



RETURN ON RELATIONSHIPS

Our website reaches 58,000 unique visitors per month. They visit weekly to keep up with our event calendar, ask Jim questions, read the latest industry news, and view a total of 300,000 pages. These aren't your average visitors. They are the decision makers and innovators of the event planning industry and corporate planners looking for their next venue or event trend, marketing professionals seeking to launch products, sales directors planning retreats and CEO's of corporations from New York to Virginia. Their experience on our site is our primary focus so aside from one roadblock and one run of site banner advertiser, advertising is primarily organic.

a highly engaged
network of influence

58,000 monthly unique
visitors

1,200,000 total annual
page views



25,000+

E-MAIL MARKETING
DATABASE

10,000+

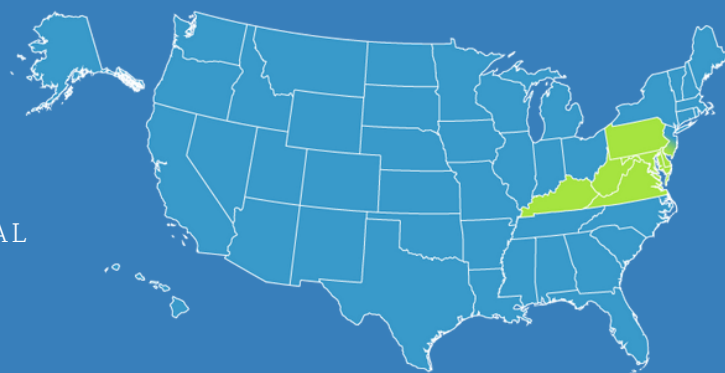
FOLLOWERS ON
SOCIAL NETWORKS

18,000+

AVERAGE PAID DIGITAL
CONTENT REACH

20,000

PRINT MAGAZINE
DISTRIBUTION



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“We reached a milestone of 30 years producing a regional magazine and as the Magazine progresses building relationships is our number one aspect. ROI on the Magazine “in the hospitality world the ‘I’ is really an ‘R’ and it is known as Return On Relationships.”

