

MeeT and TRaVeL MaG

THE MEETINGS INDUSTRY MAGAZINE ■ INCENTIVES ■ CONGRESSES ■ EVENTS

KIT MEDIA 2026

MeeT and TRaVeL MaG 100% MICE media

The Meeting Industry leading media devoted entirely to incentive and event news in France and abroad. Incentives, congresses, conventions, seminars, product launches, incentive road shows, road shows... 100% MICE.

MeeT and TRaVeL MaG

THE MEETINGS INDUSTRY MAGAZINE ■ INCENTIVES ■ CONGRESSES ■ EVENTS

5 issues per year

Magazine

11,000 visitors per year

Website

6,000 subscribers

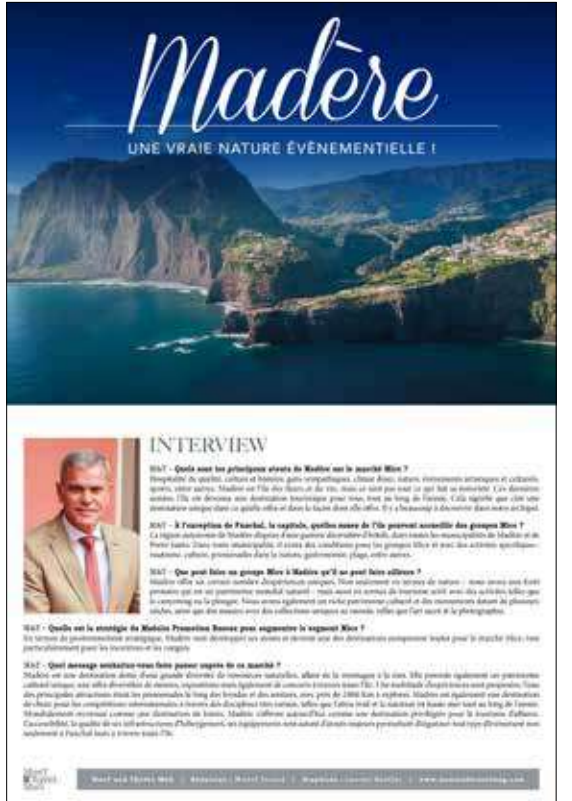
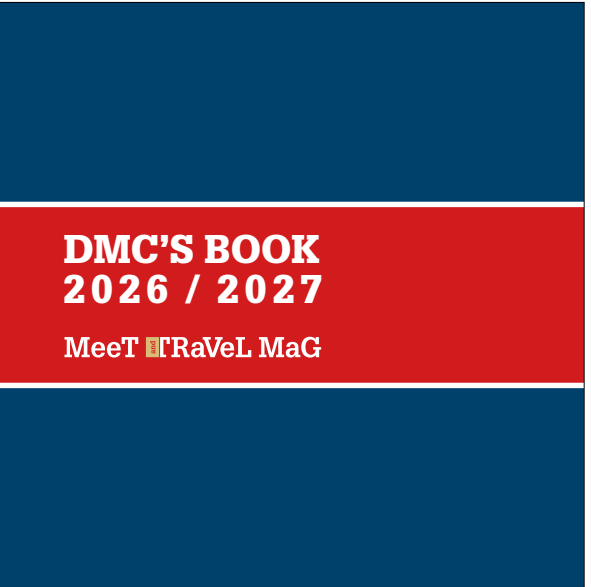
Newsletter

- DMC's BOOK
- Incentives Houses Guide

Guides

Supplements

Offprint



MAGAZINE

80 to 100 pages

Format : 280 mm (high) x 205 mm (width)

Editorial content

- Market news and trends
- Destinations, transport, hotels, conference centres, event venues, cruises, agencies, receptives, event service providers
- A look back at flagship events in France and abroad
- Interviews with decision-makers and managers (advertisers, agencies, institutions, etc.)
- Destination features: showcasing the incentive and events offer cities, regions, countries...
- Special Reports: Convention centres, Catering, Agencies, Cruises, etc.

