How popular is (traffic statistic Alexa): GLOBAL RANK - October 2020:

1. www.google.com
2. www.youtube.com
3. www.slideshare.net
4. www.kongres-magazine.eu
5. www.meetings-media-group.com
6. www.meetings-conventions.com
7. www.c-mw.net
8. www.eventbranchen.nl
9. www.cift-world.com
10. www.successfulmeetings.com
11. www.bea.com
12. www.mtmedia.co.uk
13. www.p Laurel.com
14. www.confERENCENEWS.co.uk
15. www.events-magazine.de
16. www.tgmeia.com
17. www.adegroup.it
18. www.eventia.com
19. www.events-pers.com
20. www.bizeventsasia.com
21. www.alexav.com
22. www.kongresskunstzam.com
23. www.am-in-magazine.global
24. www.dreamworldmedia.de

OVERALL GLOBAL RANKING:

4.715.398
4.715.398
3.663.541
3.663.541
3.649.142
3.649.142
3.649.142
2.828.799
2.828.799
2.828.799
1.770.920
1.770.920
1.770.920
1.699.176
1.699.176
1.699.176
1.603.536
1.603.536
1.603.536
1.596.620
1.596.620
1.596.620
1.521.184
1.521.184
1.521.184
1.125.536
1.125.536
1.125.536
1.074.588
1.074.588
1.074.588
1.021.184
1.021.184
1.021.184
946.530
946.530
946.530
844.405
844.405
844.405
781.946
781.946
781.946
751.138
751.138
751.138
744.114
744.114
744.114
539.120
539.120
539.120
296.730
296.730
296.730
242.943
242.943
242.943
MORE CONTENT - MORE CONTRACTS

“Difference is in the storytelling not selling services.”

Kongres Magazine is the very first niche communications agency to specialize in the meetings industry. We have been creating urban stories spiced up with a strong dose of creativity and an “out of the box” vision for over a decade now.

Gorazd Čad
CEO & Founder

THE SAME WORLD IN OTHER WORDS

In many ways the meetings industry is similar to rock’n’roll. It is passion, a dedication. It strives to be different and visible, showing with one’s heart and soul the power of speech at the right moment. It inspires the audience and leaves an impression. It creates a special connection with every listener and responds to their wishes, and ensures that they become fans. You know how to inspire, and we have a stage on which you can present.

Therefore, this year Kongres magazine has brought its readers even closer, breathed into it new content and changed it into an even more attractive publication, all with the aim of becoming a unique, creative and effective medium for dialogue between you onstage, and your buyers in the audience. Therefore, we offer a range of solutions for your dialogue with readers, from text-writing and web optimisation to promotions in the magazine and on social networks.

WHAT
The majority of media and specialised marketing agencies in the congress industry only offer event organisers and destinations one of the many possible methods of communication.

THUS
Integrated communication in all contact points of communication with event organisers is rare and usually also very expensive.

THE NUMBERS DON’T LIE

With 84 issues already under its belt, Kongres magazine has once again proved why it is the leading communications medium in the events and meetings industry in ‘New’ Europe.

Kongres is the largest regional B2B communication platform. Our database has over 80.462 potential buyers of your product. The database is being expanded on a daily basis and is primarily targeted at the European market. We know meeting planners really well.

NOW WHAT
Our agency is among the first to offer 360° MICE ACTIVATION, which includes all communication tools that actually communicate with event organisers, regardless of which communication tool they use. Bratislava Motor City and Meet in Šibenik are examples of integrated campaigns.

6 GOALS RELEVANT FOR YOUR BUSINESS

- Content Creation: Producing engaging content for clients and providing content targeting
- Content Curation: Finding relevant content for specific meeting planners groups through our network
- Content Distribution: Delivering content to meeting planners who will find it valuable and driving conversion
- Boost Awareness: Creating client brand awareness by consistently communicating with meeting planners
- Lead Generation: Creating qualified leads as a result of content marketing and converting reach into leads
- Drive Sales: If content is king then sales conversion is queen - converting leads into customers
**EDITORIAL CALENDAR 2021**

**TOPICS AND DATES**

Kongres Magazine comprises of a printed magazine, issued twice a year, additional regional editions and the online platform www.kongres-magazine.eu. Content in printed issues differs from online versions.

Kongres Magazine is not only a magazine about the meetings industry but also a magazine about culture and society, art, science and creative industries. The basis of our work is independency, as we are not funded by any political group or public institution. Hence, we are a credible and independent source of information.

