

MEDIA
DATA
2026

YOUR COVERAGE WITH CIM

19,000

Print run	19,000
CIMnews	14,000
eMag views	4,000

In total,
CIM has over

10,000

followers on Social Media.



The leading trade magazine for the MICE business

CIM – Conference & Incentive Management is one of Europe’s specialist magazines for the local and global meeting business, aimed at decision-makers and event planners in companies, agencies and associations. CIM is published five times a year and has an international focus thanks to its bilingual format.

CIM is a proud member and partner of:



CIM readers are:

- Primarily management and marketing leaders, key positioned administrative and assistant staff
- Important planners of incentives, meetings, events and convention/congresses
- International business travellers



75%
Corporate Planners



14%
Association Planners

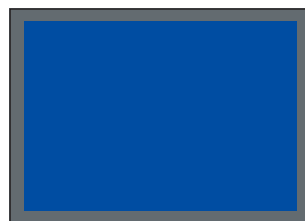


9%
Agency Planners & Consultants

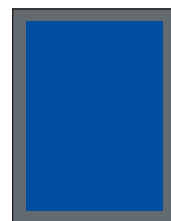


2%
Other Experts

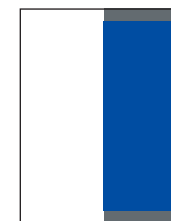
ADVERTISEMENT FORMATS & RATES



2/1 page
4c
€ 13,800
T: 394 x 255
B: 430 x 280



1/1 page
4c
€ 6,900
T: 181 x 233
B: 215 x 280



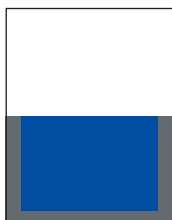
1/2 page portrait
4c
€ 4,400
T: 88 x 233
B: 106 x 280

T = type area,
B = bleed-off
Width x height in mm

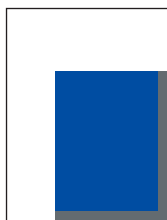
Trim extras:
5 mm on all edges.
Text and image elements
must have sufficient
distance from the
trimmed edge
(at least 10 mm).

Other formats available
on request

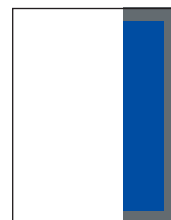
In Germany all rates
plus VAT



1/2 page landscape
4c
€ 4,400
T: 181 x 113
B: 215 x 132



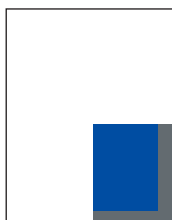
Junior Page
4c
€ 5,700
T: 135 x 190
B: 152 x 210



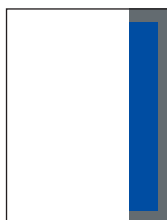
1/3 page portrait
4c
€ 3,500
T: 57 x 233
B: 75 x 280



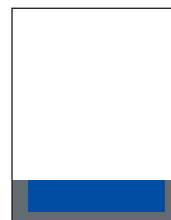
1/3 page landscape
4c
€ 3,500
T: 181 x 78
B: 215 x 97



1/4 page corner
4c
€ 3,100
T: 88 x 113
B: 106 x 132



1/4 page portrait
4c
€ 3,100
T: 42 x 233
B: 59 x 280

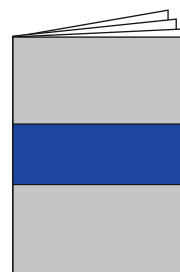


1/4 page landscape
4c
€ 3,100
T: 181 x 58
B: 215 x 78



1/8 page
4c
€ 2,300
T: 88 x 58
B: 106 x 78

SPECIAL ADVERTISING OPTIONS



Banderole

China Cover
€ 6,900

Are you interested in another
format? Contact us!

info@cimunity.com

LOOSE INSERTS

up to 25 g/ height:
max. 2 mm € 330
per thousand

ADVERTORIALS REPORTS

Advertorials are the most attention-grabbing form of brand presentation in CIM.

Your brand in an editorial environment – Rely on the most effective form of brand communication in CIM: Advertorials.