5 issues per year

N° 86 january/february 2026

N° 87 march/april 2026 (Heavent Meetings)

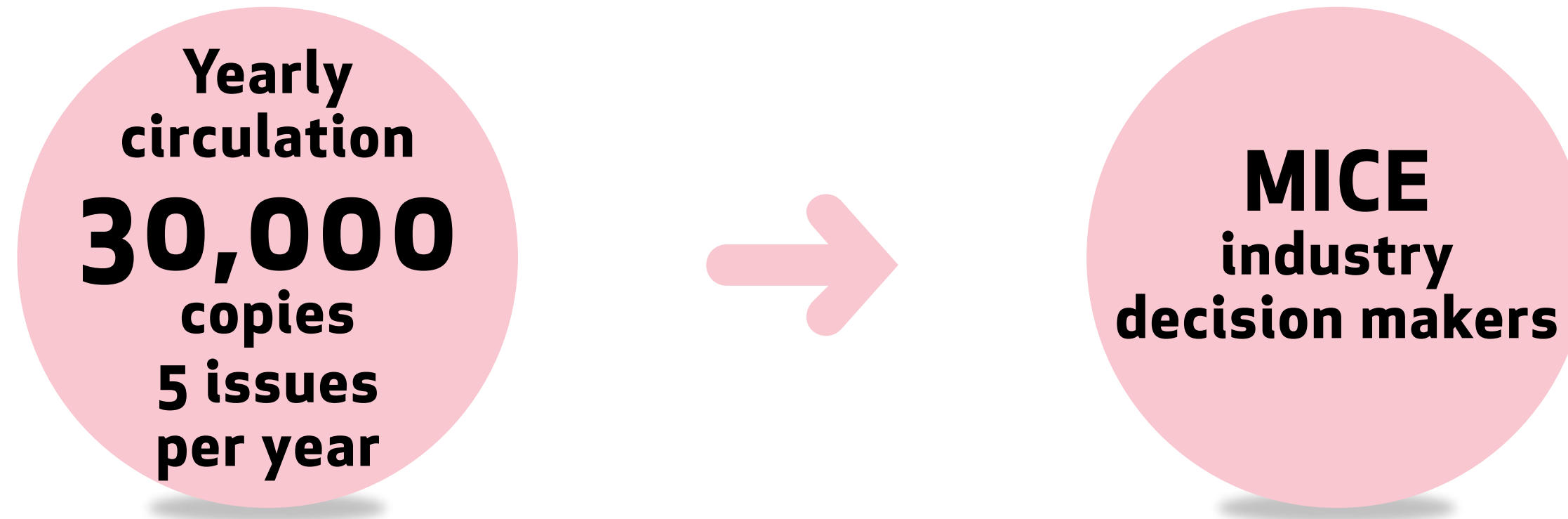
N° 88 may/june 2026 (IMEX Frankfurt)

N° 89 september/october 2026 (IFTM Top Resa Paris)

N° 90 november/december 2026 (IBTM Barcelona)



TARGET AUDIENCE



6,000 copies per issue

ACPM/OJD) - France, Belgium, Switzerland and Luxembourg

- **3,000** corporates database "on a nominative file of managers"
(head of events, meeting planners, sales management, marketing, communication, purchasing)
- **1,500** from events agencies, incentives and PCOs
- **500** from national and international associations and federations
- **1,000** for circulation at Heavent Meetings Cannes, IMEX Frankfurt, IFTM Top Resa, IBTM Barcelona, Heavent Paris

ADVERTISING RATES & FORMATS

Rates

C4 - Outside back cover	€7,000 excluding VAT
C2 - Inside from cover	€6,500 excluding VAT
C3 - Inside back cover	€5,500 excluding VAT
Full page	€5,000 excluding VAT
1/2 page	€3,375 excluding VAT
1/4 page	€2,000 excluding VAT

Additional charges

Premium position	+ 15%
------------------	-------

Discounts

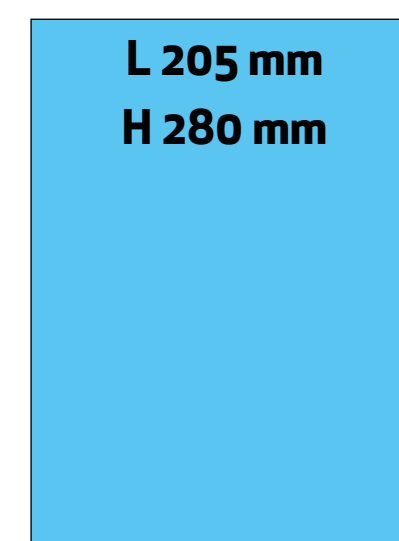
Loyalty / New Business	- 5%
2/3 appearances	- 5%
4/5 Issues	- 10%
Professional discount	- 15%

