

THINK MICE POLISH MAGAZINE

THINK
MICE



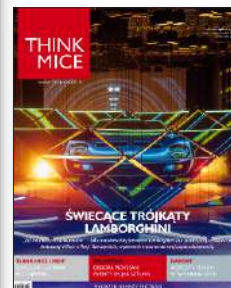
www.thinkmice.pl
www.facebook.com/thinkmice

MEDIA KIT

WHO ARE WE?

THINK MICE is a magazine dedicated to the Polish and international meetings industry (MICE – meetings, incentives, conferences, events) and its scope encompasses all of the segments in question: meetings, incentive trips, congresses and conferences. By adopting an in-depth and multi-faceted approach to all covered issues, we present the role and significance of the industry for, i.a. broadly defined marketing communication, employer branding and destination marketing.

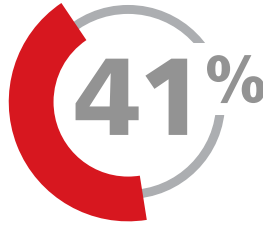
We interview the most prominent representatives of the meetings industry, take a closer look at their profiles and achievements, and discuss the most noteworthy case studies. The blogger section is an unquestionable highlight of the magazine, offering a glimpse into the perspective of foreign industry practitioners. The publication reports on all the latest events in the MICE sector, but its main focus is on analytical materials with industry experts sharing their expertise and opinions with the readers.



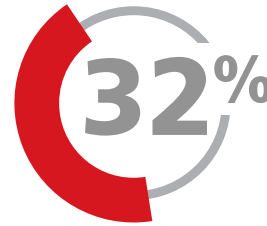
WHO DO WE REACH?

THINK MICE is targeting corporate and company meeting planners – heads and staff of HR, PR and marketing departments, responsible for marketing communication in the broad sense of the term. Our target audience also involves agency teams handling the organization of events, conferences, congresses and incentive trips.

Finally, we reach the personnel of city and regional convention bureaux and representatives of venues, e.g. hotels, training-conference centres and trade fair-exhibition venues.



Client



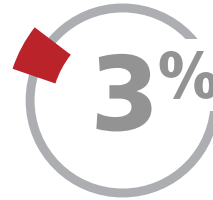
Organiser



Venue manager



Subcontractor



Public institutions,
associations



PRICE LIST ADVERTISING

ADVERT LOCATION AND SIZE	PRICE IN EURO
Inside Front Cover (II)	2,350
Inside Back Cover (III)	2,200
Back Cover (IV)	2,500
Regular Inside Page	1,600
Facing Pages (two pages, both spreads)	2,100
Half Page	950
THINK VENUE two regular pages	2,500
THINK DESTINATION two regular pages	2,500
THINK VENUE three page presentation	3,500
THINK DESTINATION three page presentation	3,500
PARTNER THINK VENUE Front Cover Page + three page presentation	10,000
PARTNER THINK DESTINATION Front Cover Page + three page presentation	10,000
PARTNER EDITION Front Cover Page + Back Cover (IV) + Advertisement 2 Pages	12,000

Price do not include VAT

CIRCULATION: THINK MICE Polish magazin edition: 6,500

PUBLISHING CYCLE: monthly

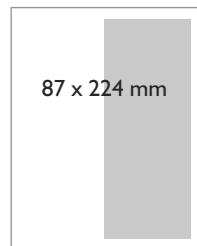


FRONT
PHOTO COVER
215 x 265 mm

Front Cover Page

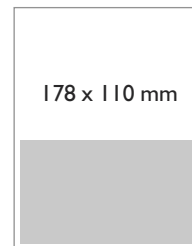
215 x 265 mm
(+5 mm bleeds)

II, III, IV Cover
Inside Page



87 x 224 mm

Half Page



178 x 110 mm

Half Page



430 x 265 mm
(+5 mm bleeds)

Facing Pages (two pages, both spreads)

THINK MICE INTERNATIONAL MAGAZINE

THINK
MICE



www.thinkmice.pl
www.facebook.com/thinkmice

MEDIA KIT



INTERNATIONAL MAGAZINE



THINK MICE INTERNATIONAL MAGAZINE is dedicated to the international meetings industry (MICE – meetings, incentives, conferences, events) and its scope encompasses all of the segments in question: meetings, incentive trips, congresses and conferences. By adopting an in-depth and multi-faceted approach to all covered issues, we present the role and significance of the industry for, i.a. broadly defined marketing communication, employer branding and destination marketing.

WHO DO WE REACH?