We aspire to raise the bar and encourage our audience to make better events. The magazine exists because of its readers. Each issue is regarded as a test; only if the readability and reach are satisfactory, will we issue the next edition.

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**In 2021, we are bringing you two special editions of Kongres Magazine, where we will connect and showcase the best we have.**

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**VOL XIV, NO. 1, JUNE 2021 - EXCLUSIVE SPRING EDITION**

The printed edition will present the best stories, helping you overcome the corona crisis. We will talk about hybrid, online, virtual, multi-hub events and their co-existence with live events.

Issue date: 30.06.2020  
Circulation: 2.000 issues

---

**VOL XIV, NO. 2, OCTOBER 2021 - EXCLUSIVE AUTUMN EDITION**

The printed and digital edition will feature the renaissance of the meetings industry. It will be focused on presenting good practice cases.

Issue date: 30.10.2020  
Circulation: 2.000 issues

---

**Note:** Exclusive edition means that every article in the magazine is meticulously thought-out, organised and equipped. Each edition forms its own context, helping us shed light on the main theme. The magazine has a head and a tail; dramaturgy and design.

All stories are accessible through our website. Kongres Magazine’ website is among the portals with the highest reach. The website, combined with our social media enables fast response and interaction of our readers.
Kongres magazine enables our partners to inform the public at home and abroad about new developments and important achievements. All announcements are archived and available at all times. All information is also easily accessible via mobile devices.

## Venues

**Behind the Scenes**

An editorial look behind the scenes of the most exciting congress hotels in the region.

**Off the Beaten MICE Track**

Introducing new innovative congress products that surprise with aesthetics and creativity.

**Hidden Guests**

Unique evaluation of hotels by hidden congress guests using more than 400 criteria.

**Special Venues**

Overview of interesting congress providers through experiences and special offers.

## Destinations

**Meet Busters**

Busting or confirming 10 meeting destination myths about which you have always wondered.

**MTLG MeetoLogues**

A golden guide for meeting organisers, revealing fresh and interesting European meeting destinations.

**Kongres Telescope**

Secrets about Non-European meeting destinations through the brilliant editorials of Kongres magazine.

**Kongres Face to Face**

A current comparison of the closest competitors following the Kongres MTLG methodology.
THEMED SUPPLEMENTS WITHIN THE MAGAZINE

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

THE NUMBERS DON'T LIE

49.580 subscribers to Kongres e-news
17.700 followers on social media
11.000 - 14.000 monthly unique visitors to www.kongres-magazine.eu

PEOPLE

VOICE FROM THE TOP

Exclusive interviews with meetings industry experts on the current challenges of the meetings industry.

WHO IS WHO

Interviews with meetings industry professionals who reveal the stories of their success.

YOUNG TALENTS

The next generation of talented individuals who will shape the future of the meetings industry.

ENFANT TERRIBLE

In each of us lies a little enfant terrible. The editorial board chooses the most interesting ones.

IDEAS

CASE STUDIES

Examples of good practice cases of events and meetings industry projects presented with concrete results.

INCENTIVE IDEAS

The most comprehensive collection of incentive ideas that already includes 270 programmes, which is up-dated weekly.

CREATIVE BREAK

Examples of good practice in the field of marketing of meetings destinations, hotels and events.

WHAT'S HOT

Presentation of the most interesting destinations. Ratings are given for convention hotels, car launch destinations, special venues and more.
## Content/Copywriting

<table>
<thead>
<tr>
<th>Service</th>
<th>Frequency</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copywriting</td>
<td>1/4/6 articles per month</td>
<td>€125/€475/€675</td>
</tr>
<tr>
<td>Redistribution</td>
<td>1/4/6 articles per month</td>
<td>€40/€152/€216</td>
</tr>
</tbody>
</table>

Using the storyboard model, a standard 2,300 characters with no spaces per article, 400 words.

Digital and social distribution of content on the Kongres magazine web portal and social media:

- Linkedin: 4,232 followers
- Twitter: 1,411 followers
- Facebook: 7,065 followers

## Database / Big Data Targeting

<table>
<thead>
<tr>
<th>Service</th>
<th>Frequency</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-weekly</td>
<td>1/4/6 articles per month</td>
<td>€90/€342/€486</td>
</tr>
</tbody>
</table>

Use of our customer database is only available to subscribers with whom we have an agreement in the area of content marketing. Communication with customers is enabled via the weekly e-magazine (to-date 414 have been published).

## Online / Microsite Creation and Lead Generation

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsite</td>
<td>€1,190</td>
</tr>
</tbody>
</table>

One-off cost for setting up a microsite.

