

KONGRES

NEW EUROPE MEETINGS INDUSTRY MAGAZINE

A CONTENT MARKETING MACHINE THAT TELLS IT LIKE IT IS!

KONGRES
NEW EUROPE MEETINGS INDUSTRY MAGAZINE
SPECIAL ISSUE // INCENTIVE IDEAS BOOK // June 2016

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INCENTIVE IDEAS

INCENTIVE IDEAS BOOK

THE POWER OF INCENTIVE TRAVEL DESTINATIONS
THE ART OF THE MEETING
THE ART OF THE MEETING
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KONGRES **ISSUE 54**
NEW EUROPE MEETINGS INDUSTRY MAGAZINE
VOLUME X, ISSUE 4 // March 2016

RECIPE FOR A SUCCESSFUL EVENT

**OUT OF THE BOX IDEAS
GREAT HOSPITALITY
EXPERIENCE
SUSTAINABILITY
CREATIVITY
TEAM WORK
FLEXIBILITY
ENERGY**

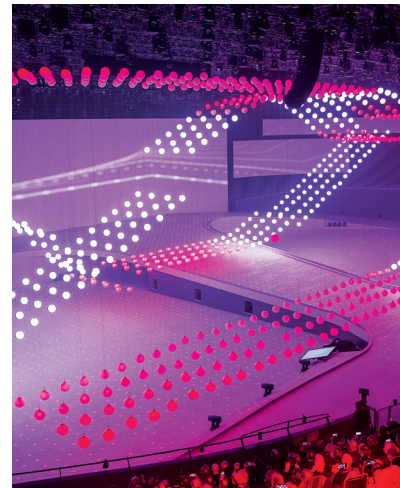
SMELL - SOUND - **TASTE** - TOUCH - SIGHT



9th Conventa
WITH CONVENTA, YOUR COFFEE CUP NEVER RUNS DRY
18 - 19 JANUARY 2017

KONGRES **10 YEARS**
NEW EUROPE MEETINGS INDUSTRY MAGAZINE
SPECIAL ISSUE CONVENTA CATALOGUE

The Best MICE Coffee
served every year at Conventa!



KONGRES **ISSUE 58**
NEW EUROPE MEETINGS INDUSTRY MAGAZINE
VOLUME X, ISSUE 4 // September 2016

POWER TO THE MEETINGS

CROSSOVER
THE FUTURE OF MICE AND TRAVEL
28 - 29 AUGUST 2017
HOTEL DE LISIÈRE

KONGRES **ISSUE 59**
NEW EUROPE MEETINGS INDUSTRY MAGAZINE
VOLUME X, ISSUE 7 // November 2016

MEETING DESIGN

THE STAGE IS YOURS. IMPRESS YOUR AUDIENCE!

KONGRES

NEW EUROPE MEETINGS INDUSTRY MAGAZINE

FACTS

Have you ever heard that storytelling is the most efficient communication mechanism for establishing relationships with consumers? We believe it is the best way to attract customers, to connect with them and start building a long term relationship. As the only specialists in B2B content marketing in the field of meetings industry in the region we know what we are talking about. For years we have been producing creative content that has aroused interest of our loyal audience.

We are proud to say that in **10 years** we have published **51 magazines** and **11 special editions** with **1,490 contributions** where each issue was read by more than **53,000 people**.

TELL YOUR STORY

WE OFFER FAST SOLUTIONS TO TWO OF THE MOST COMMON PROBLEMS IN MARKETING

1. You have the right content but don't have the right audience or a wide enough reach? With Kongres Magazine we guarantee your content will reach your target audience!

How? Easy. With wide distribution and the ideal audience.

Each story Kongres Magazine publishes is distributed at least three times and reaches:

- Print magazines readers
- Web portal readers & social media followers
- Newsletters subscribers (weekly newsletters)

2. You don't have the time or the skills to write a good story? No problem. The experienced Kongres Magazine writers will gladly do it for you!



9,000 - 12,000
monthly unique visitors



150K
yearly pages views



7,900+
followers on social networks



49,580+
subscribers to KONGRES e-news

Our strong partnership with **International Meetings Review** and **Poslovni turizam** help us reach an additional **330,000+** meeting professionals.



