PROUD PART OF THE SLOW JOURNALISM MOVEMENT

Meetings® INTERNATIONAL

media kit

2024

MEETINGS INTERNATIONAL PUBLISHING

Meetings INTERNATIONAL

media kit 2024

Graham Jones
Global Sales Director
+44 7714 40 71 75
graham.jones@meetingsinternational.com

Roger Kellerman
Publisher, Sales Sweden
+46 730 40 42 96
roger.kellerman@meetingsinternational.com

Meetings International Publishing
Formgatan 30
SE-216 45 Limhamn
Sweden
info@meetingsinternational.com
www.meetingsinternational.com

MEETINGS INTERNATIONAL PUBLISHING

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MEETINGS INTERNATIONAL PUBLISHING

The number 1 thought-provoking Meetings Management magazine in the world

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MEETINGS INTERNATIONAL PUBLISHING

Overview

International, Intelligent and Influential

Meetings International is the number one thought-provoking meetings management magazine in the world. A smart and contemporary publication that puts the people who create the future of the global business events industry in the spotlight – where they belong.

Since 2003, this award-winning magazine has garnered attention from a cosmopolitan audience of business events leaders by consistently pushing the envelope, with unparallelled content and style.

Our readers quickly grasp and engage with the topics and ideas in the magazine, and *Meetings International* offers them the best of business events long-form reporting, insight and takeaways from key figures in the field, and informed industry analysis and trendspotting.

Audience Profile

Meetings International readers are discerning, information-hungry and educated decision-makers with great influence. These ambitious professionals are passionate about the many aspects of the business events industry and are often leaders and trailblazers in their field. Whether searching for the latest industry news, trends and ideas, or looking to develop themselves professionally, they turn to *Meetings International* as the definitive meetings management resource.

Reader statistics

- Gender: 59 % female, 41 % male.
- Median age: 49 years.
- Education: 52 % have a university degree.
- Business influencers: 100 % read *Meetings International* for professional reasons; 89 % are business planners or employed within the business events industry.
- Loyalty: 87 % keep *Meetings International* as part of their personal collection.
- Brand fans: 100 % have read *Meetings International Business Intelligence Report*; 81 % also visit the *Meetings International* website, subscribe to our newsletter or have bought books published by Meetings International Publishing.

Circulation

- Global magazine: 10,345
- Global newsletter: 4,786*
- Swedish newsletter: 3,578*

Global Distribution

- Mainland Europe: 61 %
- UK & Ireland: 29 %
- Rest of world: 10 %

* These updated newsletter subscriber counts are significantly lower than previous years due to a combination of GDPR ramifications and a move to a far more discerning newsletter service provider that is aggressively weeding out inactive subscribers in order to actively pursue a smaller but higher-quality subscriber base.

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MEETINGS INTERNATIONAL PUBLISHING

Specs

"Everything about your magazine was a pleasure … This is not a regurgitation of the same old stuff … Thank you for doing your part to elevate the level of discussion within the meeting industry"

Terri Breining
CMP, CMM, Breining Group LLC

Print Specs

printing offset **screen/resolution** 150 lpi/300 dpi
rip resolution 2540 dpi **binding** perfect bound (supplements 40 pages or less are saddle stitched)
trim size 198 × 243 mm (width × height)
bleed 3 mm bleed on all sides

Environmental

We use environmentally certified printing, paper and distribution. **printer** Exakta Print, Malmö – environmentally certified, ISO 14001. **paper** Multioffset 250g cover, and Arctic Paper Munken Elk 100g, FSC labeled paper Cert. No. SGS-COC-1693