<table>
<thead>
<tr>
<th>Service</th>
<th>Frequency</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redistribution</td>
<td>of 1/4/6 articles per month</td>
<td>€40/€152/€216</td>
</tr>
</tbody>
</table>

Costs of redistribution of news on a microsite. Articles are prepared for publishing by subscribers or are prepared for our company in the context of our content marketing services.

## Social / Social Media Campaigns

<table>
<thead>
<tr>
<th>Service</th>
<th>Frequency</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing posts</td>
<td>1/4/6 articles per month</td>
<td>€50/€190/€270</td>
</tr>
</tbody>
</table>

Posts on social profiles of Kongres magazine:

- Linkedin: 4,232 followers
- Twitter: 1,411 followers
- Facebook: 7,065 followers

## Direct / E-mail Marketing and Telemarketing

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setting up e-mail in MailPoet</td>
<td>€250</td>
</tr>
<tr>
<td>Mailing</td>
<td>5,000/15,000/35,000 contacts</td>
</tr>
</tbody>
</table>

## Print / Image Building through Advertorials

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatefold 3/1 inside front or back cover</td>
<td>€2,900</td>
</tr>
<tr>
<td>Centrefold 2/1 double centre ad page</td>
<td>€2,400</td>
</tr>
<tr>
<td>Cover 1/1 cover page</td>
<td>€2,300</td>
</tr>
<tr>
<td>Inside ad 1/1, 1/2, 1/3, 1/4, 1/8 page</td>
<td>€1,490/€820/€690, €450/€290</td>
</tr>
<tr>
<td>Advertorial 1/2, 1/1, 2/2 more than 2</td>
<td>€690/€1,490/€2,300, €750 every additional page</td>
</tr>
<tr>
<td>Meetologue 4 pages</td>
<td>€2,980</td>
</tr>
<tr>
<td>Gadgets Short/long description + photo</td>
<td>€250/€315</td>
</tr>
</tbody>
</table>

## Contact Us

Contact us if you are interested in other forms of advertising (background banners, full-page adverts, screensavers, floating banners,...).
In the last 14 years www.kongres-magazine.eu has won the trust of local and international event organisers. According to official data on the reach of the site (Alexa and Google), it is ranked among the top five websites in its field with the highest reach in Europe. Each day it records an average of 400-600 visits by various meeting planners who are able to see 800-1000 content items.

### VIDEO/Video production and campaigns

<table>
<thead>
<tr>
<th>Duration</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 3 hours</td>
<td>video 1-3 min</td>
<td>€750</td>
</tr>
<tr>
<td>up to 5 hours</td>
<td>video 1-5 min</td>
<td>€980</td>
</tr>
<tr>
<td>up to 8 hours</td>
<td>video 1-8 min</td>
<td>€1,190</td>
</tr>
</tbody>
</table>

Filming includes 2 cameramen/women, 2 cameras, graphics, subtitles, in filming announcements at the event.

Additional options by agreement: complete filming of event, production of various videos, animation of logos, additional video effects, timelapse, various music bases.

### EXPERIENCE/B2B Sales Events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast or lunch bonding*</td>
<td></td>
</tr>
<tr>
<td>Fam trip for regional or international buyers*</td>
<td></td>
</tr>
<tr>
<td>Press trip*</td>
<td></td>
</tr>
<tr>
<td>Experience trip*</td>
<td></td>
</tr>
</tbody>
</table>

*Prices depend on the number and content of the programme. For smaller events prices start from €2,500.

### SALES/Personal sales

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales calls*</td>
<td>For individual personal sales activities, an offer is prepared according to the requirements of the project.</td>
</tr>
<tr>
<td>Sales representative*</td>
<td></td>
</tr>
</tbody>
</table>

### ANALYTICS/Marketing Analytics

This service is included for partners with whom we work on a long-term basis. For other partners a special offer can be prepared that includes various types of services from benchmarking analyses of the competition.

### MAILING IN KONGRES WEEKLY (Published every Monday)

<table>
<thead>
<tr>
<th>Service</th>
<th>BASIC</th>
<th>MEET</th>
<th>MEET+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KONGRES WEEKLY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of Kongres Weekly system, published every Monday at 6.00 am</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sending out of e-newsletter</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>DATA-BASES FOR DISTRIBUTION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sending out to Kongres data-base</td>
<td>9.865</td>
<td>9.865</td>
<td>9.865</td>
</tr>
<tr>
<td><strong>CREATION OF E-NEWSLETTER</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adaptation of news - Editorial Board of Kongres magazine</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Limit of stories in the Kongres weekly</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Number of photos included</td>
<td>Up to 1</td>
<td>Up to 2</td>
<td>Up to 4</td>
</tr>
<tr>
<td><strong>ADDITIONAL SERVICES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link to client's website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Processing of photos for publication</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Web anchors on the Kongres magazine portal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>PACKAGE PRICE LIST</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total cost of the package (VAT not included)</td>
<td>180 €</td>
<td>342 €</td>
<td>486 €</td>
</tr>
</tbody>
</table>
**POSITIONING VENUE OR INCENTIVE IDEA IN THE SEARCH ENGINE AT** https://kongres-magazine.eu/