- trade fairs and industry events on the international arena, including: CONVENTA, CONVENE, AIME, IMEX, ACE of M.I.C.E, BALTIC NORDIC EVENTS - FORUM, IBTM Asia Pacific, ITB Berlin, THE MEETING SHOW, IT&CM ASIA, IMEX AMERICA, IBTM WORLD, INTERNATIONAL CONGRESS ICCA, MCE SOUTH Europe, MCE CENTRAL & EASTERN EUROPE, IAEE EXPO MENA
- Congresses, meetings and industry events with guests from abroad, e.g. MEET THE BIDDER, ACTE
- International Convention Bureaux
- International corporate customers / PCO
- Magazine available free of charge in electronic form (pdf) on an international platform ISSUU www.issuu.com



Trade fairs and industry events on the international arena



Congresses, meetings and industry events with guests from abroad



International Convention Bureaux



International platform ISSUU + Subscription



International Corporate customers / PCO

THINK VENUE

THINK VENUE – an original section of the *THINK MICE* magazine dedicated to hotels and venues applied for conferences and events.

A venue's presentation takes up three pages.

Text: when and how a given place was established - the idea behind its development, erection, target group, brief description.

A statement by venue's representative (with a photo, written in first person): advertising a given venue, attempting to define how it stands out from the competition, why clients should choose this particular place.

Technical details: with reference to the offer aimed at the MICE sector - number of conference rooms, capacity and space (length, width, height) of each one, multimedia solutions, option of bringing in large equipment, elevators, rooms for guests (number of rooms and beds), all additional facilities (i.a. bars, restaurants, etc.), if available.

Photos: many presentable photos of the whole venue plus photos of MICE-friendly spaces. Good-quality, print-ready photos (min. 2-3 MB/300 dpi).

Case study from a concrete event already held in the venue in question. A brief description of the event with emphasis on organizational issues (what the event preparations looked like, what needed to be done when possible problems arose, if any, how they were solved, etc.).

PRICE: 4200 euro

– Venue's photo on the front cover

– Three pages of promo material in the THINK VENUE section

Cost of a three-page presentation: 2500 euro



THINK DESTINATION

The purpose of the section is to showcase the MICE potential of particular destinations worldwide. The main idea is to introduce and advertise their conference and hotel infrastructure plus tourist highlights that make it possible to develop unique incentive programmes (and side activities that accompany informative meetings), matched to the needs of business tourists.

Texts published in the discussed section focus on, i. a. issues related to how major and prestigious MICE events contribute to the promotion of cities and regions (so-called destination marketing), how the operations of public institutions support the growth of the meetings industry and what their cooperation with the private sector looks like.

Presentation takes up three pages and is composed of several fundamental sections. **Main text (editorial):** introduction (background, providing context), description of destination and MICE industry's role in its growth, coverage of tourist highlights, infrastructure and offer for business guests. Brief profile of the market.

Statement of destination representative (with a photo, written in first person): promotion of a given destination, an attempt at defining what differentiates it from the competition, why customers should choose this particular place.

Photos: many presentable photos. Good quality photos fit for publication (min. 2-3MB/300 dpi).

Interview or case studies:

Interview – city mayor, head of city's promotion bureau or of convention bureau (alternatively a person designated by them).

Case study: option of presenting case studies that are a great way of showcasing the potential of a given place. A brief description of 2-3 actual events and illustrating photos (2-3 for each event).

PRICE: 4200 euro

- Destination's photo on the front cover
- Three pages of promo material in the THINK DESTINATION section

Cost of a three-page presentation: 2500 euro



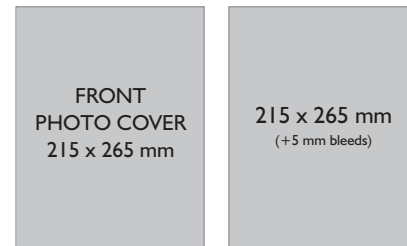
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Price do not include VAT

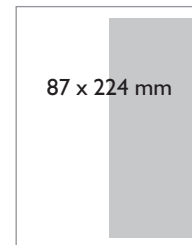
CIRCULATION: THINK MICE International magazine edition: 13,000

PUBLISHING CYCLE: Quarterly

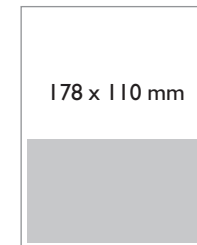


Front Cover Page

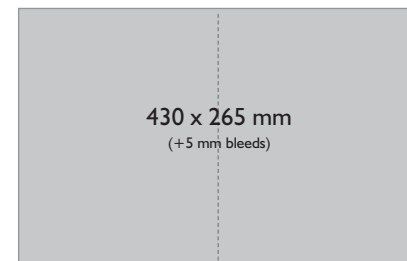
II, III, IV Cover
Inside Page



Half Page



Half Page



Facing Pages (two pages, both spreads)

