

The South Is Our Passion *And* Our Home.

# ConventionSouth

Media Group

print • online • mobile • social • video • webcasts • face-to-face

[www.conventionsouth.com](http://www.conventionsouth.com)



the national multimedia resource for  
planning all types  
of meetings held  
in the South.

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## 2019 Media Kit

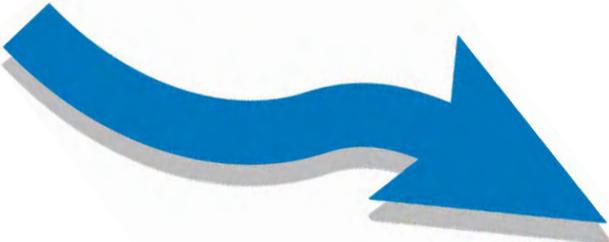
# ConventionSouth

Media Group

Our  
**36<sup>th</sup>**  
Year!

## Magazine

- 12 monthly issues focusing on trends & how-to insight for meetings planners.
- Circulated to a national, BPA-audited circulation.
- Superior editorial content draws in readers through up-to-date news, peer-to-peer advice & how-to features.
- State Planner's Guides with in-depth descriptions & fun facts on where to plan events.
- Annual Meeting Site Directory with most up-to-date site data.



Multimedia Opportunities  
That Provide Engaging  
Content & Resources,  
Connecting You  
With Meeting  
Pros.

## Digital

- Monthly print edition showcased in a mobile-friendly digital edition.
- Searchable online databases of sites, hot dates & deals, destinations of interest & more.
- Online exclusive articles as well as monthly e-Newsletters.



Lead  
Generating Tools  
& Analytic  
Reporting  
Available.

## Interactive

- Searchable comprehensive database of meeting sites in the South
- Social media connectivity with meeting planners through Facebook, Twitter, LinkedIn, Pinterest & YouTube.
- Face-to-face meetings at Rendezvous South

“I love *ConventionSouth*! It is my #1 go-to industry magazine. I enjoy the up-to-date trends, articles and destination guide. It’s very informative and I highly recommend it!”  
—Loriann White, Planner, EGR International

“I enjoy reading the publication to learn more about destinations of interest, or to discover new places to meet with different size groups. I also like reading to keep up on current trends and things happening within the industry”  
—Tami Maynard, Planner,  
Council on Occupational Education

# Reach *real* prospective customers

*ConventionSouth*'s award-winning magazine is distributed 12 times a year to a BPA-audited circulation of approximately 18,000 meeting & event planners located throughout the United States—all of whom organize group-based travel in the South.\*\*

*ConventionSouth* magazine has 53,488 average monthly impressions.\*\*

## Who reads *ConventionSouth*:

- More than 2,000 national associations mainly based in Washington, D.C.\*\*
- *Fortune* 1000 companies & top U.S.-based international, national, regional & local businesses.\*\*
- Just about every association in every state in the South, so you can be assured they plan events in the South.\*\* (Our circulation does not reach state & regional association planners who do not plan events in the South!)
- Local, state & national government entities & non-profit organizations & charities.\*\*
- Medical & Pharmaceutical planners organizing everything from conventions to continuing educational (CME) seminars, research & training events.\*\*
- Planners of social, military, educational, religious & fraternal (SMERF) conventions & events.\*\*
- Third-party travel agents & independent planners who organize all types of events for all sorts of groups.\*\*

## Content Advisors

Our readers are engaged with our content & trust the news & information we provide, in part, because of our Editorial Advisory Board who provide guidance on our editorial content.