EDITORIAL CALENDAR 2017

PUBLISHED 6 TIMES PER YEAR

Kongres Magazine is far from being just a magazine. It is the only provider of integrated marketing communications, with which you can make effective dialogue with the meeting planners. Because we know what meetings industry players really need and how to ensure their long-term loyalty, we can make above-average, high-quality, relevant, independent, in-depth and interesting meetings industry stories. In 2017 they will be dedicated to you and your customers even more.

2017 CONTENT FOCUS:

IMPERSONAL WAS REPLACED BY PERSONAL

We will not only talk, but we will also listen to you:

About how are we, the event organizers capable to respond to the needs of modern congress participants. About what kind of experience participants expect from us. About how the brands and the event organization are linked by successful and well-known brands. About how to create a sensual, emotional and substance filled events. About how to develop a dialogue with participants in the virtual space. These are all topics that we will be focusing on, in addition to the standard sections in the magazine in 2017. And of course, stories spiced with a dose of creativity and with view outside the frames, which are our trademarks.

SPECIAL ISSUE 1 / January 2017

KONGRES SLOVENIAN EDITON

The magazine intended for Slovenian event organizers with an emphasis of Slovenia on the way to the first congress league, presentation of special congress locations and best incentive ideas. The magazine will not be lacking interviews with major congress players and international examples of good practice.

Space close: 16.12.2016

Materials due: 23.12.2016

Delivery: 09.01.2017

Digital: Y



SPECIAL ISSUE 2 / January 2017

CONVENTA 2017

Special edition, published as a catalogue of Conventa together with extensive destination presentations, presentations of participating partners and exhibitors. In terms of content this is the most comprehensive overview of the meetings industry in the region of New Europe.

Space close: 30.12.2016

Materials due: 10.01.2017

Delivery: 18. - 19.01.2017

Digital: Y



SPRING ISSUE / March 2017

RETHINK MEETINGS: MEETING DESIGN IN 2017

Point of differentiation in the market today are mainly experiences and personal communication. Events are the key tool for this. In the spring issue, we will analyse the methods and techniques for encouraging creative potential at events. Emphasis will be placed on the activation of potentials that are hidden in the participants of your events. And potential is best encouraged exactly with the tools and techniques of meeting design.

Supplement: Kongres Incentive guide 2017

Hotspot: Creative venue design and new infrastructure

Space close: 17.02.2017

Materials due: 03.03.2017

Delivery: 31.03.2017

Digital: Y

SUMMER ISSUE / June 2017

DESTINATIONS ON THE RISE: MEETOLOGUE 2017

Since 2010, Kongres magazine has been publishing CONGRESS TRAVELOGUES, which were renamed MTLG - MEETOLOGUES.

International meeting planners thus discover little-known European convention destinations. All existing travelogues of the NEW EUROPE will be issued in a special issue of Kongres magazine, which will be released prior to IMEX trade show. With high-quality editorial content, travelogues completely replace the tedious and irrelevant catalogues of meetings suppliers. Digital versions of MEETOLOGUES are currently the most read sections of the Kongres magazine.

Supplement: Meeting Star 2017

Hotspot: Meetings Top 50

Space close: 26.05.2017

Materials due: 16.06. 2017

Delivery: 30.06.2017

Digital: Only digital edition

AUTUMN ISSUE / September 2017

LIFE WITH BRANDS: EXPERIENCE MARKETING

Experiential marketing offers the answers to the impersonal intrusive marketing that we were used to in the past. Key tools are events that create communication with customers where they want. The central topic of this issue will review non-traditional practices and events, guerrilla marketing and presentation of stories by congress participants.

Supplement: Best brand experience moments 2017

Hotspot: Event star-ups 2017

Space close: 25.08.2017

Materials due: 15.09.2017

Delivery: 29.08.2017

Digital: Only digital edition

WINTER ISSUE / November 2017

DRIVING FORCES: EFFICIENCY OF MEETINGS

Better communication between employees, personal learning, motivation, improvement of creativity, greater loyalty, better working atmosphere - these are all the objectives of events, which we must learn to properly measure and evaluate. To evaluate the effectiveness of events, setting measurable goals and choosing the appropriate method of measurements is very important. This are topics that we will fully focus on November issue.