~Jim Cohn, Publisher



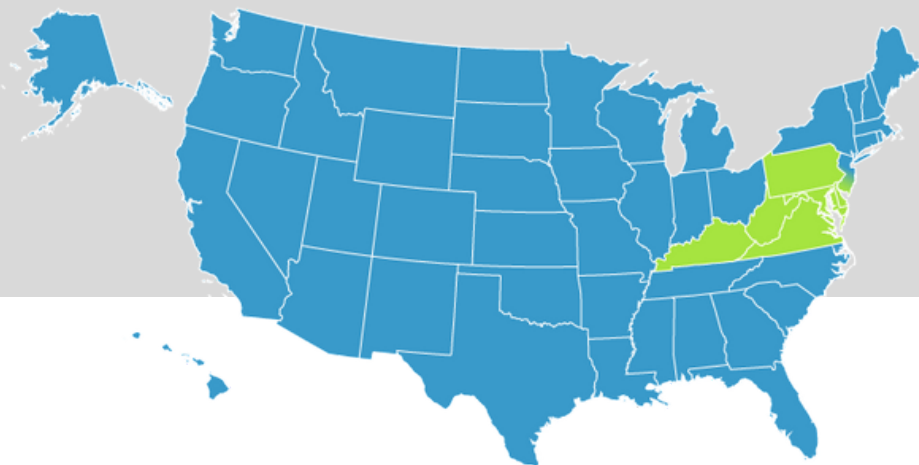
PRINT MAGAZINE PRICING

COLOR – AD SIZE	WIDTH / HEIGHT	1 ISSUE	3 ISSUES/PER	6 ISSUES / PER
Back Cover	7" x 10"	\$7600	\$7200	\$6850
Inside Front Cover	7" x 10"	\$6850	\$6500	\$6200
Inside Back Cover	7" x 10"	\$6850	\$6500	\$6200
Full Page	7" x 10"	\$4450	\$4200	\$4000
Two Page Spread	15" x 10"	\$8650	\$8200	\$7800
2/3 Page Vertical	4-1/2" x 10"	\$3900	\$3700	\$3500
1/2 Page Vertical	4-1/2" x 7-1/2"	\$2850	\$2700	\$2550
1/2 Page Horizontal	7" x 4-7/8"	\$2850	\$2700	\$2550
1/3 Page Vertical	2-3/16" x 10"	\$2100	\$2000	\$1900
1/3 Page Square	4-1/2" x 4-7/8"	\$2100	\$2000	\$1900
1/4 Page Horizontal	4-1/2" x 3-5/8"	\$1700	\$1600	\$1500
1/6 Page Vertical	2-3/16" x 2-3/8"	\$1400	\$1350	\$1300
1/6 Page Horizontal	4-1/2" x 2-3/8"	\$1400	\$1350	\$1300

MID-ATLANTIC

EVENTS

DIGITAL MAGAZINE



ADVERTISING

Run Of Site Web Banner

468 x 60

100,000 impressions per month

28,000 unique and highly targeted visitors.

Limited to one advertiser per month.

\$1,500. Per Month

\$3,500. Per 6 Months

\$5,500. Per 12 Months

Custom Homepage

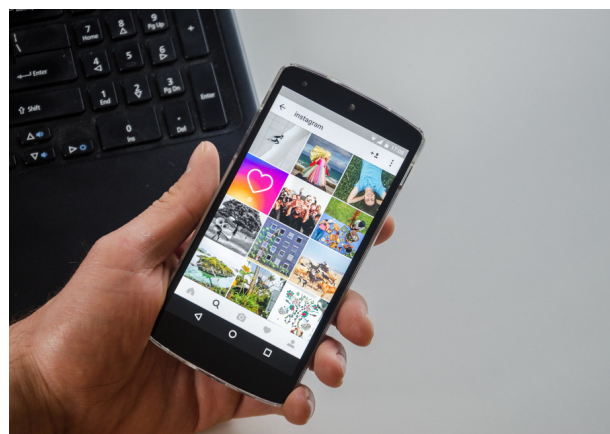
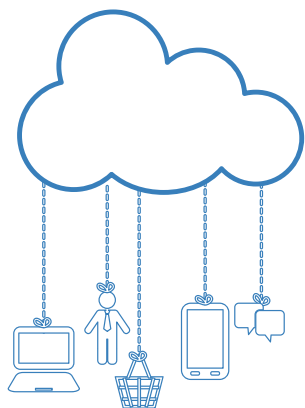
\$5,000. Per Month

Greet all customers with a video or static ad before they enter the site. Limited to one advertiser per month.

Featured Sponsor

\$1,500. Per Month

Packaged as engaging content and located just below the featured originals on the home page and offers you a clickable link to your own page within the site that allows up to 500 characters of text and 12 images or a videos. Limited to 3 advertisers per month.



THE MID-ATLANTIC ROUNDUP

A Bi-Weekly Email Newsletter

\$1,500. Per E-mail

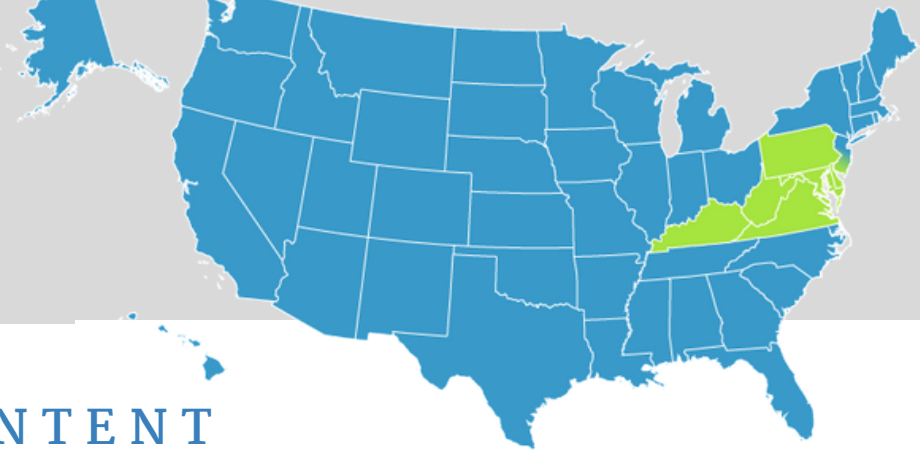
A weekly email newsletter recapping latest events industry headlines, includes an industry calendar, with the aim to target the decision makers and influencers of the events industry.

