

## Special Supplements

### CVB Annual Print Supplement

#### Connecting Meeting Professionals with Destination Marketing Organizations

Reach our full market of corporate, association, medical, financial, insurance, and religious subscribers – 54,612 in total. Supported by DMAI, this complete supplement demonstrates the importance of destination management organizations to the success of meeting decision-makers. Includes each of the MeetingsNet titles.

**Ad Close: February 11**

**Materials Due: February 18**

### CMI 25

**The CMI 25 program gives you access to a select list of the largest and most influential meetings and incentive companies in the North American corporate market.**

The CMI 25 elite roster, compiled by the editors of *CMI*, is published in the September issue of *Corporate Meetings & Incentives* and referenced yearlong by meeting decision-makers. Sponsorship includes: a full page in the September issue of *CMI* and two invitations to a networking reception with the *CMI* 25 senior teams.

**Ad Close: August 9**

**Materials Due: August 15**

### Beyond Borders

**Reach 28,000 Meeting Decision-Makers Responsible for Meetings and Incentive Travel Programs Outside the US**

*Beyond Borders* focuses on how to effectively plan meetings and incentives outside the US with editorial content addressing the hottest trends, key knowledge and strategies, advice and guidelines. Yearlong Distribution: *Beyond Borders* 2013 will be mailed to 28,000 select subscribers outside the US through all four MeetingsNet market-segmented publications: *Beyond Borders* 2013 will also be distributed at major shows. Advertising package includes print ad in *Beyond Borders* and bonus banner in our e-newsletter, *Beyond Borders Extra*.

AD UNIT SIZE	4-COLOR GROSS RATE
Spread	\$16,020
1/2 Page Spread	\$10,800
Full Page	\$8,900
2/3 Page	\$6,750
Half Page	\$5,850
Third page	\$4,500

### Awards for Excellence

Each year we ask our readers to select properties and destinations which impressed them and helped make their meetings a success. Each magazine's special award section includes an announcement of the winners. Winners placing a half page or full page will receive free matching advertorial. Meeting and incentive decision-makers value the award issues and use for future reference.

MAGAZINE	AWARD	MATCHING EDIT
CMI	PARAGON	JULY/AUG
AM	INNER CIRCLE	AUG (HOTELS) OCT (CVBS/CONV. CENTERS)
MM	M&D	JAN/FEB
RCM	PRAISE	JUNE

### Articles & Ad Reprints

A great way to market your organization – reprints include your company logo and contact information (frame not included). For more information, contact Penton reprints at (888) 858-8851 or e-mail [reprints@pentonreprints.com](mailto:reprints@pentonreprints.com).

### Inserts & Special Unit Pricing (Gross)

Inserts & Special Units Allow You to Design a High-Impact Piece that makes your marketing message stand out

AD UNIT	CMI	AM	MM	RCM
Bellyband	9,825	9,555	8,275	4,990
1/2 Cover Tip	20,155	17,915	15,375	9,285
3 Page Gatefold Off C2*	20,155	17,915	15,375	9,285
4 Page Gatefold Off C2**	27,780	24,560	21,165	12,335
2 Page Supplied Insert	10,535	9,280	8,035	4,990
4 Page Supplied Insert	19,980	17,605	15,265	9,165
6 Page Supplied Insert	22,795	20,050	17,365	10,000
8 Page Supplied Insert	25,615	22,500	19,090	10,835
12 Page Supplied Insert	28,755	25,100	21,890	13,490
4-Color Printed Polybag	27,770	23,710	21,165	12,340

### Lists & Databases

Select from the MeetingsNet and/or the entire Penton Business Media database of more than 3.2 million subscribers. Postal, telemarketing, and e-mail lists are available for rent. For more information, contact Marie Briganti, List Manager at 877-796-6947 or [mbriganti@meritdirect.com](mailto:mbriganti@meritdirect.com).