Global Distribution

by territory UK & Ireland: 3,045, Germany 2,887, Sweden 1,367, Netherlands 303, Denmark 199, Switzerland 195, Belgium 181, France 173, Austria 156, Italy 134, Spain 119, Norway 99, Finland 97, Luxembourg 96, Poland 93, Estonia/Latvia/Lithuania/Slovenia/Croatia/Serbia/Portugal/Greece/Turkey/Ukraine/Russia 319, Australia & New Zeeland 145, US & Canada 110, rest of the world including the UAE, Oman, Qatar, Saudi Arabia, South Korea, Malaysia, Singapore, Hong Kong, Macau, Japan, China, Indonesia, India, Philippines, and Africa 822. **subtotal** 10,540 copies, plus 250 extra copies handed out at *IMEX Frankfurt* and *IBTM World* respectively **total circulation** 11,040 copies

The numbers above also go for our *Business Intelligence Report*, with the extra copies handed out at the *ICCA Congress* and other events. For sponsored editions total circulation grows to include extra copies for client distribution.

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"This is the magazine you read to develop yourself as a meeting management profes-sional"

Dr Elling Hamso
European ROI Institute

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MEETINGS INTERNATIONAL PUBLISHING

Magazine

PROUD PART OF THE SLOW JOURNALISM MOVEMENT

Part of the Slow Journalism Movement

We value being right, above being first. Like the other Slow movements, we take time to do things properly. Instead of desperately trying to beat Twitter to the punch, we return to the values we all want from journalism: context, analysis and expert opinion. We invest in journalism, give our stories the time and space they need, and we consider photography an integral part of our storytelling.

We Celebrate the Important Role of Journalism in the Global Business Events Industry

"The purpose of journalism," write Bill Kovach and Tom Rosenstiel in *The Elements of Journalism*, "is not defined by technology, nor by journalists or the techniques they employ." Rather, "the principles and purpose of journalism are defined by something more basic: the function news plays in the lives of people."

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MEETINGS INTERNATIONAL PUBLISHING

Magazine

So What Is News Then?

News is that part of communication that keeps us informed of the changing events, issues, and characters in the world outside. Though it may be interesting or even entertaining, the foremost value of news is as a utility to empower the informed.

The vast majority of communication, however, is not news and especially not journalism. The Largest-Ever Study of Fake News, a 2018 MIT study, concluded that by every common metric, falsehood consistently dominates the truth on Twitter: Fake news and false rumors reach more people, penetrate deeper into the social network, and spread much faster than accurate stories.*

While journalism occupies a much smaller space than the talk, entertainment, opinion and propaganda that dominate the media universe, it is nevertheless far more valuable than most of what is out there.

* Source: *The Grim Conclusions of the Largest-Ever Study of Fake News*, *The Atlantic*, March 2018.

"Your magazine is world-class!"

Robin Sharma
Author of the #1 international bestseller
The Monk Who Sold His Ferrari

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MEETINGS INTERNATIONAL PUBLISHING

Network

Inspiring Industry Connection

Meetings International feels truly inspired by the great work of the many business events industry organisations, and we are in turn always doing our best to inspire even greater collaboration across the global industry.

For over 20 years we have worked with *SITE* and *MPI*, and founded *MPI Sweden Chapter* back in 1994. We have been a member of *ICCA* since 2010 and have worked with the two leading industry exhibitions *IMEX* and *IBTM World* since they both started, over 15 and 30 years ago respectively, along with a wide range of other important industry organisations.

This has provided us with a comprehensive international perspective that infuses and shapes the content of the magazine. We have been in it from the get-go and in it for the long-haul, in a relentless effort to inform, improve and internationalise the business events industry.

Partnerships

Meetings International is official media partner to *IMEX*, *IBTM World*, *International Meetings Review*, and *JMIC*'s *The Iceberg*, and we arrange hosted buyer trips to *IMEX* and *IBTM World*.