As a fully integrated component of an issue, they offer you the ideal framework to position your messages effectively. Designed in an editorial style, they combine text, images, and design elements to create a high-impact overall presentation.

Our service for you:

- You provide the text and images, we handle the editing, design, and implementation.
- Scope as desired: from one to twelve pages.
- Translations German/English and vice versa included.
- Up to two rounds of revisions are included in the service.

Technical specifications:

- Text length: max. 2,000 characters including spaces per page
- Image selection: limited, logo required in vector format
- Links and brief design instructions possible
- Deadline: no later than one week before print material deadline

For legal reasons, advertorials are labeled as advertisements.

1 page	2 pages	4 pages
€ 7,000*	€ 10,400*	€ 19,000*

* Combination discount for crossmedia bookings.

NORDISCHE PRALINENSCHACHTEL
Letland etabliert sich als MICE-Destination. Vor allem in der Hauptstadt Riga gibt es eine riesige Auswahl unterschiedlichster Locations.

Nordic Chocolate Box
Latvia is establishing itself as a MICE destination.

MICE-FAKTS
Die MICE-Industrie in Letland ist in den letzten Jahren stark gewachsen...

FROM THE NORTH TO THE SOUTH
Seven locations, one shared promise of quality: Together, the SevenCenters of Germany offer a wide range of possibilities and the perfect setting for successful events.

CCI - Congress Center Hamburg
In the heart of Hamburg, CCI Convention Center offers unique spaces for your next event...

ICM - International Congress Center Messe München
At ICM - International Congress Center Messe München, business and leisure meet...

ICS Messe Stuttgart
Stuttgart, renowned for its sustainability award, is the German business hub...

Messe Frankfurt
The Messe Frankfurt exhibition center sits at the heart of Europe's economic and business hub...

Messe Berlin
With over 100 years of experience, Messe Berlin is a leading exhibition and event venue...

NCC - NürnbergConvention Center
The NürnbergConvention Center (NCC) Convention Center is the largest exhibition and event venue...

CIMweb

Your online visibility on CIMweb
 Take advantage of our portal's reach at www.cimunity.com:
 Event planners visit daily to stay informed about news, trends, and industry
 highlights. Our attractive advertising formats position your brand
 exactly where your target audience gets their information -
 multiscreen, flexible, and attention-grabbing.

Advertisement type	Publication formats	Format in pixels	File delivery*	Price in euros**
Content Ad / Rectangle	Multiscreen - compact presence	300 x 250	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,400
Halfpage Ad	Multiscreen - large visible area	300 x 600	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,600
Skyscraper	Desktop only - sidebar placement	160/200/300 x 600	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,400
Superbanner	Desktop & Mobile - header placement	930 x 90 640 x 100	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,500
Leaderboard	Desktop & Mobile - top section	728 x 90	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,400
Wallpaper	Desktop only – large-scale, Leaderboard+Skyscraper	Kombi	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,800
Billboard	Desktop & Mobile - wide awareness area	970 x 250	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,800
Panorama Billboard	Desktop & Mobile - premium placement	up to 1200 x 250	GIF/JPG/PNG/ HTML5/3rd Party Tag	2,000

* File sizes for all formats: up to a maximum of 150 kb

** Duration: 4 weeks

CIMweb

Your online visibility on CIMweb
 Take advantage of our portal's reach at www.cimunity.com:
 Event planners visit daily to stay informed about news, trends, and industry highlights. Our attractive advertising formats position your brand exactly where your target audience gets their information - multiscreen, flexible, and attention-grabbing.