Technical specifications

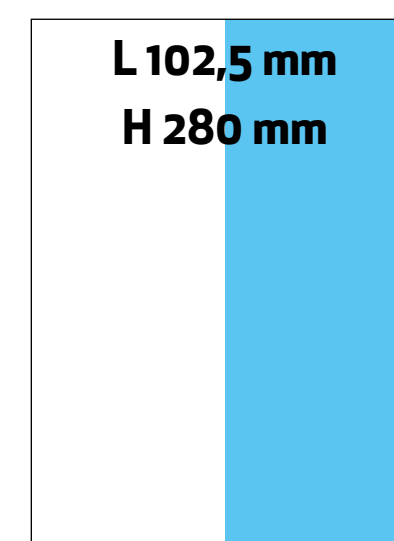
File: high resolution PDF format (300 dpi)

Formats

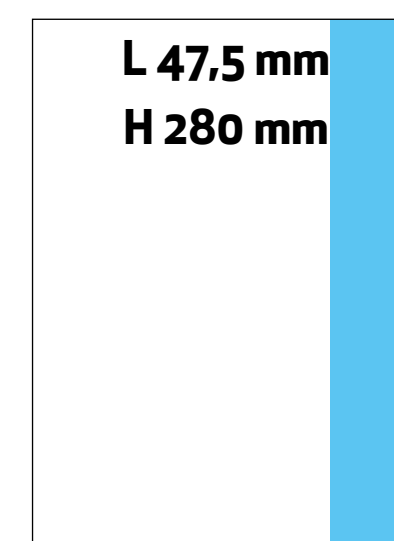
Bleedsize format – please add + 5 mm extrableed border



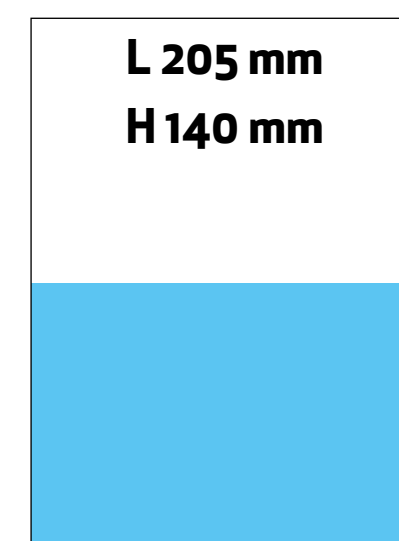
Full page



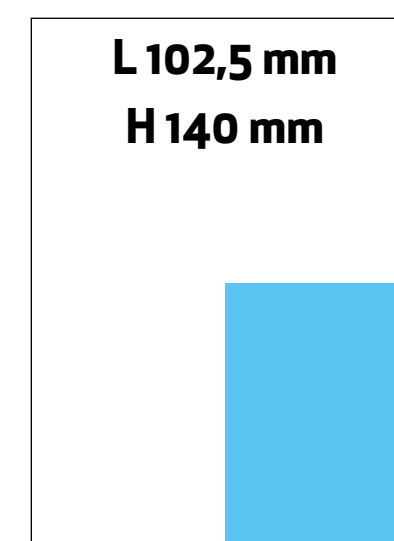
1/2 page (high)



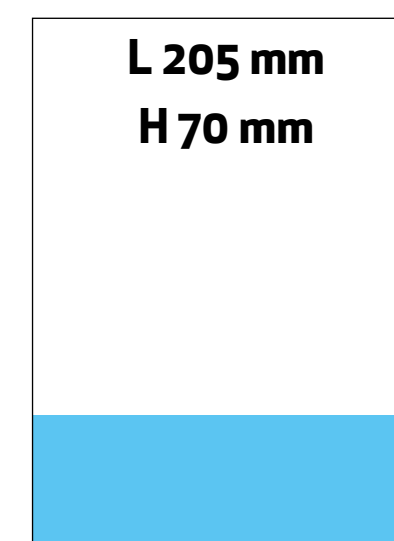
1/4 page (high)