THE ICEBERG Legacies of business events
pcma
IMEX
ibtm WORLD
DESTINATIONS INTERNATIONAL
BestCities GLOBAL ALLIANCE
site
CITY DESTINATIONS ALLIANCE
IN C ON
AIPC EXCELLENCE IN CONVENTION CENTRE MANAGEMENT
asae The Center for Association Leadership
INTERNATIONAL MEETINGS REVIEW
IAPCO MEETING QUALITY
JMIC JOINT MEETINGS INDUSTRY COUNCIL
MPI
ICCA

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MEETINGS INTERNATIONAL PUBLISHING

Intelligence Report

Time for Our Next *Business Intelligence Report*

In our first international *Business Intelligence Report*, released in November 2014, we looked at the growing significance of the knowledge society and how innovations and university research and development are growing within the business events industry. We highlighted the various patterns and factors controlling these developments. We showed how meetings are developed exponentially. We looked at skills enhancement and skills provision, education and the development of international organisations and trade fairs. We also scrutinised meetings management, ROI and meeting design, and reviewed new technology, networks and clusters. We sought out the pieces of the puzzle that link the various factors in Africa, Asia, USA, Canada, Australia, Scandinavia and the rest of Europe. And it was very well received.

We envisage the meetings industry doubling in size every ten years with conventions, arenas and new hotels both large and small throughout the world. This will double the number of jobs generated.

Since then we have made *Business Intelligence Reports* for Dubai (no less than three of them, in fact), the Netherlands, the Faroe Islands, and Vilnius in Lithuania, as well as another seven regular global reports. #12, called 'Shape the Future' is a global report. #13 was an amazing report from Australia in May 2020 coinciding with a smaller report from Seoul (#14). A global report called "The Roads Ahead" (#15) was published autumn 2020. #16 is called "About to Unfold" with focus on Africa, #17 "Foresight is key" and the latest #18 "Navigating the Displacement Era."

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MEETINGS INTERNATIONAL PUBLISHING

Intelligence Report

We are digging deeper into finding the most important people creating the business event industry, people who we realise often aren't even fully aware of the part they play in the creation of the industry.

As an advertiser you will benefit from exposure amongst some of the world's leading meeting and event destinations. Not to mention the inspiration you will derive from our passion for good journalism. We tell the stories that you won't find in any other management magazine in the global business event industry.

"Great! Absolutely interesting and a completely different approach"

Christian Mutschlechner
Consultant in the meeting and event industry, former CEO of Vienna Convention Bureau and the most awarded person in the industry

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MEETINGS INTERNATIONAL PUBLISHING

Editorial Supplements

Supplements for Destinations and Organisations

We have created editorial supplements for Seoul, Paris, Nice, London, Scotland, Holland, Denmark, Finland, Finnair, Safe Hotels Alliance and many more. All to the same high standards as our magazine, using our design, photography and editorial teams. Naturally, they are made in collaboration with the client, but always in our own style (with or without advertising, client's choice), quite unlike anything ever seen in the global business events industry.

"This is proper journalism"

Martin Sirk

Former CEO, ICCA

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"The most stimulating and thought-provoking magazine I have ever seen in this field"

Rob Davidson
Senior Lecturer in Events Management, University of Greenwich

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MEETINGS INTERNATIONAL PUBLISHING

Print Advertising

Meetings International publishes both global English and national Swedish editions of the magazine, as well as the Business Intelligence Report, and destination and custom supplements.

For requested positions, volume/frequency discounts, special advertising, inserts and supplements please contact our sales representatives.

- All ads/creative/materials need to be delivered by *Materials Due date*. We reserve the right to charge the full amount for ads not delivered in time.
- Externally produced supplements/inserts need to be delivered to our printer a week before Materials Due date. Contact *trydells.se* for delivery information.

Editorial Calendar

Global Editions	Materials Due
#33 IMEX Europe edition	25 Mar 2024
#19 Business Intelligence Report | Dubai	19 Apr 2024
#20 Business Intelligence Report | Global	2 Sep 2024
#34 IBTM World edition	28 Oct 2024
#35 IMEX Europe edition	24 Mar 2025
#21 Business Intelligence Report | Global	1 Sep 2025
#36 IBTM World edition	27 Oct 2025

Editorial calendar subject to change.