Supplement: Hidden guest survey 2017

Hotspot: What next - Kongres magazine forecast

Space close: 27.10.2017

Materials due: 10.11.2017

Delivery: 26.11.2017

Digital: Y

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.

MARKETING WITH KONGRES MAGAZINE

KONGRES ON-LINE	Description	Example	Price
Kongres wallpaper	Homepage Subpage	http://kongres-magazine.eu	1,700 € per month 1,230 € per month
Banners (different sizes)	Homepage & Subpage	http://kongres-magazine.eu	420 € - 960 € per month
Advertorial	Up to 1,200 words placed in one of the topics	http://kongres-magazine.eu/2015/04/gr-ljubljana-exhibition-and-convention-centre-remains-a-nesting-place	360 € per month

INCENTIVE IDEAS BOOK / WEB

Packages Basic, Extended, Meet, Meet+	Packages vary depending on the length of the text, photo material, banners and publication platforms	http://kongres-incentives.net/ http://issuu.com/gcad/docs/kongres_incentive_ideas_book_2015_i	Free / 145 € / 460 € / 650 €
ADS in Incentive book	1/1 page, 1/2 page, 1/3 page	http://issuu.com/gcad/docs/kongres_incentive_ideas_book_2015_i/20	745 € / 451 € / 414 €

MEETOLOGUE BOOK / WEB

Packages Basic, Extended, Meet, Meet+	Packages vary depending on the length of the text, photo material, banners and publication platforms	http://kongres-meetologue.eu/ http://issuu.com/gcad/docs/kongres_magazine_mtlg_2015_issuu	Free / 550 € / 650 € / 1,190 €
ADS in Meetologue book	1/1 page, 1/2 page, 1/3 page	http://issuu.com/gcad/docs/kongres_magazine_mtlg_2015_issuu/6	745 € / 451 € / 414 €

KONGRES IN PRINT	Description	Example	Price
Gatefold	3/1 inside front or back cover	/	2,900 €
Centrefold	2/1 double centre ad page	/	2,400 €
Cover	1/1 cover page	http://issuu.com/gcad/docs/kongres_magazine_march_2014_issuu/2	2,300 €
Inside AD	1/1 page, 1/2 page, 1/3 page, 1/4 page, 1/8 page	http://issuu.com/gcad/docs/kongres_magazine_march_2014_issuu/100	1,490 € / 820 € / 690 € / 450 € / 290 €
Advertorial and destination report (text and images)	1/2 page, 1/1 page, 2 pages, more than 2 pages	http://issuu.com/gcad/docs/kongres_magazine_march_2014_issuu/46	690 € / 1,490 € / 2,300 € / 750 € every additional page
Gadget	Short, long (description + photo)	http://issuu.com/gcad/docs/kongres_magazine_march_2014_issuu/50	250 € / 315 €
Meetologue	4 pages destination presentation (text + photo material)	http://issuu.com/gcad/docs/kongres_magazine_march_2014_issuu/54	2,980 €
Inserting leaflets, promo material	Partners material inserted	/	By agreement

KONGRES ONE2ONE

	Price
Kongres breakfast or fam trip 10 participants or 10 international participants	2,256 € / 2,980 €

KONGRES SOCIAL NETWORK

	Example	Price
Communication concept	/	48,90 per hour
Monthly content	https://www.facebook.com/kongres.magazine https://twitter.com/kongresmagazine	39,60 per hour

KONGRES E-NEWSLETTER

	Description	Price
Setting up the e-mail	Template design	199 €
Packages Basic, Meet, Meet+	5,000 / 15,000 / 35,000 contacts	339 € / 499 € / 799 €
Kongres Weekly	Advertorial	190 €

KONGRES E-MAGAZINE SLOVENIA

	Price
Slovenian e-magazine Issued every 2 Months, distributed to Slovenian Hosted Buyers	150 €

KONGRES MAGAZINE WORKSHOP

	Price
Learning workshop / Various topics such as creative writing, social media, ...	By agreement

CONTACT

KONGRES MAGAZINE

Štihova 4
SI-1000 Ljubljana
T: + 386 (0)1 430 51 03
F: + 386 (0)1 430 51 04
M: +386 (0)40 530 112
E: gorazd.cad@toleranca.eu
www.kongres-magazine.eu