**Jenny Anderson, CMP**

*National Association of College & University Business Officers*

**David Bruce, MMP, HTS**

*CMP Meeting Services*

**Loriann White, CMM, CMP**

*American Express Meetings & Events*

**Jeff Hurt**

*Velvet Chainsaw Consulting*

**James Hobbs**

*Meeting Expectations*

**Sue Walton**

*May & Williams Ltd.*

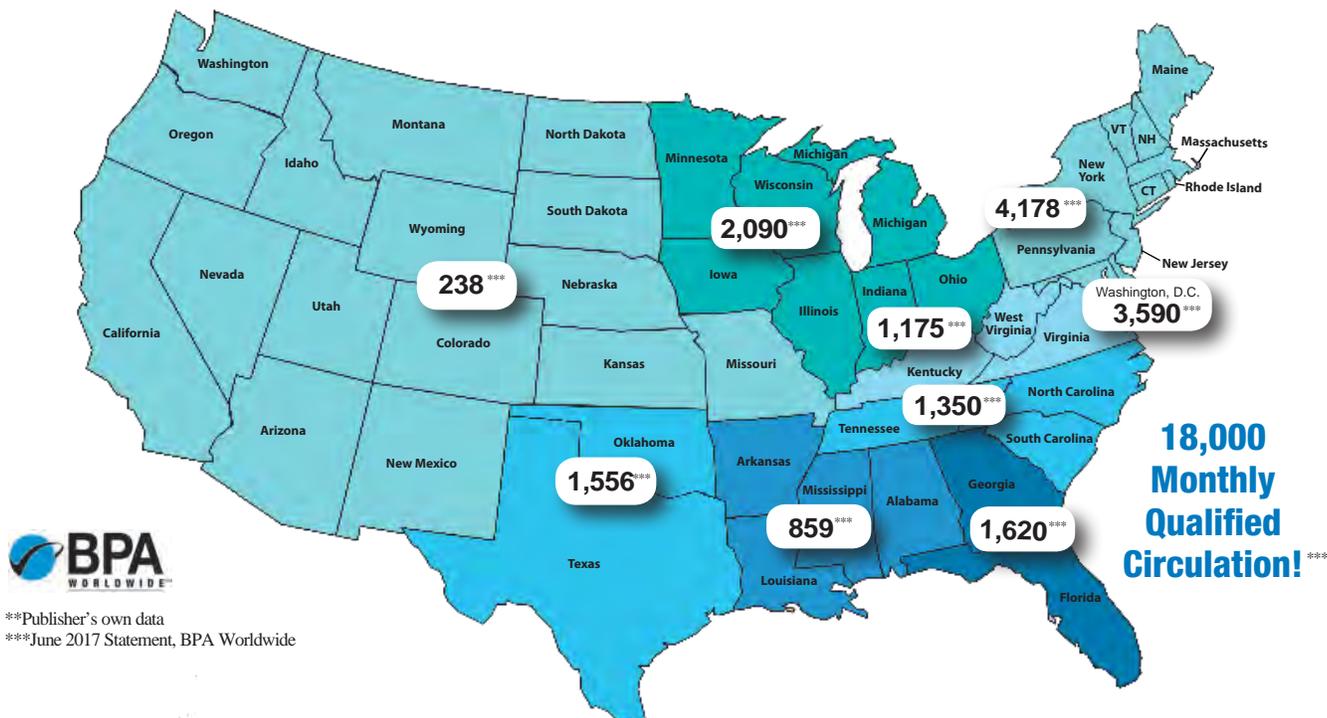
**Robert Mandelbaum**

*PKF Hospitality Research*

*ConventionSouth* readers book an average of **160 Million+ Room Nights per Year!**

Source: Readership survey conducted in Oct. 2013 by Colliers PKF Hospitality Research, Atlanta, GA

## Targeted Meeting Planners based throughout the United States\*



# Magazine Options With Engaging Content

*ConventionSouth's* superior editorial content draws readers into the magazine with up-to-date news, diverse viewpoints from industry leaders, insightful columns and how-to stories. Each month's Event Planner's Guides to Southern destinations spotlight specific states and regions, giving readers a more in-depth description of their meeting venues, hotels and attractions.

While your content is distributed to a national audience—it's not lost among a national or global coverage area. You stand out because we focus content on your state.

Alabama • Arkansas • Florida • Georgia • Kentucky  
Louisiana • Maryland • Mississippi • Missouri  
North Carolina • Oklahoma • South Carolina  
Tennessee • Texas • Virginia • West Virginia

Magazines are the most frequently used resource by meeting planners for continuing education (75%), followed by conventions (65%) networking (63%), industry associations (55%), online webinars (48%), online resources (40%) and social media (28%).  
—Source: Readership survey conducted in Oct. 2013 by PKF Hospitality Research, Atlanta, GA



## 4 Facts About Magazines

1. Magazine readership has grown over the past five years. Since Facebook was founded, magazines gained more than 1 million young adult readers.
2. The average reader spends 43 minutes reading each issue.
3. Magazines are the No. 1 medium of engagement. Readers are much less likely to simultaneously engage with other media or to take part in non-media activities.
4. Magazines rank No. 1 at influencing consumers to start a search online - higher than newer media options.

"I would like to thank the team at *ConventionSouth* for the **delightful article** on Columbia. The piece highlighted some of Columbia's famous "hot spots" as well as a few **hidden gems**...a number of our hotel properties & meeting facilities, giving the reader a clear picture of the meeting & convention capabilities in the Columbia area."