PRINT ADVERTISING CLAUSES

1. The advertiser has sole responsibility for submitted creative. It is understood that in the publication of advertisements the advertiser is responsible for indemnifying and saving the publisher harmless from and against any claims or suits based on the submitted creative.
2. The publisher reserves the right to cancel any advertising at any point prior to publication.
3. All creative is subject to approval. The publisher reserves the right to reject any creative that doesn't meet the publisher's standards or specifications.
4. The publisher can not be held responsible for failure to publish or circulate issues due to circumstances beyond the publisher's control.
5. The publisher reserves the right to discretely label submitted creative as "advertorial" or "advertisement" should it mimic sponsored or editorial content too closely.
6. The publisher is not responsible for checking ads for low-resolution images or other production mistakes or flaws. Make sure ads are flight-checked before submission.
7. The publisher reserves the right to adapt incorrectly produced/formatted ads to printable versions without notification.
8. Ads are cmyk only. Any non-cmyk colour in submitted creative will be auto-converted during print production. The publisher is not responsible for color errors due to color conversions.
9. All advertising contract positions are treated as requests. The publisher cannot guarantee fixed positioning since needs change as production progresses.
10. All media kit rates and information is subject to change at any point, provided that no rate increase is applied for already placed orders.
11. The publisher can not be held responsible for errors in key numbers.
12. Cancellations are not accepted after Materials Due dates.
13. The publisher will not be bound by any terms or conditions on order forms, or in other communication, when such conditions conflict with the conditions or specifications in this media kit.

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Print Units and Rates

Spreads designed as separate pages must be submitted as such. More info on next page.

Mind gutter trim on full spreads. More info on next page.

Full Spread

396 mm 243 mm 3 mm bleed

global editions € 4,900

Full Page

198 mm 243 mm 3 mm bleed

global editions € 3,300

Fixed positioning is 15 % extra

Charged if request can be fulfilled

All advertising contract positions are treated as requests. The publisher cannot guarantee fixed positioning since needs change as production progresses.

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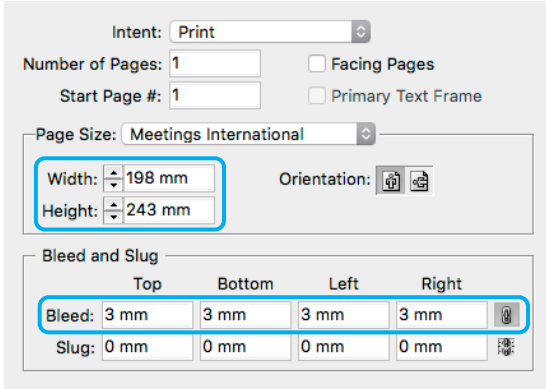
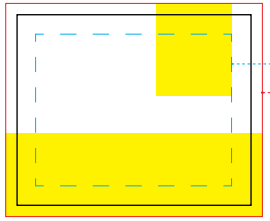
Print Production 1/2

For best results, work on a calibrated monitor with correct color settings, and always download and install our icc profile and pdf settings and use them for the pdf exports. *Meetings-Intl-icc+settings.zip*

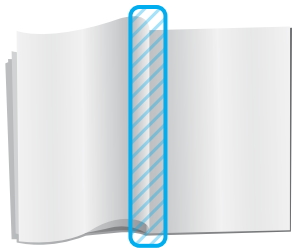


Set up your ad by entering the specified *width*, *height* and *bleed* for the chosen ad format (see page 15). Always include *bleed on all four sides*. Full spreads with content ending at the gutter trim must be submitted as *separate pages* with bleed on all four sides.



Design elements [yellow] reaching a page/crop edge [black] need to *extend to a bleed edge* [red].

Our print ad formats are edge-to-edge, so don't add borders to ads without using a page *margin of at least 10 mm* [blue]. *MI Editorial margins are: top 26 mm, bottom 22 mm, sides 20 mm.*



Avoid putting critical text/info near the gutter trim. We recommend using no less than *10 mm safety* on each page (editorial margins use *20 mm safety*).

Full spread ads designed as separate pages (that is with content that ends at the spine, not going across the spine), need to be submitted as separate pages (to ensure proper bleed along the spine).