<table>
<thead>
<tr>
<th>Services</th>
<th>Basic</th>
<th>Meet</th>
<th>Meet+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic editorial entry into the database</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Contact me form</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>RFP form</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Contact information</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Link to your website</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your content information and a call to action</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Additional exposure and a Preferred Partner status</td>
<td>x</td>
<td>x</td>
<td>✓</td>
</tr>
<tr>
<td>Publication of additional stories about your venue or incentive idea on</td>
<td>x</td>
<td>3x 150 words</td>
<td>9x 250 words</td>
</tr>
<tr>
<td><a href="http://www.kongres-magazine.eu">www.kongres-magazine.eu</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publication of additional stories about your venue or incentive idea across Kongres Magazine’s social channels</td>
<td>x</td>
<td>3x 150 words</td>
<td>9x 250 words</td>
</tr>
<tr>
<td>Publication of additional stories about your venue or incentive idea in the Kongres Weekly newsletter</td>
<td>x</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Publication of your own sales pitch in the basic presentation in the database</td>
<td>x</td>
<td>150 words</td>
<td>250 words</td>
</tr>
<tr>
<td>Publication of additional images in the basic presentation in the database (image size: 1024x768)</td>
<td>x</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Publication of video material in the basic presentation in the database</td>
<td>x</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Annual membership** | Free | 79,60 € | 115,90 €  

*VAT is not included*

---

**KONGRES – TARGET GROUP**

**WHO IS INSPIRED BY KONGRES MAGAZINE**

Kongres magazine reaches all types of buyers of congress products. Our readers come to us when they need information about the location, an idea for an event or just an independent opinion.

**CONTENT REACH BY COUNTRIES**

[Map showing content reach by countries]
Kongres magazine is on average read by over **90,000 MEETING PLANNERS**. On average, our readers are:
- 59% women, 41% men
- 65% of readers are aged between 30 and 55 years
- 27% of our readers are in management or leadership positions

**THE NUMBERS DON’T LIE**
Due to content and digital optimisation, Kongres Magazine is placed high among search engines.

**Page views per month** .......................... 40,000 - 50,000
**Sessions per month** ............................ 12,000 - 14,000
**Unique visitors per month** .................... 40,000 - 50,000

**STRUCTURE** of readers:
- Corporate 75%
- Associations 10%
- Agencies 5%
- Public sector 5%
- Others 5%

Our readers are your buyers from the following **TARGET GROUPS**:
- Key decision-makers in the associations market;
- Key decision-makers in the companies market;
- Public institutions that organise events and meetings;
- Specialised incentive and PCO agencies in Europe;
- Specialised groups and agencies for business tourism;
- Visitors to stands at specialised trade shows such as CONVENTA, IMEX, IBTM, UK MEETINGS SHOW;
- Key event organisers and providers of meeting facilities in the region.

**CURRENT SOCIAL MEDIA FOLLOWING**

**20,481 FOLLOWERS (october 2020)**

**FACEBOOK**
7,222 likes

**TWITTER**
1,471 followers

**LINKEDIN**
11,331 followers

**INSTAGRAM**
457 followers
The numbers don’t lie... we are on top of our game!

We love statistics and we find them exciting, as they offer us and our partners the ability to compare ourselves to other providers in real time.

We are different, progressive and innovative. We believe in the synergy of print and digital media going along with social media.

**84 ISSUES OF KONGRES MAGAZINE**

With your help and trust, 84 issues of Kongres Magazine covered more than 19,000 pages of information and different stories.

www.kongres-magazine.eu

Our website, www.kongres-magazine.eu, has featured more than 39,000 articles and has become the leading portal on the regional meetings industry map.

**KONGRES WEEKLY**

9865 weekly E-magazine subscribers.

**SOCIAL MEDIA**

7,222 Facebook Fans
1,471 Twitter Followers
11,331 LinkedIn Followers
457 Instagram Followers

www.toleranca.eu
www.kongres-magazine.eu
www.srecanja.eu