—Kelly Barbrey, VP of Sales & Marketing,  
Columbia (S.C.) Metropolitan CVB

Source: *PowerOfMagazines.com*

"*ConventionSouth* is (a) big deal in our industry. This publication is like *Sports Illustrated* for convention centers and meeting planners."

—Rashelle Beasley,  
Albany (Ga.) CVB Manager  
(*Albany Herald* 2013)



Gold Award  
Best Single Issue

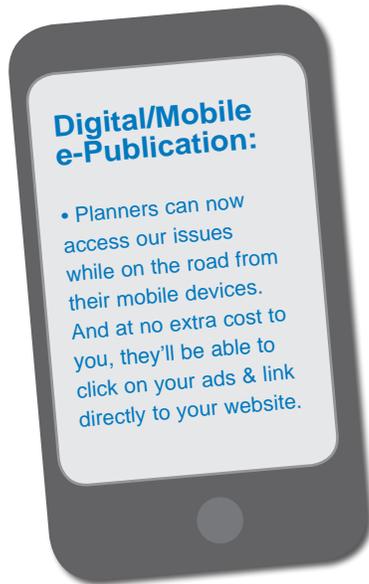
## Award-Winning Content & Design

"*ConventionSouth* uses a unique approach to draw event planners to Southern locations: It gives them loads of tips about how to host great events. The magazine is fun to read and makes smart use of teased out information to entice readers. Even if you weren't planning to hold your event in the South, you'd still walk away with worthwhile pointers."

—Judges of the 2008 Gamma Awards  
presented by the Magazine Association of the Southeast



# Added Value For In-Print Advertisers!



## In-Print Rates

Providing the best cost per thousand (CPM) based on total circulation.

### Four-Color Gross Rates

CMYK Color Inks Only

Ad Size	12X	6X	3X	1X
2-Page Spread	\$7,980	\$8,350	\$8,750	\$9,120
1/2 Page Spread	5,360	5,590	5,820	6,030
Full-Page	3,990	4,175	4,375	4,560
1/2 Page	2,680	2,795	2,910	3,015
1/3 Page	2,170	2,255	2,340	2,410
1/4 Page	1,670	1,735	1,800	1,855

Ask us how we can suit your budget.

## Print Sizes For Every Budget

Full-Page Bleed  
9 1/4 x 11 1/8  
Trim Size  
9 x 10 7/8

Full-Page Non-Bleed  
8 1/8 x 10

2-Page Bleed  
18 1/2 x 11 1/8  
Trim Size  
18 x 10 7/8

2-Page Non-Bleed  
17 3/8 x 10

1/3 Pg.  
2 5/8  
x  
9 3/4

1/4 Page  
Square  
4 x 4 3/8

1/2 Page Bleed  
9 1/4 x 6 1/8

1/2 Page Non-Bleed  
8 1/8 x 5 3/8

1/2 Page  
Vertical  
5 1/8 x 7 5/8

1/2 Page Spread - Bleed  
18 1/2 x 6 1/8

1/2 Page Spread - Non-Bleed  
17 3/8 x 5 3/8

1/3 Page  
Square  
5 1/8 x 5 3/8

## Special Positions

### Gross Rates

- **Inside Front**  
 French Door Cover: \$8,546  
 Sticker On Cover & Full-Page Ad Within:  
 Starting at \$6,116
- **Back Cover**  
 Pull-Off Back Cover Ad (false cover): \$8,340
- **Gatefold**  
 Cover (3 pages, 1 fold): \$6,410  
 Within (6 pages, 2 folds): \$9,507
- **Insert**  
 4-Pages: \$5,990 (1x)  
 8-Pages: \$6,790 (1x)  
 16-Pages: \$8,130 (1x)  
*(Glued to front of ad or stitched in center spread. Full-Page Ad price included. Additional charges may apply for stock weight, additional copies, special positions such as covers and production of insert.)*
- **Belly Band: \$5,060 (1x)**



### Additional Positions:

Please call for quotes & other options available such as front or back cover, drop-in cards, insert, polybag, pullout poster or calendar.

# Multimedia Advertising Drives Readers Directly To Your Website & To Your

www.ConventionSouth.com



ConventionSouth.com combines up-to-date news & exclusive articles with interactive features & resourceful meeting planning tools—placing a wealth of exciting features right at planners’ fingertips.

### State-By-State Planning Directory:

- Up-to-date, comprehensive database of meeting sites in the South.
- Searchable by a number of criteria.
- Features meeting site contact info plus social media links, photos, capacity charts & more.
- Live for a full year & printed in the hard-copy edition in August.

**Lead Generating Tools**

- Year-long database allows planners to find advertisers & request info
- All print advertisers receive hot link ad within digital e-pub edition.