Technical questions? Contact submit@meetingsinternational.com

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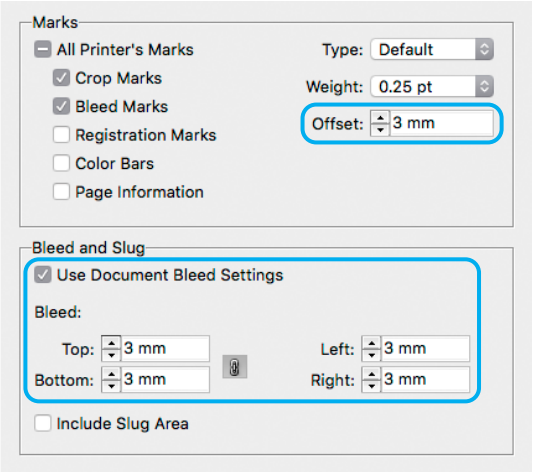
Print Production 2/2



Export the ad as a *press-ready pdf*, converted to *our icc profile*, and make sure to *include bleed* in the export. There is no need to include printer's marks in the ads, but if you do then make sure the printer's marks *offset* isn't smaller than the bleed, to ensure no marks are visible inside the bleed.

300 PPI

Make sure all images are at least *300 ppi* and that all colour is set or converted to *CMYK* before or during exports. Also make sure black text/graphics are *100 % K only* (no CMY).

IBTM World, mi24, full page ad.pdf

Imex, mibir09, full spread ad.pdf

Name print files clearly by specifying *advertiser*, *edition* and *format* in the file name.

wetransfer Dropbox

Submit ads using a file transfer service of your choice addressed to *submit@meetingsinternational.com*.

Technical questions? Contact submit@meetingsinternational.com

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MEETINGS INTERNATIONAL PUBLISHING

Sponsored Content

Sponsored content is advertisements in the style of editorial articles, promoting the advertiser's products, services or special point of view.

Sponsored content in *Meetings International* is typically a full page ad in combination with a text page discretely labeled "sponsored content." It's made in a visual style distinct from the regular editorial content, with style options that allow for simple yet elegant presentations, and is run before the editorial content.

The advertiser need to supply ready-to-use text and images for the sponsored content.

To conform to editorial style, the sponsored content text may not include commercial contact info. They may however include link/url references for further reading throughout the text, and may end with a succinct call-to-action like "Read more on *website.com*" so that readers can get in contact through the client's website.

Advertisers looking to deviate from the sponsored content style by making use of logos or brand graphics (including floorplans or infographics, etc.), or contact information, or special non-editorial formatting of text or trademarks should submit their content as regular ads instead. Advertisers are always free to run ads designed in advertorial style, just as long as they don't mimic the native editorial or sponsored content styles of *Meetings International*.

Text
Send us only *proofed* and *ready-to-use editorial-style* text of *suitable length* (see examples on page 19 for target lengths).

Images
Send us *professional high-quality digital images that have been cleared for commercial use, complete with photo byline* (unless the photographer has explicitly waived their legal right to one). Advertisers neglecting this will be invoiced for any resulting photo rights costs imposed on *Meetings International*.

Use *rgb* colour space, with *icc colour profile included*, saved as *tiff*, *psd* or *high-quality jpeg*.

Sponsored content require at least *one image no less than 2,400 pixels wide* for the main image. It's good to have a selection to choose from, but only send us a small selection of *pre-approved* images. Make sure to include photo bylines, when applicable.

Revisions
After the first proof, we allow *two revision rounds*. Make sure to include any and all major changes in your first revision round, so that you then have the second round for polishing and fine-tuning.

wetransfer Dropbox

Submit materials using a file transfer service, addressed to *submit@meetingsinternational.com*.

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MEETINGS INTERNATIONAL PUBLISHING

Examples of Sponsored Content 1/2

Short text with huge impactful image, or a sliver of an image with more expansive text? Just the main image and a compact text block, or add in another two small round images, subheadings and links to break the text up? The choice is yours.