1/2 page (width)



1/4 page (square)



1/4 page (width)

WEBSITE

36,000
pages views

9,000
users

93,000
number of
events

10.3
events per users

Rates

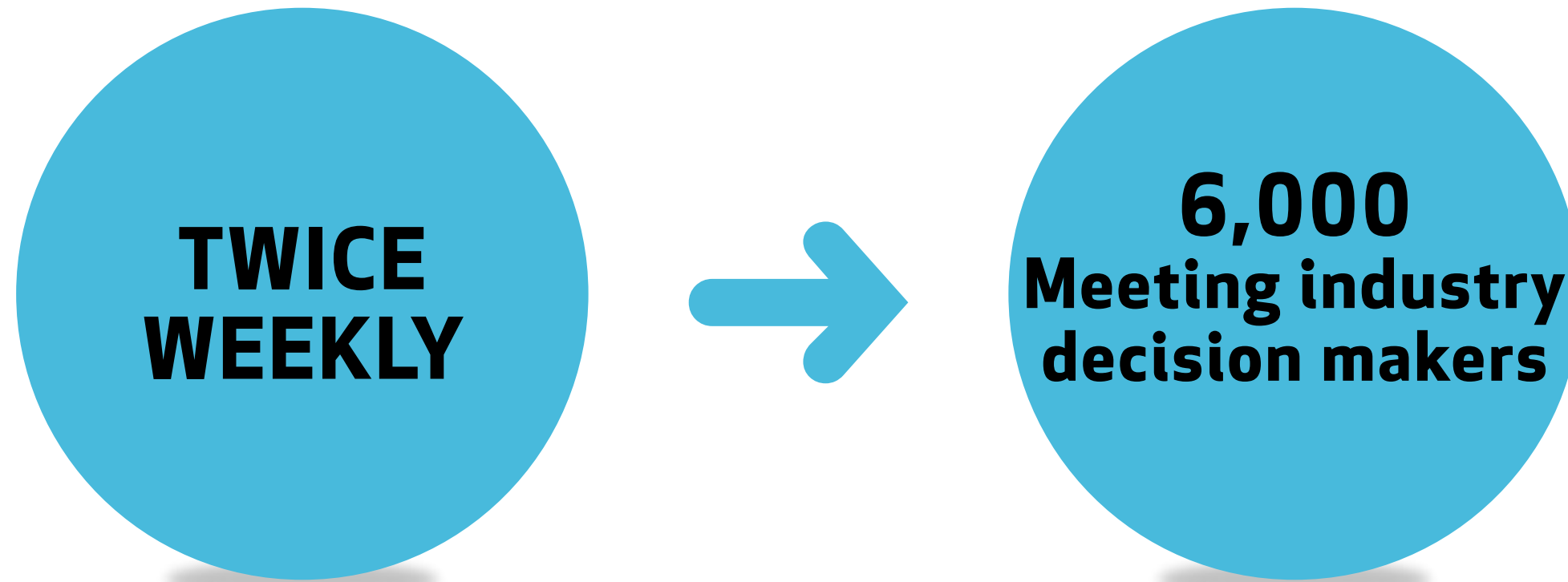
- Top Banner (W1100 x H240 px):** €1700 excluding VAT/month
€1000 excluding VAT/month
- Square banner (W500 x H500 px):** €1300 excluding VAT/month
€800 excluding VAT/2 weeks
- Bottom banner (W1024 x H132 px):** €1200 excluding VAT/month
€700 excluding VAT/2 weeks

Pop-up Video

Please contact us!



NEWSLETTER



6,000 event agency contacts and incentive agencies, PCO's and corporates.

Estimated opening rate: 1,800 openings / 30%.

