

PRINT

# Smart meetings

INSPIRING BRILLIANT EXPERIENCES



# 2018 EDITORIAL CALENDAR

MONTH	FEATURES	SUPPLEMENT	DESTINATIONS			
			UNITED STATES	INTERNATIONAL	DIGITAL EXCLUSIVES	
<b>January<sup>+</sup></b> <b>Ad Close Date:</b> 11/29/2017 <b>Ad Materials Due:</b> 12/6/2017	Annual Forecast Mountain Meetings Sports Venues*  New & Renovated Advertorial**	<b>California</b>   Smart Stars Nomination Promotion	Big Island & Maui Connecticut Minnesota	Greater Dallas & Fort Worth	Australia	New Zealand
<b>February</b> <b>Ad Close Date:</b> 12/29/2017 <b>Ad Materials Due:</b> 1/5/2018	Downtown Meetings Generational Meeting Trends Health & Wellness*  Luxury Hotels & Resorts Advertorial**	<b>Midwest**</b>   Smart Stars Nomination Promotion	Atlantic City New Mexico Arizona Reno & Tahoe	Oregon Virginia	Bahamas & Caribbean	Ireland Niagra Falls
<b>March</b> <b>Ad Close Date:</b> 1/26/2018 <b>Ad Materials Due:</b> 2/2/2018	Top Team-Building Activities* Wine Country Meetings  Conference & Convention Centers – Advertorial**	<b>Top Influential Women            in the Meetings            Industry</b>  Smart Stars Nomination Promotion	Greater Las Vegas Miami, Fort Lauderdale & Palm Beach North Carolina	North Texas/ Oklahoma/ Arkansas Northern New England	Top 10 International Cities Singapore	Long Island British Columbia
<b>April</b> <b>Ad Close Date:</b> 2/22/2018 <b>Ad Materials Due:</b> 3/1/2018	Financial & Insurance Meetings* Meeting Security Cruise Meetings Beach/Coastal Meetings Advertorial**	<b>Smart Planners'            Resource Guide</b>	Colorado Greater Houston & Galveston Louisiana	Greater Atlanta New York State	Asia/Pacific Bermuda	Savannah The Dakotas
<b>May<sup>+</sup></b> <b>Ad Close Date:</b> 3/23/2018 <b>Ad Materials Due:</b> 3/30/2018	Food & Beverage Tech Meetings*  Golf & Spa Resorts Advertorial**	<b>Gaming Properties            &amp; Destinations</b>	Austin & San Antonio Mobile Bay & Birmingham Southern New England	San Diego Utah Northeast Florida Greater San Francisco	Montreal, Toronto & Quebec Western Europe	Hong Kong
<b>June</b> <b>Ad Close Date:</b> 4/18/2018 <b>Ad Materials Due:</b> 4/25/2018	Emerging U.S. Destinations Island Meetings Modern Hotels Affordable Meetings Advertorial** Smart Stars Winners	<b>Convention Centers*</b>  <b>Greater LA</b>	Albuquerque & Santa Fe Illinois Wisconsin	Ohio & Indiana West Florida Mid-Atlantic	Mexico Pacific Coast Japan	Madrid

Let your destination shine in our topical editorial features, destination columns, comprehensive supplements and advertorials.

DESTINATIONS						
MONTH	FEATURES	SUPPLEMENT	UNITED STATES	INTERNATIONAL	DIGITAL EXCLUSIVES	
<b>July</b> <b>Ad Close Date:</b> 5/23/2018 <b>Ad Materials Due:</b> 5/30/2018	New & Renovated Report* Top Speakers for Meetings & Events Drive-to/Regional Meetings Advertorial**		Idaho, Montana & Wyoming South Carolina	Nevada Omaha Maryland Michigan	India Puerto Rico & Virgin Islands	Alberta
<b>August</b> <b>Ad Close Date:</b> 6/15/2018 <b>Ad Materials Due:</b> 6/22/2018	All-Inclusives Med/Pharma Meetings* Travel Trends Mountain Meetings Advertorial**	<b>Hawaii</b>	Greater Washington D.C. & Northern Virginia Myrtle Beach	Northern California Orange County, California		Emerging International Cities
<b>September</b> <b>Ad Close Date:</b> 7/20/2018 <b>Ad Materials Due:</b> 7/27/2018	Small Meetings & Executive Retreats* Planners of the Year Desert Meetings Advertorial**	<b>IMEX</b>	Denver, Boulder & Colorado Springs Greater Orlando & Kissimmee Tucson	Pennsylvania Missouri	Central Mexico	Germany
<b>October+</b> <b>Ad Close Date:</b> 8/17/2018 <b>Ad Materials Due:</b> 8/24/2018	Incentive Meetings* Airport Hotels Conference & Convention Hotels Advertorial**	<b>CVB Update</b>	Central California Coast Greater Salt Lake City Louisville & Lexington	New Jersey Southern California	Great Britain Cuba Western Canada (British Columbia & Alberta) Korea	Portland
<b>November</b> <b>Ad Close Date:</b> 9/19/2018 <b>Ad Materials Due:</b> 9/26/2018	Golf & Spa Resorts* Suppliers of the Year/ Industry Influencers Gaming Advertorial**	<b>Florida</b> <b>Hotel Update</b> <b>Smart Planners' Resource Guide</b>	Greater New Orleans Greater New York & Surroundings Phoenix & Scottsdale	Napa & Sonoma Tennessee	Eastern Canada	Switzerland
<b>December</b> <b>Ad Close Date:</b> 10/19/2018 <b>Ad Materials Due:</b> 10/26/2018	Citywide Conventions & Association Meetings* Industry Predictions for 2018 Platinum Choice Awards Advertorial**	<b>Texas</b>	Massachusetts Georgia	Greater Chicago Palm Springs Washington State	Mexico East Coast	Central & South America