These examples give you an idea of what to expect. Pick one you feel suits your needs, and check the approximate text count beneath to get an idea of what copy length to aim for.

1500 Characters 250 Words

2200 Characters 330 Words

2600 Characters 400 Words

2800 Characters 430 Words

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Examples of Sponsored Content 2/2

Short text with huge impactful image, or a sliver of an image with more expansive text? Just the main image and a compact text block, or add in another two small round images, subheadings and links to break the text up? The choice is yours.

These examples give you an idea of what to expect. Pick one you feel suits your needs, and check the approximate text count beneath to get an idea of what copy length to aim for.

2950 Characters 470 Words

3400 Characters 530 Words

3600 Characters 575 Words

3800 Characters 600 Words

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MEETINGS INTERNATIONAL PUBLISHING

Online Advertising

Meetings International publishes online content across a global English-only section of our website accessed through *meetings-international.com*, and a national Swedish section accessed through *meetingsinternational.se*, both with respective newsletters. English language creative may be published in both sections/newsletters.

- Maximum *file size 100 kB.*
- Remember to *include link/url.*
- We accept the following file formats: *jpeg, gif, png,* as well as *html* (ready-to-publish code with files hosted elsewhere).
- Creative lead-time is *five business days* prior to campaign launch.

Submit creative to *submit@meetingsinternational.com*.

For volume discounts and special advertising please contact our sales representatives.

ONLINE ADVERTISING CLAUSES

1. The advertiser has sole responsibility for submitted creative. It is understood that in the publication of advertisements the advertiser is responsible for indemnifying and saving the publisher harmless from and against any claims or suits based on the submitted creative.
2. The publisher reserves the right to cancel any advertising at any point prior to publication.
3. All creative is subject to approval. The publisher reserves the right to reject any creative that doesn't meet the publisher's standards or specifications.
4. The publisher can not be held responsible for errors in key numbers.
5. The publisher is not responsible for advertiser delays. Delayed creative may result in delayed start date, but end date will be adjusted accordingly, to maintain campaign length.
6. The publisher reserves the right to discretely label submitted creative as "advertorial" or "advertisement" should it mimic sponsored or editorial content too closely.
7. The publisher is not responsible for checking ads for low-resolution images or other production mistakes or flaws.
8. Banners are raffled on page load/reload.
9. The publisher reserves the right to adapt incorrectly produced/formatted ads to usable versions without notification.
10. All media kit rates and information is subject to change at any point, provided that no rate increase is applied for already placed orders.
11. The publisher will not be bound by any terms or conditions on order forms, or in other communication, when such conditions conflict with the conditions or specifications in this media kit.

Meetings INTERNATIONAL

media kit 2024

Graham Jones
Global Sales Director
+44 7714 40 71 75
graham.jones@meetingsinternational.com

Roger Kellerman
Publisher, Sales Sweden
+46 730 40 42 96
roger.kellerman@meetingsinternational.com

Meetings International Publishing
Formgatan 30
SE-216 45 Limhamn
Sweden
info@meetingsinternational.com
www.meetingsinternational.com

MEETINGS INTERNATIONAL PUBLISHING

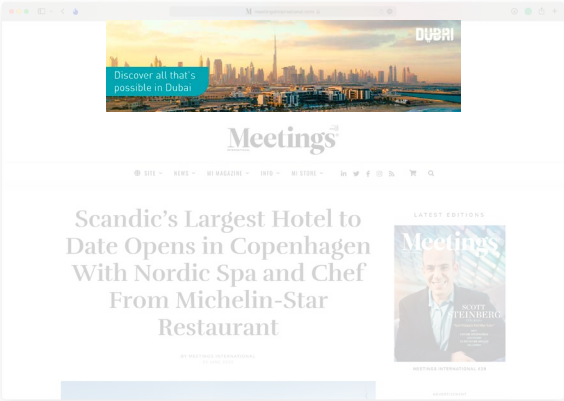
.COM Online Units and Rates

Top Banner

IAB Billboard ↔ 970 px ↕ 250 px

€ 600/wk € 1,800/mo

Format featured at the top of every page + two extra appearances on the front page



