CONFERENCEDIRECT

MeetingMentor® Media Kit

2027 - 2028

ConferenceDirect MeetingMentor is the *ONLY* meetings publication that can guarantee how much definite business our core readers book… by dates, city, hotel(s), room nights, and room revenues!

MeetingMentor is a controlled circulation (11,000) business journal published every Spring (March) and Fall (September) for the 400+ associates of ConferenceDirect- one of the world's premier meeting and convention site selection and negotiation companies- and multiple representatives of the 4,600+ corporate, association, sports, and government organizations that we place 13,600+ meetings, conventions, and sporting events for annually worth $1.3 billion in rooms revenue!

ConferenceDirect's clients tell us that they strongly prefer our print format over digital alternatives, and our no-nonsense editorial content, aimed at tackling the challenges of 21st century meeting planning, means that they look forward to every issue… and read it cover to cover. Isn't that the type of platform that you want your marketing messages to appear in? It's no wonder that each issue of MeetingMentor carries more national advertising than **ANY** other magazine in the meetings segment today!

We also publish monthly MeetingMentor E-newsletters (except January and July) with timely, shorter form content to keep our audience informed on industry trends and developments throughout the year. Space is limited (just 8 ad slots per issue), so be sure to reserve your media buy as soon as possible in order to supplement your main print advertising campaign in MeetingMentor's Spring and Fall business journals.



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MeetingMentor®

Smart Solutions for Today's Meeting Managers

Volume 17 Issue 2 Fall 2026

CD Top 100 Associates
See Page 71

International Update

10 macro trends shaping international meetings and incentives in 2026

MeetingMentor Staff Report

For U.S.-based meeting and event organizers, the world outside America's borders has never looked more complex — or more full of possibilities. From cost pressures and geopolitical volatility to a surging Asia-Pacific meetings, incentives, conferences and exhibitions (MICE) sector, and landmark sustainability regulation in Europe, here are the macro forces every planner should understand heading into the back half of 2026.

1. Cost Pressure Is Reshaping Program Design — Not Killing Demand

Inflation and cost escalation remain the top concern, cited by 38% of buyers in the 2025 Incentive Travel Index — a study by SITE Foundation and the Incentive Research Foundation in partnership with Oxford Economics. Hotels, air travel, and food and beverage continue to be the largest individual budget drivers. With average per-person spend on the rise, planners are adapting rather than retrenching, reducing the duration of their events and upgrading accommodation and activities.

However, specific budget line items creating pressure can vary significantly. Catherine McKemie, VP of global accounts with ConferenceDirect, who manages three international corporate incentive programs annually — all in Mexico — describes a split

continued on page 24

Latin America is growing fast — The St. Regis Costa Mujeres just opened in June.

Trade Show ROI
page 118

IHG's Marcos Santiago and CD's Larry Hanson on what really should drive trade show decisions

Success Strategies
3 ways to make your social media campaign stand out
Page 6

Differing Viewpoints
6 key legal considerations for when differences arise
Page 14

Getting Personal
Tips on how to make events more personalized
Page 122

For more information, please contact:

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Added Value Opportunities in **MeetingMentor** for **Spring/Fall 2027** & **2028**

Advertisers in **MeetingMentor** business journal are invited to submit informative paragraphs detailing their latest news for meeting, convention, and event planners as no-cost Added Value. We will reach out with details on how to submit your paragraph and photo approximately one month before the publication date of each issue.

- **Spring 2027** - The annual "**CD: By the Numbers**" Special Section recaps ConferenceDirect's production for the previous year, including rankings of hotel brands and destinations by definite business booked. Advertisers are invited to submit "**Fearless Forecasts**"- with their latest news on facilities, services, promotions, and staffing- for inclusion in this popular feature. A headshot of the attributed writer will run with your paragraph.

- **Fall 2027** - Our "**Pitch Pages**" Special Section invites advertisers to submit a paragraph making the case for ConferenceDirect's associates and clients choosing their brand or destination for their next open year. A captioned photo of a hotel, facility or event will run with your paragraph.

- **Spring 2028** - The annual "**CD: By the Numbers**" Special Section recaps ConferenceDirect's production for the previous year, including rankings of hotel brands and destinations by definite business booked. Advertisers are invited to submit "**Fearless Forecasts**"- with their latest news on facilities, services, promotions, and staffing- for inclusion in this popular feature. A headshot of the attributed writer will run with your paragraph.