DEDICATED EMAIL BLAST

\$1,000. Per E-mail

Reach our email list targeting 3,000 meetings industry professionals.





VIRAL SOCIAL CONTENT

Content services require 30 days advance scheduling and payment

Traditional sales is good – but it's dead. What works today? Educating customers, in the digital economy much of that education is delivered through social media content. Our Original Programming options are designed to connect with your targeted buyers in an organic way. Our original content lives on the web forever, offers you the credibility of media endorsement, and can be re-purposed for your website or social media.

targeted distribution network

In addition to exposure on the Mid-Atlantic Events Magazine, Youtube Channel, LinkedIn, Facebook, and Instagram pages, every piece of original content produced is marketed with an aggressive social media campaign that targets a minimum of 18,000 meeting and event planners. These numbers grow daily, but our current addressable market is as follows:

- New Jersey
- Pennsylvania
- Maryland
- Delaware
- Washington DC
- Virginia
- Connecticut
- New York

original programs

Sponsored Content

\$1,000. Per Article

We will help you tell your story in 500 words or less, a 60 second video highlight reel, or a two minute video.

EventsWorthy

Customer's Content
Photojournalism
60 Second Video highlight reel
Photo & Video

\$750.
\$1,250.
\$1,750.
\$3,500.



Location Report

Photojournalism
2 minute hosted video tour

\$2,500. (plus travel)
\$3,500. (plus travel)

EventMakers

Written Interview
60 Second Highlight Video

\$1,000.
\$2500

Events Happenings

60 second video feature

\$3,500. (plus travel)



DIGITAL SPECS

Featured Supplier Listing Specs

The Featured Supplier Listing ads appear only on the homepage. They are highlighted in yellow to the right. Each Supplier receives one square. The inside page has an array of images, a text tile, and a Youtube URL. Accolades, Amenities, and Spaces can be customized to your liking. The inside page also requires contact info along with social media usernames.