Column Banner Monster

IAB Monster MPU ↔ 300 px ↕ 600 px

€ 500/wk € 1,500/mo

Column Banner Medium

IAB Medium Rectangle ↔ 300 px ↕ 250 px

€ 400/wk € 1200/mo

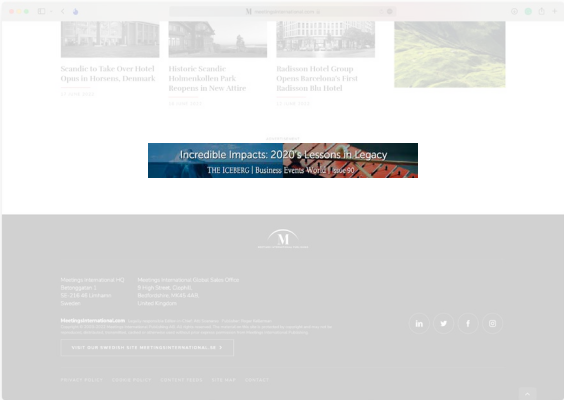
Both formats featured on every editorial page

Footer Banner

IAB Leaderboard ↔ 728 px ↕ 90 px

€ 350/wk € 1050/mo

Format featured above every page footer + an extra appearance on the front page



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MEETINGS INTERNATIONAL PUBLISHING

.SE Online Units and Rates

Top Banner

IAB Billboard ↔ 970 px ↕ 250 px

€ 600/wk € 1,800/mo

Format featured at the top of every page

Column Banner Monster

IAB Monster MPU ↔ 300 px ↕ 600 px

€ 500/wk € 1,500/mo

Column Banner Medium

IAB Medium Rectangle ↔ 300 px ↕ 250 px

€ 400/wk € 1200/mo

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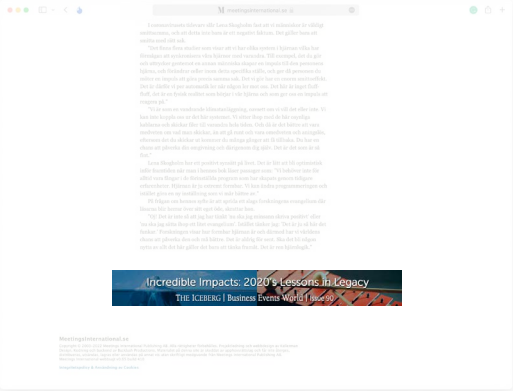
€ 350/wk € 1050/mo

Format featured above every page footer



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MEETINGS INTERNATIONAL PUBLISHING