The editorial calendar is subject to change.

+Ad Study

\*Lead Gen Survey.

\*\*Full-page and half-page advertisers will receive matching advertorial. Copy is due two weeks prior to the ad close date.

# DIGITAL MAGAZINE ADVERTISING

INSTANTLY ACCESS OPTED-IN SUBSCRIBERS OF THE DIGITAL EDITION OF SMART MEETINGS MAGAZINE.

Showcase your brand to a robust list of engaged subscribers by selecting from digital features that include email announcements, embedded videos and more. By partnering with the leading meetings publication, your brand will target high-quality meeting professionals who plan in your region and start driving more traffic today.

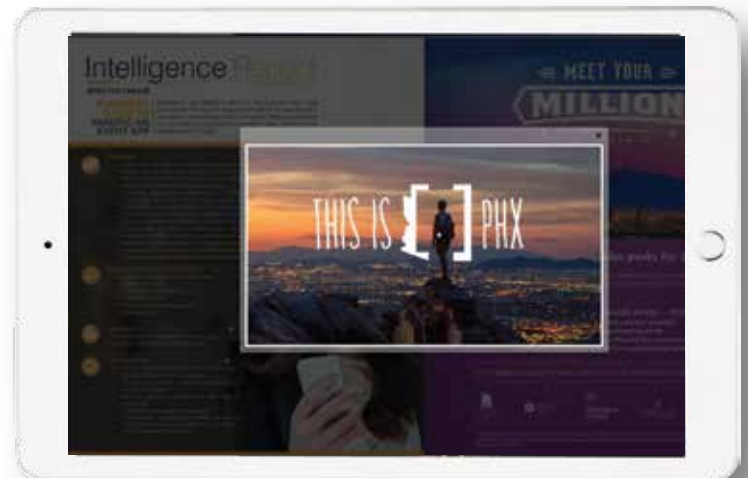
DIGITAL MAGAZINE	1X	3X	6X
Issue Announcement Sponsorship	\$7,100	\$5,400	\$5,000
Audio Link	\$1,050	\$950	\$850
Embedded Video	\$2,250	\$1,850	\$1,400
Pop-Up Video	\$1,750	\$1,400	\$1,050
Supplement Sponsorship (with tab)	\$6,100	\$4,400	\$4,000

*“Never before have I experienced such extensive lead generation from an advertisement or direct mail.”*

*—Angel Lenord, Northeast regional director of sales and marketing for Hilton Hotels Corporation*



DIGITAL MAGAZINE



VIDEO

# HIGH-IMPACT ADVERTORIALS

CUSTOM EDITORIAL CONTENT AND KEY MESSAGES COMBINED WITH HIGH-IMPACT GRAPHICS AND CALLS TO ACTION.

Get more for your message with Smart Meetings advertorials. Your full or half-page ad earns a matching advertorial.

## 2018 ADVERTORIAL CALENDAR

January	New & Renovated
February	Luxury Hotels & Resorts
March	Conference & Convention Centers
April	Beach/Coastal Meetings
May	Golf & Spa Resorts
June	Affordable Meetings
July	Drive-to/Regional Meetings
August	Mountain Meetings
September	Desert Meetings
October	Conference & Convention Hotel/ Gulf Coast Meetings
November	Gaming Destinations
December	Platinum Choice Awards



FULL-PAGE ADVERTORIAL

## ENGAGING NATIVE CONTENT

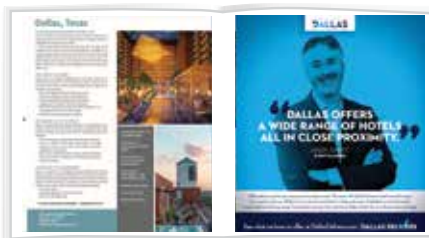
Align your brand with topical content that reflects your position as a thought leader.