STATISTICS WWW.THINKMICE.PL

Average number
visits daily



872

Average number
visitors monthly



26915

Regular
Recipients



68%

New
Recipients



32%

NEWSLETTER STATISTICS WWW.THINKMICE.PL

Number
of subscribers



5300

Average percentage
of newsletter opens



57%

Clickthrough
rate



48%

PRICE LIST ONLINE ADVERTISING **WWW.THINKMICE.PL**

BANNERY	PRICE IN EURO 1 MONTH	PRICE IN EURO 3 MONTHS	PRICE IN EURO 6 MONTHS
Banner Home page	450	15%	25%
Banner News page	380	15%	25%
Banner Home page + news	690	15%	25%
Banner Exclusive strona Home page left side of the column	870	15%	25%

NEWS	PRICE IN EURO 1 MONTH
Sponsored News	450
Slider	985

POP-UP	PRICE IN EURO 1 MONTH
POP-UP	690

NEWSLETTER	PRICE IN EURO STANDARD MAILING	PRICE IN EURO EXCLUSIVE MAILING
5300 subscribers	360	570

HOME PAGE

NEWS



SERIES MEETING

**MASHUP
MEETINGS**

WHEN: SEPTEMBER

WHERE: WARSAW

ORGANISER: THINK MICE



“

A mashup in music is understood as a combination of two or more works that creates a new and unique composition. Inspired by this approach, we wish our meetings to become the site of numerous ‘combinations’ generating brand-new quality.

”

THINK MICE Mashup Meetings is a series of business and networking meetings attended by representatives of various segments of the meetings industry and its economic and institutional environment.

The goal is to build a platform for sharing concepts and experiences, and for establishing relationships. The meetings create a space for discussion and help identify solutions to the most important issues and challenges faced by the meetings industry.

TARGET AUDIENCE

The Mashup Meetings series is aimed at broadly defined MICE sector. We are looking forward to hosting event planners representing corporations, companies and associations, subcontractors and providers of MICE services.

PROCUREMENT Marketing procurement directors, managers and specialists

MARKETING AGENCIES Marketing directors, managers and specialists
Specialising in marketing communication, events and incentives

MEDIA



STRATEGY PARTNER

12 000 EUR (net)

- » Presentation during the event up to 15 minutes
- » Participation in a panel or dedicated panel
- » Branding of the event report
- » Logo in all promo and advertising materials
- » Partner status listed on www.thinkmice.pl and social media (FB, Instagram, LinkedIn, Twitter)
- » Logo displayed during the event
- » Option of putting up a roll-up banner
- » 3-minute appearance during the event/presentation of a max. 3-minute film during the event
- » Option of adding ad materials into meeting bags
- » Option of funding vouchers and souvenirs – business card prize draw
- » Advertisement on the second cover of THINK MICE September issue
- » Website banner (1520 px x 445 px), one-month run
- » Promo article “especially for you” on thinkmice.pl
- » Five single invitations

GOLD PARTNER

4000 EUR (net)

- » Logo in all promo and advertising materials
- » Partner status listed on www.thinkmice.pl and social media (FB, Instagram, LinkedIn, Twitter)
- » Logo displayed during the event
- » Option of putting up a roll-up banner
- » 3-minute appearance during the event/presentation of a max. 3-minute film during the event
- » Option of adding ad materials into meeting bags
- » Option of funding vouchers and souvenirs – business card prize draw
- » Advertisement on the second cover of THINK MICE September issue
- » Website banner (1520 px x 445 px), one-month run
- » Promo article “especially for you” on thinkmice.pl
- » Five single invitations

Exclusive partner: 7200 EUR (net)

SILVER PARTNER

2850 EUR (net)

- » Logo in all promo and advertising materials
- » Partner status listed on www.thinkmice.pl and social media (FB, Instagram, LinkedIn, Twitter)
- » Logo displayed during the event
- » Option of putting up a roll-up banner
- » Option of adding ad materials into meeting bags
- » Option of funding vouchers and souvenirs – business card prize draw
- » One-page advertisement in THINK MICE
- » Website banner (1520 px x 445 px), one-month run
- » Three single invitations

Exclusive partner: 5800 EUR (net)

SUPPORTING PARTNER

1700 EUR (net)

- » Logo in all promo and advertising materials
- » Partner status listed on www.thinkmice.pl and social media (FB, Instagram, LinkedIn, Twitter)
- » Logo displayed during the event
- » Option of putting up a roll-up banner
- » Option of adding ad materials into meeting bags
- » Option of funding vouchers and souvenirs – business card prize draw
- » Half-page advertisement in THINK MICE
- » Website banner (1520 px x 445 px), one-month run
- » Three single invitations