## e-Newsletters & Custom e-Blasts

Planners stay on top of the meetings and hospitality industry buzz through our monthly e-Newsletter, where everything from breaking meetings industry news to exclusive how-to insight & advice is sent straight to thousands of planners each month.

## Unbeatable Rates With e-Mail Analytics (Gross)

Ad Unit	Size/Description	Rate
e-Newsletter Text Ad	75 words, logo, links	\$565
e-Newsletter Banner Ad	622 x 60 pixels, link	\$485
Custom e-Blast	Images & Text or html	\$2,230

Get detailed analytic reports on all of our e-mails!



## Online Ad Rates (Gross)

Ad Unit	Size: Rate
Leaderboard/Super Banner	728 x 90 pixels: \$620
Stationary Side Adlet Square	180 x 150 pixels: \$1,075
Stationary Side Adlet Long	180 x 600 pixels: \$1,455

## Analytic Reports

All ads display on all website pages! Leaderboards receive an average of 79,524 impressions. Adlets, which are stationary, receive an average of 186,000 impressions.\*\* Detailed analytic reports are available.

## Special Options

Contact us for a host of special advertising options on our website such as downloadable brochures or promotional videos.

\*\*Publisher’s own data.



## Social Media



Meeting planners are increasingly using social media to communicate with each other and suppliers, and *ConventionSouth* is part of that growing social network with presence on Facebook, Twitter, Linked In, YouTube & Pinterest. With news posts, on-location reporting, contests and more, our followers are engaged with our social sites. Plus, we use social media as a way to drive views to our website and the mobile/digital edition, and can customize specific posts.

## Mobile/Digital Edition Advertising

Ad Unit	Size/Description	Rate (Gross)
Custom e-Pub	4-page brochure	\$4,200
Landing Page Spread	1-page ad	\$2,400
Static Side Adlet	starts at 180 x 150 pixels	\$1,280
Animated Side Adlet	starts at 180 x 150 pixels	\$2,280
Video Enhancement	Pops up on display ad	\$1,875
Audio Enhancement	Plays with display ad	\$875
Digital Belly Band	Wraps on Digital Edition	\$1,400

Get detailed analytic reports on digital/mobile ads!

## Mobile/Digital Edition

Planners can access each issue of *ConventionSouth* on our mobile/digital edition that's both smartphone and tablet friendly. In-print advertisers are displayed in this edition at no extra cost and ads are hyperlinked directly to your website for a full year. Additional custom advertising opportunities are available.



## Face-to-Face Marketing

*ConventionSouth* produces Rendezvous South, a hosted-buyer “trade show” for active meeting and convention planners looking for one-stop-shop meetings destinations across the South. Rather than your typical pipe-and-drape trade show environment, Rendezvous South allows planners and meetings destinations to come together in comfortable, lounge areas to discuss important business and planner needs. Contact us for exhibiting & sponsoring details.

Visit [www.ConventionSouth.com/RendezvousSouth](http://www.ConventionSouth.com/RendezvousSouth) for more information.