Native ads look, feel and read like the Smart Meetings editorial content our audience knows and loves. Ads appear run of book within the mix of editorial columns to engage and inform readers. This is an ideal option when you want to:

- Detail a rebranding or introduce a new campaign
- Target a precise market you want to attract
- Establish expertise about a specific topic
- Educate your audience about a new offering or common misconception

84% OF READERS TOOK ACTION AS A RESULT OF EDITORIALS.\*

## BRAND CENTRIC



2 full pages of sponsor-centric editorial content/**\$16,400**

## TOPICAL



2 full pages of topical editorial content/**\$14,400**

## NATIVE CONTENT PLUS AD



1 page content (sponsor-centric or topical), 1 page ad/**\$12,400**

\*Result of a Bright Business Media LLC and Readex Research survey of Smart Meetings' subscribers collected from June 29 to July 11, 2016.

BENEFITS JUST FOR YOU: • PREMIUM PLACEMENT • CUSTOM EDIT AND ARTWORK • FINAL SIGN-OFF ON IMAGES AND CONTENT

# PREMIER AWARDS PROGRAMS

GENERATE NEW BUSINESS AND ENHANCE YOUR EXPOSURE WITH PREMIER RECOGNITION PROGRAMS.

Smart Meetings' annual awards programs are a proven benchmark for premier hotels and destinations. Meeting planners worldwide look to these platforms for inspiration on hotels, destinations, CVBs and venues throughout the year and continuously use them as valued booking tools and resources. These influential awards are a distinguished metric of achievement for brands that demonstrate an exceptional commitment to the meeting planner community.

Smart<sup>meetings</sup>  
**2017** PLATINUM CHOICE  
AWARD WINNER

This exclusive awards program honors hotels, destinations and venues that showcase exceptional standards of service, amenities, breadth of resources and more. Nominations are made by dedicated industry professionals and receive a thoughtful review by the *Smart Meetings* editorial team who selects the final honorees.



**“Winning the 2014 Smart Stars Best Beach Resort from Smart Meetings has helped us win a new piece of business.”**

**–JOHN IANINI**  
VICE PRESIDENT OF MELIA HOTELS & RESORTS INTERNATIONAL

Smart<sup>Stars</sup>  
2017  
WINNER

The Smart Stars Awards are a prominent, category-driven recognition program that honors hotels and destinations in 25 distinguished categories including best ballroom, best green hotel, best golf resort and more. Brands that shine in these categories receive instant attention and recognition from meeting planners worldwide who can search for special features, programs and more.



# 2018 PRINT AD RATES

REACH MORE THAN 80,000 MEETING PROFESSIONALS MONTHLY\*



Smart Meetings is the industry leader and **No. 1** in advertising market share.\*\*

RATES				
AD SIZE	1X	3X	6X	12X
Full Page	\$10,800	\$10,300	\$9,800	\$8,600
1/2	\$7,750	\$7,400	\$6,950	\$5,500
1/3	\$6,200	\$5,900	\$5,400	\$4,800
1/4	\$5,300	\$4,850	\$4,750	\$4,250

## PRINT AD SPECS



**BLEED:** For full-page ads only. 10% additional charge.

**INSERTS:** Tip-in and bound-in inserts available. Please call the publisher for insert costs and sizes.

**SPECIAL SIZES:** Gatefolds, Bellybands, French Doors available. Please call the publisher for special rates.

**AD SIZES:** Trim Size: 9" x 10.75" • Live Area: 8" x 9.75" • Columns per page: 3; perfect bound.

Refer to [smartmeetings.com/microsite](http://smartmeetings.com/microsite) for artwork submission guidelines or ask your sales manager for details.

\* Based on 44,000 subscribers in June 2017 BPA Brand Report and 0.9 pass along circulation according to June 2016 Bright Business Media LLC and Readex Research survey.

\*\*Media Radar

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Smart Meetings/Bright Business Media, LLC  
475 Gate 5 Road, Suite 235, Sausalito, CA 94965  
415.339.9355 • [smartmeetings.com](http://smartmeetings.com) • [sales@smartmeetings.com](mailto:sales@smartmeetings.com)