- **Fall 2028** - Our "**Pitch Pages**" Special Section invites advertisers to submit a paragraph making the case for ConferenceDirect's associates and clients choosing their brand or destination for their next open year. A captioned photo of a hotel, facility or event will run with your paragraph.

Note:
All Added Value submissions are subject to light editing for space and style. Theme of Spring and Fall Added Value special sections subject to change, due to future world events.

Additional Opportunities for Editorial Exposure:

Our editorial team makes it a policy to reach out to current advertisers for comment on upcoming topics, whenever possible, to ensure that our most loyal marketing partners are featured as industry experts throughout our in-depth articles and features in each issue.

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Print Advertising Sizes & Specifications

2027-2028 Publishing Dates

Spring 2027 Issue mails: March 8, 2027
Ad Closing: February 1, 2027
Materials Deadline: February 8, 2027

Fall 2027 Issue mails: September 6, 2027
Ad Closing: August 2, 2027
Materials Deadline: August 9, 2027

Spring 2028 Issue mails: March 7, 2028
Ad Closing: February 2, 2028
Materials Deadline: February 9, 2028

Fall 2028 Issue mails: September 1, 2028
Ad Closing: July 27, 2028
Materials Deadline: August 3, 2028

Note: Exact dates subject to change, based upon production schedules to be finalized closer to publication.

For more information, contact:

Chris Baum
Senior Vice President & Publisher
MeetingMentor

775-750-4055 or
chris.baum@conferencedirect.com

Required Materials & Submission Methods

Please provide ad as a high resolution (300 dpi or higher) PDF/X-1a file saved in Adobe Acrobat at the size being printed.

Provide 0.125" bleed where appropriate and make sure all artwork, fonts, and graphics are embedded in the file.

It is preferred that ads be sent electronically via web submission using an ftp site like **www.YouSendIt.com**. Enter the email address listed below for notification.

PREMIUM POSITIONS

Inside Front Cover: Full Page, 4-color plus $1,500 net
Back Cover: Full Page, 4-color plus $1,500 net
Inside Back Cover: Full Page, 4-color plus $1,000 net

Please send high res files to:

Traffic Manager,
MMTraffic@conferencedirect.com

Ad Rates (Net)

	1x	2x
Full Page, 4-color	$7,000	$6,500
Two-Page Spread, 4-color	$10,000	$9,000
Half Page, 4-color	$5,000	$4,750

Mechanical Specifications

Page Trim Size: 81/2" x 107/8"	**Paper: 50 lb. coated stock**	
Ad Size	**Width**	**Depth**
Full Page Non-bleed (white border)	7 ¾"	10 ⅛"
Full-Page Bleed*	8 ¾"	11 ⅛"
Two-Page Spread Non-bleed (white border)	16 ¼"	10 ⅛"
Two-Page Spread Bleed*	17 ¼"	11 ⅛"
Half Page Vertical Non-bleed (white border)	4 ¾"	7 ¼"
Half Page Vertical Bleed*	5 ½"	7 ⅞"
Half Page Horizontal Non-bleed (white border)	7 ¾"	4 ¾"
Half Page Horizontal Bleed*	8 ¾"	5 ½"

Please note on Bleed Ads:

*The measurements above for bleed ads include **⅛" bleed on all four sides**.
DO NOT place any important, non-bleed text or imagery within **3/16" of the trim edge**.
If you use crop marks, position al crop marks OUTSIDE the **⅛" bleed area**.

MeetingMentor

2027 - 2028

E-Newsletter Advertising Sizes & Specifications

MeetingMentor Online is distributed ten times annually to approximately 24,000 meeting professionals, including ConferenceDirect's 400+ associates and multiple key contacts at our 4,400+ corporate, association, and sports clients.

Rates (Net) & Sizes

Leaderboard (A)
$4,500
728 x 90 pixels, Maximum file size: 40kb

Button (B)
$1,500
120 x 90 pixels, Maximum file size: 20kb

Box (C, D, E)
$3,750
180 x 150 pixels, Maximum file size: 30kb

Banner Strip (F, G, H)
$3,250
402 x 95 pixels, Maximum file size: 35kb

Acceptable Ads:
Image Ads (.jpg, .gif)
Animated/Rotating Ads (.gif)