EXAMPLE HIGHLIGHTED AREA

Specifications

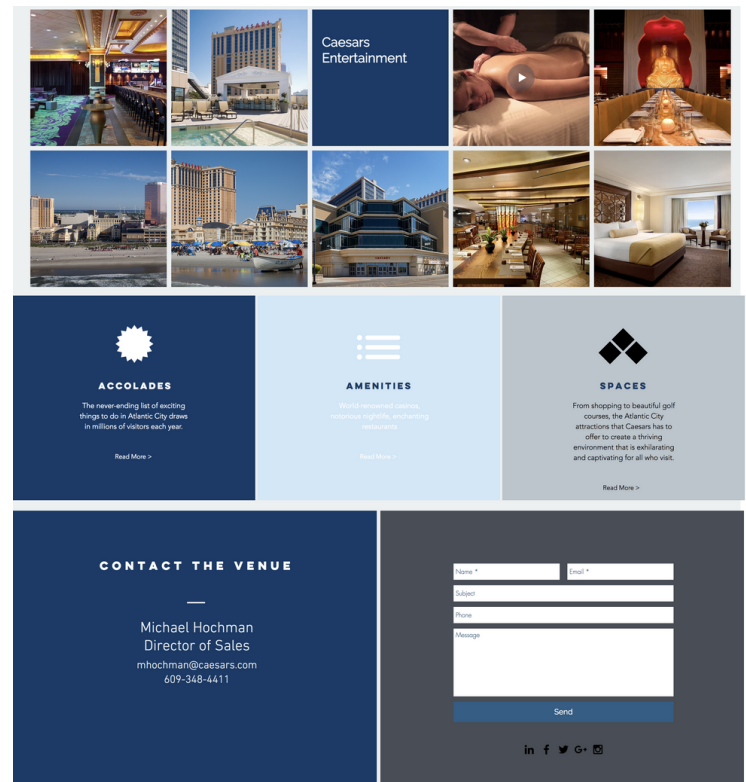
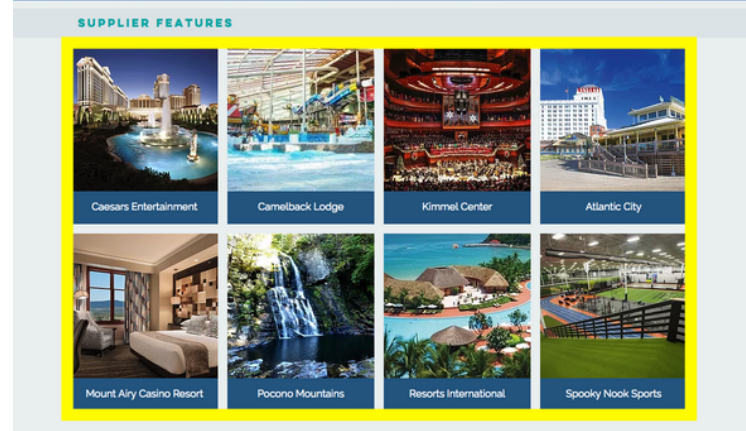
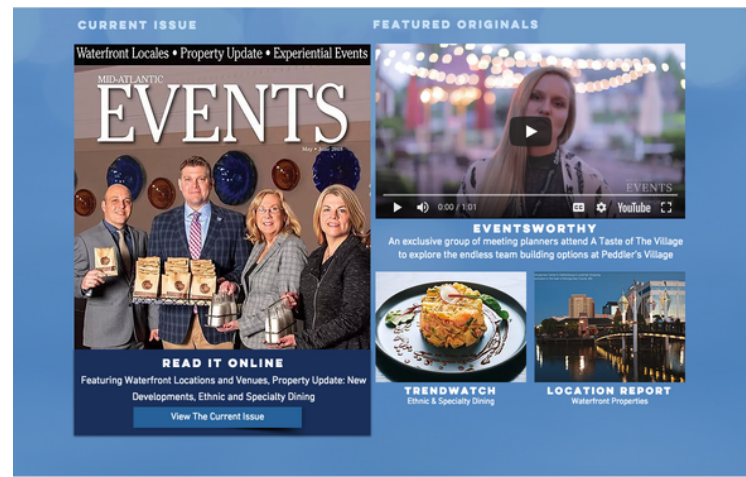
- **Image Dimensions:** 800 x 800 pixels
- **Accolades, Amenities, & Spaces Word Range:**
- 75 - 125 Characters
- **Contact Info:** Name, Title, Email, and Phone Number
- **Social Media Accounts:** LinkedIn, Facebook, Twitter, Google Plus, Instagram

Media Types

- **Image Types:** JPG or PNG
- **Image Size:** 2 MB or less
- **Inside Page Video:** Youtube URL

Inside Page Includes

- 10 Tiles for Media / Text:
1 Youtube Video URL, Title Tile, and 8 images



DIGITAL SPECS

Video Product Listing

The Video Product Listing has multiple video options to choose from. There are a wide range of pricing and options to best fit your needs.

EXAMPLE HIGHLIGHTED AREA



VIDEO PRODUCTS

Sponsored Content \$1000 per article

We will help you tell your story in 500 words or less, a 60 second video highlight reel, or a two minute video.edIn, Facebook, Twitter, Google Plus, Instagram.

Customer's Content	\$750.
Photojournalism	\$1,250.
A 60-second Video highlight reel	\$1,750.
Photo & Video	\$3,500.

Location Report

Photojournalism	\$2,500. (+ travel)
2 minute hosted video tour	\$3,500. (+ travel)

Event Happenings

Written Interview	\$1,000.
60 Second video feature	\$2,500.

Event Makers

60 second video feature	\$1,000. (+ travel)
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DIGITAL SPECS

Email Blasts

This is example text that needs to be replaced



EXAMPLE HIGHLIGHTED AREA



A Bi-weekly Email Newsletter \$1,500. Per Email

A weekly email newsletter recapping latest events industry headlines, includes an industry calendar, with the aim to target the decision makers and influencers of the events industry.