Advertisement type	Publication formats	Format in pixels	File delivery*	Price in euros**
Native Text Ad	Multiscreen – integrated text+image	Picture in landscape format Headline: 100 characters Text: 1.000 - 2.000 characters Including spaces, CTA, URL	GIF/JPG/PNG + Word	2,100
Video Content Ad	Multiscreen – video message in context	Video: at least 640 x 360 Background image: 300 x 250	MP4 GIF/JPG/PNG	1,500
Scroll Ad / Parallaxer	Desktop & Mobile - attention-grabbing while scrolling	960 x 1250 Desktop 800 x 1250 Mobile Place centrally 960 x 960	JPG/ GIF / PNG	2,300
Scroll Ad Video	Desktop & Mobile – video with scroll effect	640 x 360	MP4 (15-30 Sek.)	2,400
Catfisher	Desktop & Mobile – slot between formats	Superbanner, Leaderboard, Billboard	GIF/JPG/PNG/ HTML5/3rd Party Tag	2,500
Cube 4 Motive	Desktop & Mobile – rotating format with up to 4 subjects	300 x 250	GIF/JPG/PNG/ HTML5/3rd Party Tag	1,600
Backgrounder	Desktop only – branding as background		GIF/JPG/PNG/ HTML5/3rd Party Tag	1,900

* File sizes for all formats: up to a maximum of 150 kb

** Duration: 4 weeks

CIMnews



With a circulation of 14,000 copies, our newsletter CIMnews informs select planners briefly and concisely about the latest offers and hottest news of our industry. CIMnews comes out weekly and is bilingual: German and English.

Advertising forms and rates per flight (4 consecutive issues)

Header Billboard	600 x 154 px/up to 150 kb	€ 1,600
Billboard	600 x 154 px/up to 150 kb	€ 1,400
Rectangle	300 x 250 px/up to 100 kb	€ 1,300
Advertorial	text / image / video	€ 2,100
Jobbörse	text / image	€ 90

JPG/PNG/GIF (Animation only)

Publication dates (weekly, on Mondays)

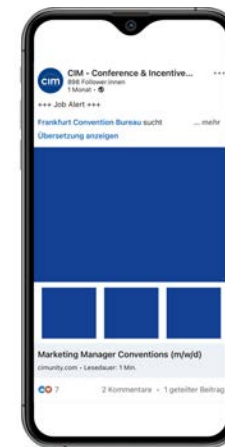
1. Flight	01/12	01/26	02/09	02/23
2. Flight	01/19	02/02	02/16	03/02
3. Flight	03/09	03/23	04/07	04/20
4. Flight	03/16	03/30	04/13	04/27
5. Flight	04/05	05/18	06/01	06/15
6. Flight	05/11	05/26	06/08	06/22
7. Flight	06/29	07/20	08/03	08/17
8. Flight	07/06	07/27	08/10	08/24
9. Flight	08/31	09/14	09/28	10/12
10. Flight	09/07	9/21	10/05	10/19
11. Flight	10/26	11/09	11/23	12/07
12. Flight	11/02	11/16	11/30	12/14

STAND-ALONE-NEWSLETTER on request

SOCIAL MEDIA

With **CIM's social media channels**, you can place your content directly where your target audience is active: on TikTok, Facebook, Instagram, LinkedIn, and X. Leverage our established industry brand to spread your message with high credibility and amplify your reach organically, with the option for additional promotion.

Whether it's a single post, photo series, or story campaign – we'll bring your topics to the feed in an attention-grabbing way, increasing your visibility, interaction rate, and brand awareness within the relevant MICE community.



Advertising forms and rates

Single posting	€ 150/channel*
Photo series (up to 10 images/videos)	€ 200*
Story series (up to 10 stories)	€ 250*/day

* organic reach, optionally with additional advertising budget

CIMclubbing

CIMclubbing@imex 2026!

As an official IMEX partner, CIM invites you to the grand opening party on the first day of the trade show in downtown Frankfurt. Around 1,000 guests, including over 50% hosted buyers, come together to celebrate, network, and kick off the trade show week.

The best part for you as a sponsor: Your brand visibility extends beyond the event itself, appearing in exclusive invitations through newsletters, social media, and other CIM channels - and afterwards in the photo coverage of the party.

Your benefits at a glance:

- Premium visibility before, during, and after the trade show week
- Access to a high-profile audience including hosted buyers and decision-makers
- Brand building in the stylish setting of the official show kick-off

Become part of this established event – contact us, and we'll find the perfect solution for your brand together.