Issue	Main Features	Market Segment Reports	Event Planner's Guides	Added Value
<b>Jan. 2019</b>	<p><b>DRIVE-IN MEETINGS</b> Air travel can be a nightmare these days and destinations featured in this issue have great road access for convenient drive-in meetings and events.</p> <p><b>COOL SPOTS FOR HOT SUMMER MEETINGS</b> It's cold outside, but this is the time to find cool spots for summer meetings in the South.</p>	Association Meetings	<p>(advertisers in all Event Planner's Guides receive special BREAK-OUT editorial &amp; bonus on-line connectivity)</p> <p>Texas</p>	• Bonus advertorial for Drive-In Meetings*
<b>Feb. 2019</b>	<p><b>FAMILY FRIENDLY MEETING SITES</b> Destinations that entice us to bring along the family not only increase attendance, they lengthen the stay and the attendee gets "twofers" out of the trip - business and vacation. They're all great spots to bring along the whole family.</p> <p><b>CONVENTION CENTERS</b> The South has a wealth of top-notch convention centers. Find out which facilities offer the latest &amp; greatest meeting services.</p>	Reunions & Social Events	Oklahoma & Maryland	• Bonus Distribution: Rendezvous South
<b>Mar. 2019</b>	<p><b>THE CVB RELATIONSHIP ISSUE</b> Let's face it, we need to market the CVB and what the destination offers to meeting planners. But at the end of the day, relationships can be the deal maker. Every CVB that advertises in this issue can feature the people on it's staff that make it special.</p>			• Advertisers receive bonus advertorial*
<b>April 2019</b>	<p><b>THE WOW ISSUE!</b> When it's time to step away from the ordinary, these are meeting sites, destinations and other venues that are sure to WOW attendees. We share the what, where and most importantly, the why and how.</p>	Corporate Meetings & Conferences	Florida	
<b>May 2019</b>	<p><b>RESORTS IN THE SOUTH</b> There are many resorts throughout the South but these resorts excel at enhancing the conference "experience" for attendees. We take the unique approach of spotlighting whole destinations that profile a resort-like experience for visitors.</p>	The SMERF Markets	Virginia & Missouri	• Advertisers in resort section receive bonus advertorial* • Bonus Distribution: IBTM
<b>June 2019</b>	<p><b>THE SOUTH'S FOODIEST CITIES</b> Let's be honest, one of the best part about traveling to a meeting is discovering a delicious, innovative and irresistible food scene. These destinations have delectable cuisine and eating traditions that are part of their culture.</p> <p><b>CONFERENCE CENTER RESOURCE GUIDE</b> When it's time to collaborate, educate &amp; motivate, there's nothing more handy for meeting planners than this feature story and resource guide to the South's top conference center facilities.</p>	Government & University Events	Arkansas & North Carolina	• Bonus Distribution: MPI WEC
<b>July 2019</b>	<p><b>SMALL MARKETS THAT ARE BIG ON MEETINGS</b> Some destinations with big personalities may fly under the radar for meeting planners, until they receive our July issue.</p> <p><b>WINTER EVENT HOT SPOTS</b> The temperature may be melting in the South in July, but that's just when meeting planners are gearing up for winter events.</p>	Medical & Pharmaceutical	Mississippi & West Virginia	• Small Markets get bonus advertorial*
<b>Aug. 2019</b>	<p><b>ANNUAL BUYER'S GUIDE &amp; MEETING SITE DIRECTORY</b> Ask us about how this comprehensive print &amp; digital planning guide can also tie in with on-line searches. Advertisers receive complimentary, enhanced listings that integrate with destination searches and downloads.</p>			• Advertisers receive a complimentary enhanced listing +bonus perks
<b>Sept. 2019</b>	<p><b>THE SOUTH'S GRANDEST HOTELS</b> Some are historic and others are sparkling new, but they all are spectacular venues to host sensational meetings and conferences, and they're all in the South.</p> <p><b>TRADE SHOW/ EXPO HALLS</b> We make a big deal out of profiling what makes these large facilities different, not simply what they've got. Planners of large events are looking for ways to make their events stand-out as well as run smoothly, especially in these fast-paced technological times.</p> <p><b>ECO-TAINMENT, ECOTOURISM &amp; SUSTAINABILITY TRENDS</b></p>	Sports Events & Competitions	Tennessee & Louisiana	• Bonus Distribution: Rendezvous South
<b>Oct. 2019</b>	<p><b>NEW &amp; RENOVATED MEETING SITES</b> We get planners focused on booking new and updated sites for their events, while the free bonus advertorials give advertisers a chance to gloat about their new facilities.</p> <p><b>ANNUAL STATE OF THE INDUSTRY REPORT</b> This must-read exhaustive annual study reveals trends and economic impact data for the South's meetings industry.</p>		Kentucky & Georgia	• New & Renovated advertisers receive bonus advertorial*
<b>Nov. 2019</b>	<p><b>GOLF, RECREATION &amp; RELATIONSHIPS</b> Golf and meetings have gone together in the South for a long time, yet the demand is now stronger than ever. And our culture for recreation is exploding for all kinds of recreational events to build relationships.</p> <p><b>MUSIC &amp; MEETINGS</b> We know Nashville IS music city. But some of the best music can be found off the beaten path in cities best known for something else. From classic rock to bluegrass, these places are for music lovers and seekers of culturally diverse destinations.</p>	Youth & Faith Based Events	South Carolina & Alabama	• Bonus Distribution: PCMA
<b>Dec. 2019</b>	<p><b>AWARDS &amp; RECOGNITION</b> Let's face it, we all like to read about people that do what we do. Meeting planners devour this issue because it profiles meeting planners who book events in the South. They also vote on the top meeting sites and destinations in the South, which are also spotlighted in this powerhouse issue.</p>			• Advertising Award winners receive free commemorative certificate

**Be a part of our in-depth content. Share your news & advice with meeting pros. Contact our editorial staff today!**

(800) 968-0712 • (251) 968-5300 • (251) 968-2033 fax • [www.conventionsouth.com](http://www.conventionsouth.com) • [info@conventionsouth.com](mailto:info@conventionsouth.com)