A Dedicated Email Blast \$1,000. Per Email

Reach our email list targeting 3,000 meetings industry professionals.

Specifications

- **Image Size:** 945 x 302 pixels
/ 25 x 8 CM



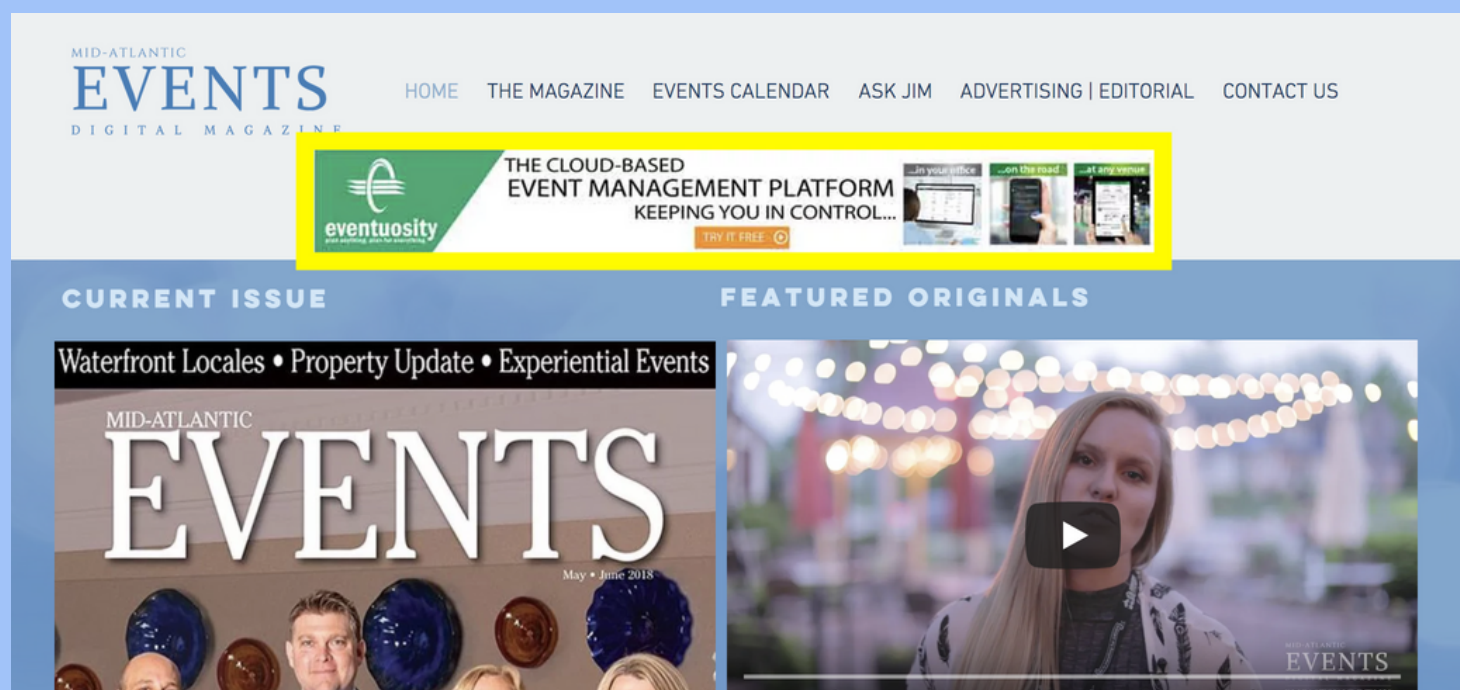
DIGITAL SPECS

Custom Homepage

The Custom Homepage Banner is located at the top of the Events Magazine Homepage, underneath the navigation bar. This banner location is optimal for grabbing any visitors attention that happens to visit the site.



EXAMPLE HIGHLIGHTED AREA



RUN OF THE SITE BANNER

Specifications

- 468 x 60 pixels
 - 100,000 Impressions per Month
 - 28,000 unique and highly targeted visitors
 - Limited to one advertiser per month
- | |
|------------------------|
| \$1,500. Per Month |
| \$3,500. Per 6 Months |
| \$5,500. Per 12 Months |