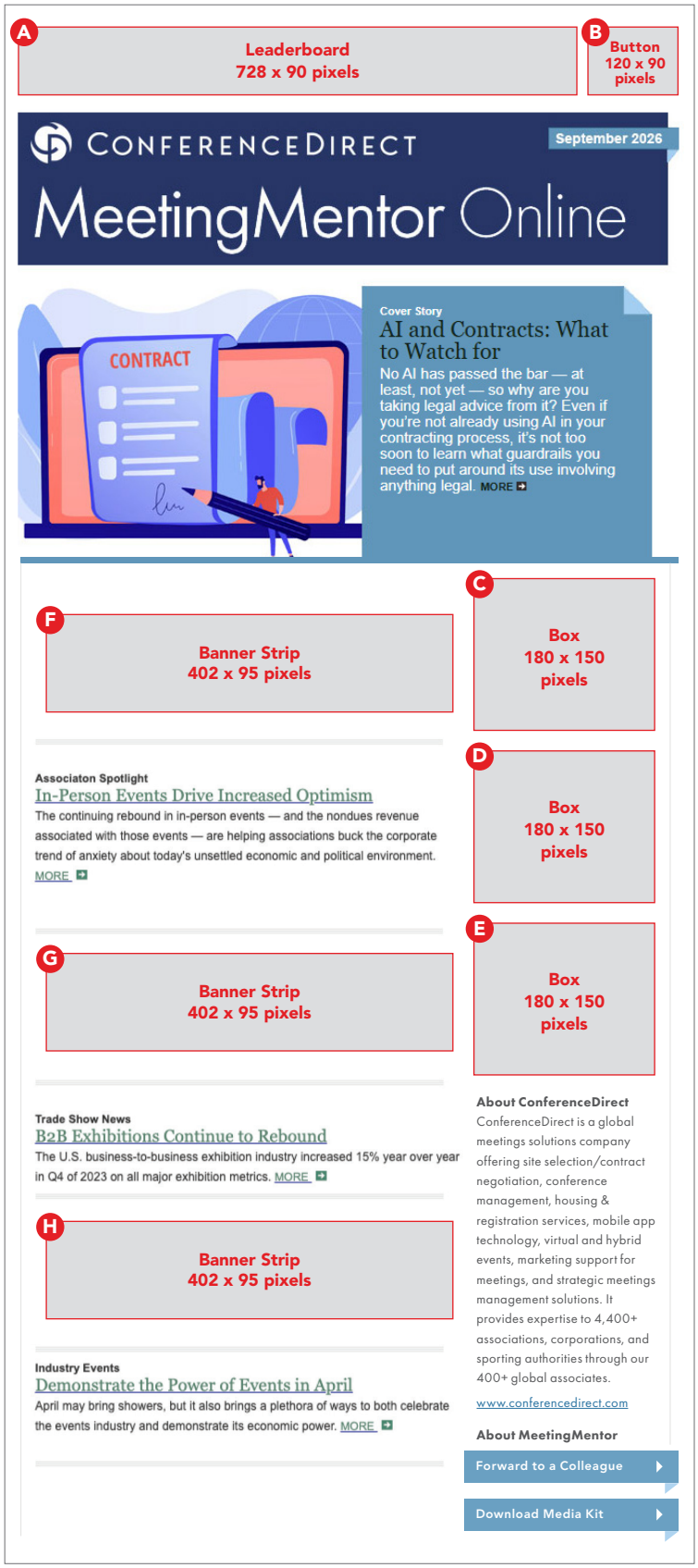
2027-2028 Deadline Dates for MeetingMentor Online Advertising

	Ad Closing	Materials Deadline	Distribution
2027	January 26	February 2	February 9
	February 23	March 2	March 9
	March 30	April 6	April 13
	April 27	May 4	May 11
	May 25	June 1	June 8
	July 27	August 3	August 10
	August 31	September 7	September 14
	September 28	October 5	October 12
	October 26	November 2	November 9
	November 23	November 30	December 7
2028	January 25	February 1	February 8
	February 1	March 7	March 14
	March 28	April 4	April 11
	April 25	May 2	May 9
	May 30	June 6	June 13
	July 25	August 1	August 8
	August 29	September 5	September 12
	October 31	November 7	November 14
	November 28	December 5	December 12

Note: Exact Distribution dates subject to change, based upon production schedules to be finalized closer to publication.

E-mail Web Ad Materials (JPG or GIF format) and URLs (to link ads to your Website) to:

Traffic Manager, MeetingMentor, at MMTraffic@conferencedirect.com



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