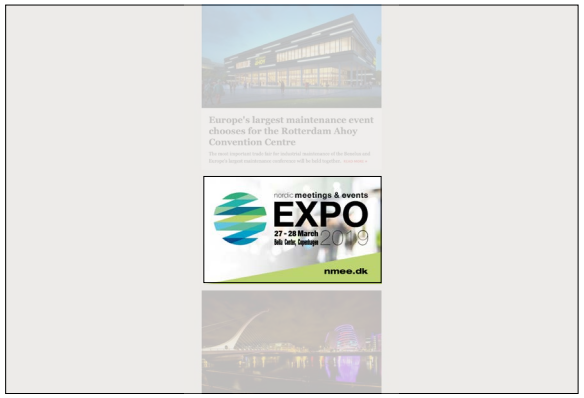
Newsletter Units and Rates

Newsletter Banner

↔ 1200 px ↕ 720 px

One linked image

€ 590/publication

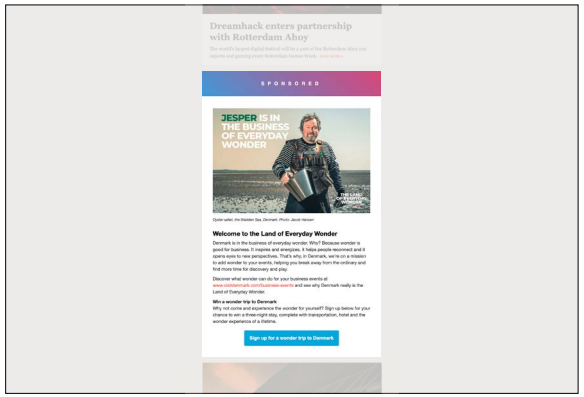


Sponsored Post

↔ 1060 px ↕ 707 px (variable) with "Sponsored" header

One brief news item with one linked image and a call-to-action button*

€ 590/publication

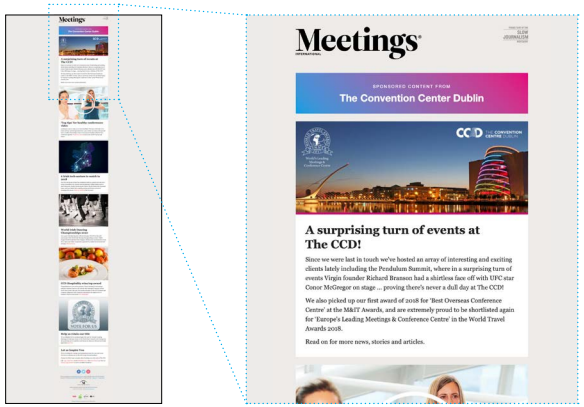


Sponsored Newsletter

↔ 1200 px ↕ variable with "Sponsored Content from X" header

Up to 7 brief news items with one linked image and a call-to-action link each*

€ 1,900/publication



* Typically no more than aproximately 10 lines of continuous text, but may contain a few extra lines in cases with plenty of white-space.

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MEETINGS INTERNATIONAL PUBLISHING

Sponsored Post/Newsletter Production

Checklist

- *Subject line* (⩽150 char.) Preferably max 9 words and max 60 characters.
- *Preview text* (⩽150 char.)
- *Full-size images* no smaller than ⟷1200 px ↕800 px *with corresponding link/url* for each.
- *Ready-to-publish text Up to 7 brief* news items with one linked image and a call-to-action link each.*
- *Pick a publication date* Tuesdays–Thursdays have a slight statistical edge over Mondays and Fridays that in turn have one over Weekends. Unless otherwise specified we will post at the time our service provider recommends for the chosen date.
- *You must subscribe* before the newsletter goes out if you want to receive the actual newsletter and not just the url to the online version.

* Typically no more than aproximately 10 lines of continuous text, but may contain a few extra lines in cases with plenty of white-space.

While Newsletter Banners and Sponsored Posts will be injected into our regular newsletter content, Sponsored Newsletters will go out separately and have all regular content replaced with sponsored content only, using our newsletter template (including header and footer).

Sponsored Newsletters require a *subject line* and a *preview text* (that appears in the inbox after the subject line), neither of which may exceed 150 characters (including spaces and punctuation). It's recommended to try to keep subject lines to no more than 9 words or 60 characters, with no more than three puctuation marks.

The *minimum image requirements* for our regular-sized newsletter images are ⟷1200 px ↕800 px, but feel free to just send us your full-size images and we will adapt and optimize them for you.

All images and headlines in the newsletter template are linked, so please *include corresponding links/urls*.

The online version of the newsletter *will remain online for social sharing*. We will send you the link/url to this campaign page before the newsletter is posted so that you can start sharing it whenever you see fit, and we will post your campaign to our Facebook and Twitter feeds as well.

If the online version of the newsletter covers your archival needs, there's no need to subscribe, but to receive the actual newsletter *you must subscribe before it's sent*. It's not possible to send the newsletter individually, or to non-subscribers, or to resend it after it's gone out. You may of course unsubscribe after receiving your campaign.

For legal reasons you must subscribe yourself, we can't subscribe for you. Please visit: *meetingsinternational.com/news/newsletter-sign-up* where you may also view an archive of previous newsletter campaigns.

Submit creative to *submit@meetingsinternational.com*.