Put your company
in the spotlight – with a
sponsorship at
CIMclubbing@imex
2026!



CIMcontenthub

CIMcontenthubs 2026 – Your news in focus, over an extended period

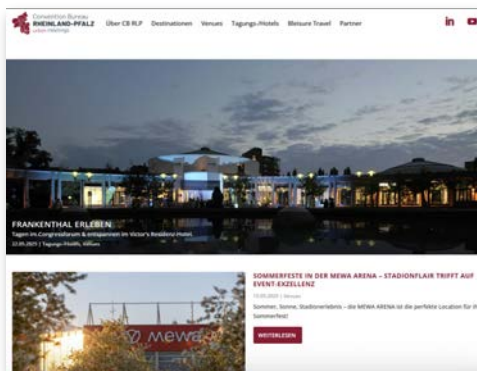
With CIMweb's Content Hubs, you ensure that your topics, campaigns, or company news don't get lost, but remain present over weeks or months.

Our editorial team sets up a dedicated microsite for you, where your content is collected and professionally presented. Together, we define focus areas and goals to make your messages clear and impactful.

Here's how it works:

- Regular updates: Your news is published at set intervals and continuously repositioned.
- Multichannel distribution: The microsite is teased or announced via banners on the CIM website, in the CIM newsletter, and in every CIM issue.
- Flexible & customizable: Duration, publication scope, and channels can be precisely tailored to your campaign.

The result: **long-term visibility for your brand** – continuous presence with your target audience instead of a one-time effect.



CIMscout

CIMscout – Live and authentic influencer marketing

With CIMscout, our readers and event planners experience your destination, venue, or service firsthand. Together with the CIM editorial team, a selected scout explores your offering and reports directly from an event manager's perspective: practical, authentic, and experiential.

The impressions are documented live on location, professionally edited, and distributed through a dedicated CIMscout blog and all CIM channels (website, newsletter, social media, print). This creates credible influencer marketing with lasting reach and high relevance for the MICE community.



CIMcooperation

CIMcooperation – Content that connects

We are a professional team with years of experience in the **MICE industry**. This means we know exactly what your target audience expects - and how to deliver messages where they really make an impact.

We creatively and purposefully conceptualize, design, and produce your content. Benefit from the expertise and know-how of our team. We deliver content precisely to your desired target audience. This includes:

- **Corporate Publishing:** We create company magazines, customer and employee media that inform and engage.
- **Corporate Print:** From classic image brochures to high-quality annual reports – print products that impress.
- **Corporate Design:** We give your brand a consistent, recognizable appearance across all media.
- **E-Mags & digital publications:** Digital magazines, newsletters, and interactive content that excel on both mobile and desktop.
- **Brochures & catalogs:** Precisely prepared information, graphically appealing – for sales, marketing, and presentations.
- **Blogs & Storytelling:** We find the right stories for your target audience, compellingly told and professionally researched.
- **Social Media Content:** From post series to tailored campaigns – we develop content that builds reach and encourages interaction.
- **Journalistic preparation:** Editorial content with journalistic standards: clear, precise, high-quality.
- **Contests & promotions:** Attractive reader promotions and contests that generate attention and customer loyalty.
- **Content strategy & consulting:** We support you from analysis to long-term content planning – ensuring your message gets through.
- **Multimedia & Events:** Video clips, interviews, podcasts, or event coverage – we make communication an emotional experience.

Your advantages with CIMcooperation

- One-stop solution: from concept to publication
- Years of experience in corporate publishing and content marketing
- Creative, professional execution with journalistic expertise
- Flexible solutions – individually tailored to your target audience

Let's make your content successful together! Whether print, digital, or cross-media – we'll develop the right solution for you.

SCHEDULE A
CONSULTATION
NOW!
info@cimunity.com
or 06146 605-153



DESTINATION PRO

The online campus expiPROFI.de is touristik aktuell's **e-learning platform** for professionals in the tourism industry. Users make intensive use of the tool for professional travel agent knowledge.

