



TOTAL AUDIENCE
of **60.700** readers:

PRINT AUDIENCE

18.000
meeting planners

29,65 %
of total number

TABLET AUDIENCE

1.200
meeting planners

1,98 %
of total number

ONEZONE AUDIENCE

(e-magazines and e-newsletters)
34.000 meeting planners

56,01 %
of total number

WEB AUDIENCE

appr. 7.500
meeting planners

12,36 %
of total number

SPECIAL ISSUE 3

JUNE 2015

KONGRES INCENTIVE GUIDE 2015

Meeting planners wish for something new. You would like – for the same or lower price – to see the yet unseen places, taste un-tasted delicacies, unknown wines and experience undiscovered experiences. Central and South East Europe offers numerous pleasant incentive secrets in the worldwide meetings industry, waiting to be discovered.



SPACE CLOSE:
15.05.2015



MATERIALS DUE:
22.05.2014



DELIVERY:
19.06.2015

SUMMER 2015

JULY 2015

In Focus: CONTENT CURATION

Content marketing is changing understanding of the entire meetings industry. Through good content events communicate with the participants. We are going to examine the evidence on the effectiveness of content marketing in the organization of events. You will learn why top content is the core of positive experience of your congress participants



Hot Spot: EVENT PRODUCTION
How to organise viable events



Themed supplement:
ADVENTURE PARKS 2015
OUTDOOR VENUES 2015



SPACE CLOSE:
19.06.2015



MATERIALS DUE:
26.06.2015



DELIVERY:
24.07.2015

FALL 2015

SEPTEMBER 2015

In Focus: CO-OPETITION

One of the few truly outstanding destination strategies is the idea of strategic alliances which is a result of the realization that we live in a time of mutual co-operation and competition (co-opetition). We will investigate in what stages it comes to competition and co-operation for congress buyers and destination reputation. Some practical examples will be presented which have survived the testing in practice.



Hot Spot: EVENT MARKETING
How to make desirable events



Themed supplement:
INNOVATIVE PEOPLE & EVENTS



SPACE CLOSE:
21.08.2015



MATERIALS DUE:
28.08.2015



DELIVERY:
18.09.2015

NOVEMBER 2015

WINTER 2014

In Focus: INDUSTRY REINFORCEMENT 2016

Who are the personalities that have marked the year 2015? What are the trends of the future, which controversial ideas will win in the area of event organization. In the editorial board of Kongres magazine we believe that the best way to predict the future of the meetings industry is to be inventing it.



Hot Spot: EVENT DIFFERENTIATION
How to stand out from the crowd



Themed supplement:
KONGRES ANNUAL MEETING PLANNERS SURVEY
KONGRES HOLIDAY & PARTY GUIDE



SPACE CLOSE:
16.10.2015



MATERIALS DUE:
23.10.2015



DELIVERY:
16.11.2015

THEMED SUPPLEMENTS WITHIN THE MAGAZINE IN 2015

- KONGRES GOURMET
- KONGRES WAW - WINES AND WINERIES
- KONGRES SPECIAL VENUES
- KONGRES ADVENTURE PARKS
- KONGRES OUTDOOR VENUES
- KONGRES INNOVATIVE PEOPLE & EVENTS
- KONGRES HOLIDAY & PARTY GUIDE

KONGRES MAGAZINE REGULAR SECTIONS

- TELESCOPE** – Congress destinations of the World according to the selection of our editor Robert Cotter
- MEETOLOGUE** – Congress Meetologues of the New Europe
- VOICE FROM THE TOP** – Interviews with key personalities of the meetings industry
- HIDDEN KONGRES GUEST** – Hidden congress guests assess hotels, convention centres and catering providers
- WHO IS WHO** – Presentations of meetings providers
- YOUNG TALENTS** – Young promising meeting industry talents
- BEEEN THERE** – Reports from events
- TOP 10** – Rankings of the best in various categories
- CASE STUDIES** – Examples of good practice

NEW CONTENT SECTIONS IN 2015

- KONGRES BRIEFING** – Short news from destinations presented in an interesting way
- DESTINATION SURVEY** - In-depth collage presentations of congress destinations
- DESTINATION IN NUMBERS** - Infographics with data of individual destinations
- BEHIND THE SCENES** - Extended reportages of the best congress hotels

At a time when campaigns are taken over by our buyers, apart from content marketing there are few tools available that enable communication through various channels.