<td>171 x 258 mm</td>
<td>820 EUR</td>
</tr>
<tr>
<td>Dimension C - vertical quarter</td>
<td>171 x 126,50 mm</td>
<td>690 EUR</td>
</tr>
<tr>
<td>Dimension D - horizontal half</td>
<td>171 x 126,50 mm</td>
<td>820 EUR</td>
</tr>
<tr>
<td>Dimension E - horizontal third</td>
<td>171 x 82,50 mm</td>
<td>690 EUR</td>
</tr>
<tr>
<td>Business card</td>
<td>171 x 55 mm</td>
<td>290 EUR</td>
</tr>
</tbody>
</table>

The prices are exclusive of VAT.
TECHNICAL REQUIREMENTS FOR THE ADS SUBMITTED:

- Raster: 175 lpi or 70 l/cm
- Bleed: with ads 1/1 page (210 x 297 mm) a further 5 mm bleed has to be added
- Ad preparation: for MAC or PC: .PDF (COMPOSITE, resolution 2540 dpi, frequency 175)
- .JPG (maximum quality 10-12, CMYK 300 dpi at 1:1 size)
- .TIF (CMYK 300 dpi at 1:1 size)
- .EPS (CMYK 300 dpi at 1:1 size)
- .AI (included CMYK 300 dpi images at the 1:1 size, fonts as vectors or with fonts included)

The client must deliver the specimen at least 7 working days before the start of the distribution.

SPONSORED READER SURVEY

750 EUR

PROMOTIONAL ARTICLE

The pricing of advertising space for a promotional article does not differ from that of a traditional ad.

PROMOTIONAL SUPPLEMENT

The publishing of a promotional supplement is ensured if the total advertising space sold reaches EUR 10,000. Several partners may share the advertising.

The prices are exclusive of VAT.

PRICES FOR SPECIAL ADVERTISING FORMS

<table>
<thead>
<tr>
<th>Service</th>
<th>Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>An advertising A4 fold (part of the cover/sleeve)</td>
<td>2.500</td>
</tr>
<tr>
<td>Wrapping the magazine with a band (subject to agreement with the client)</td>
<td>2.500</td>
</tr>
</tbody>
</table>

The prices are exclusive of VAT.

PRICING FOR MAGAZINE INSERTS AND DISTRIBUTION - EUROPE

<table>
<thead>
<tr>
<th>Weight (grams)</th>
<th>Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 20</td>
<td>1,18</td>
</tr>
<tr>
<td>From 20 to 40</td>
<td>1,42</td>
</tr>
<tr>
<td>From 40 to 80</td>
<td>2,05</td>
</tr>
<tr>
<td>From 80 to 120</td>
<td>2,75</td>
</tr>
</tbody>
</table>

The prices are exclusive of VAT.

PRICING FOR MAGAZINE INSERTS AND DISTRIBUTION - SLOVENIA

<table>
<thead>
<tr>
<th>Weight (grams)</th>
<th>Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 20</td>
<td>0,47</td>
</tr>
<tr>
<td>From 20 to 40</td>
<td>0,57</td>
</tr>
<tr>
<td>From 40 to 80</td>
<td>0,83</td>
</tr>
<tr>
<td>From 80 to 120</td>
<td>1,10</td>
</tr>
</tbody>
</table>

The prices are exclusive of VAT.

The client must deliver the specimen at least 7 working days before the start of the distribution.
The Web Portal

<table>
<thead>
<tr>
<th>BANNER TYPE</th>
<th>Dimension</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide skyscraper</td>
<td>160 x 600 pixels</td>
<td>540 EUR</td>
</tr>
<tr>
<td>Square 1 and 2</td>
<td>160 x 160 pixels</td>
<td>540 EUR</td>
</tr>
<tr>
<td>Square (all except 1 and 2)</td>
<td>160 x 160 pixels</td>
<td>520 EUR</td>
</tr>
<tr>
<td>Button</td>
<td>160 x 100 pixels</td>
<td>260 EUR</td>
</tr>
<tr>
<td>Large - Leaderboard</td>
<td>728 x 90 pixels</td>
<td>50 EUR</td>
</tr>
<tr>
<td>PR article</td>
<td></td>
<td>960 EUR</td>
</tr>
</tbody>
</table>

The prices are valid for a 3-month period or the time between two printed Kongres Magazine issues. A single space may host several (up to 3) alternating advertisements. Should a client desire exclusive ad space, 30 percent should be added to the above prices. The prices are exclusive of VAT.

ONLINE VIDEO CLIP

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event presentation, up to three interviews, audio and video recording, directing, editing, basic graphic postproduction (speaker subtitles, logo)</td>
</tr>
<tr>
<td>Beginning/end credits designed depending on the event’s identity</td>
</tr>
<tr>
<td>Advanced speaker subtitle animation</td>
</tr>
<tr>
<td>Animated logo - basic</td>
</tr>
<tr>
<td>Animated logo - advanced</td>
</tr>
<tr>
<td>The inclusion of an ad</td>
</tr>
<tr>
<td>The inclusion of subtitles</td>
</tr>
<tr>
<td>The inclusion of a narrator</td>
</tr>
<tr>
<td>An introductory sequence with event or company branding and own script and directing (concept, 10 motion design hours, graphic script, directing, rendering)</td>
</tr>
</tbody>
</table>

The prices are exclusive of VAT.

TECHNICAL REQUIREMENTS FOR THE ADS SUBMITTED

The online ads must be in one of the following formats: .jpg, .gif, .swf (RGB 72 dpi); maximum file size: 50 KB