CIM readers and event planners can also benefit from this offer, which is why the expiPROFI concept has been adapted and is now available as the "Destination Pro" platform tailored to the MICE sector. This allows planners to expand their knowledge of destinations and congress cities.

In addition to its own e-learning courses, Destination Pro also offers information on e-learning courses and webinars from other providers. The focus of the portal is on **destination** training, but there is also space for **service providers**.

Would you like to present your destination or your MICE offer as your own e-learning on Destination Pro?

Then send an e-mail to info@cimunity.com.



INTERGERMA

Intergerma Hotel and Meeting Venue Planner

Introducing the ideal advertising platform for your hotel, venue, or convention center.

- › Expand your reach in November with our double/flop edition of CIM – Conference & Incentive Management/Intergerma Hotel & Meeting Venue Planner, allowing you to engage with a broader audience.
- › This comprehensive package includes online exposure, providing cross-media access to our online planner and booking portal. This allows your organization to engage with users both offline and online.
- › Place your trust in our extensive industry experience, our established presence, and our impeccable reputation. We ensure that your message effectively reaches your desired target audience.

Seize this opportunity to showcase your brand and services to a qualified audience, all at competitive rates. Choose Intergerma as your partner for successful and impactful marketing in the realm of meeting and hotel planning.

Please contact us at info@intergerma.de.



CIM media,
your advertising
partner



DISCOUNTS & TERMS

Early bird discount

For advertisement bookings that reach us by 31 December 2025 we grant an additional 5% discount.

We offer agencies a 15% discount.

Frequency discounts

2 advertisements in 12 month	5 %
4 advertisements in 12 month	10 %
5 advertisements in 12 month	15 %

One-off discounts for special events and projects

For special occasions (e.g. company anniversaries, charity projects etc.) we offer you a one-off special discount on advertisements, promoting your event in the formats 1/1 and 1/2 pages.

Special positions:

2nd and 4th cover pages: plus 15%, 3rd cover page: plus 10%

CIMnews:

12 issues 10%, 24 issues 20%

For our general terms and conditions please refer to our website:

www.cimunity.com.

CIM is an activity of Eubuco Verlag GmbH, Hochheim am Main.

Photos: If not otherwise described, iStock by Getty Images.

PUBLICATION & TECHNICAL DATA

Publishing house:	Eubuco Verlag GmbH Geheimrat-Hummel-Platz 4 65239 Hochheim Phone: +49 6146 605-0 Fax: +49 6146 605-200 www.eubuco.de info@cimunity.com www.cimunity.com
Founder:	Ursula Steffan
Managing Director:	Alexander Ebel
Distribution:	Phone: +49 6146 605-115 Fax: +49 6146 605-201 vertrieb@eubuco.de
Publication frequency:	CIM is published five times a year.
Print run:	19,000 copies
One-year subscription:	
Germany:	€ 40 including postage, plus VAT
Abroad	€ 45 Euro (within the EU plus VAT in case of missing UID/VAT-No.)
Student subscription:	€ 32 incl. postage, plus VAT.
Single issue:	€ 10
Media data:	No. 40 valid from 1 January 2026
Bank details:	Volksbank Darmstadt Mainz eG IBAN: DE88 5519 0000 0160 6600 15 BIC: MVBMD E55XXX
Printing method:	Offset/threadless binding
Printing material:	Printable PDF according to PDF/X-4 standard via CD-/DVD-Rom, or by email
Colour mode/raster:	CMYK, ISO Coated v2 (ECI)/70
Proof:	Without a colour-accurate proof, the publisher cannot guarantee that the advertisement will appear in the right colours. The proof must be produced from the delivered data. In the case of data delivery by FTP, please also send a fax for verification.
Trim extras:	5 mm on all edges. Text and image elements must have sufficient distance from the trimmed edge (at least 10 mm).
CIMonline/	Data delivery one week in advance
CIMnews:	by mail as a gif or jpg file
CIMapp-images:	max. 15 in a photo gallery, jpg files
Format:	1024 x 1024 max., ca. 200–300 kb per image
Videos:	mp4, max. 15–20 mb
Audio:	mp3
Data transfer FTP:	Upload on request