Number of clicks: 1,200 clicks / 20%

Rates

Top banner: €1,200 excluding VAT/month

Bottom banner: €800 excluding VAT/month

Emailing

File rental (6,000 contacts): €0.50 per contact, i.e. €3,000 excluding VAT

Technical costs: €300 excluding VAT



DMC BOOK

Circulation

Print: 1,500 copies sent to event and incentive agencies and PCOs

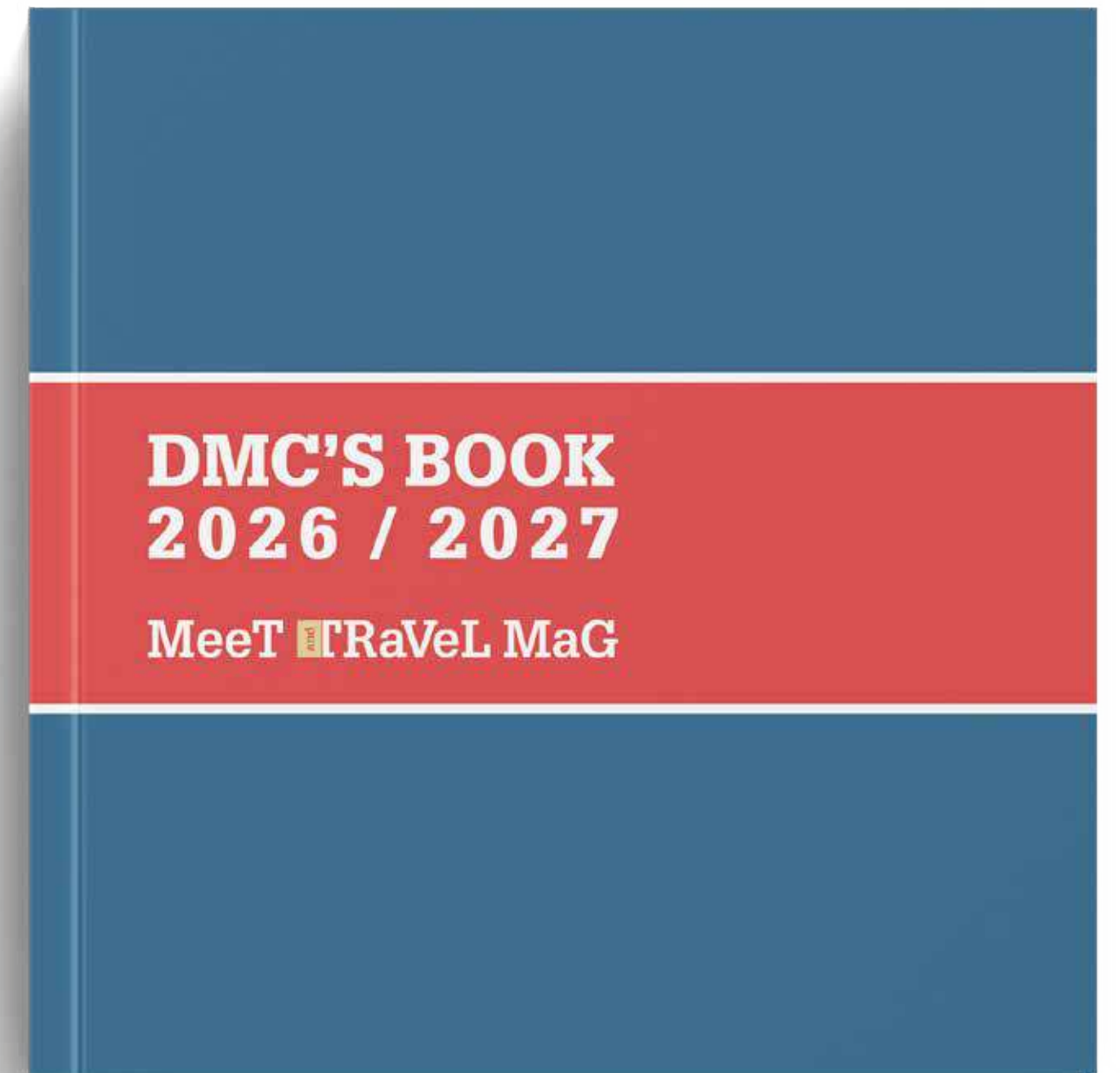
Digital: posted on our website and relayed in our twice-weekly newsletter (5,500 contacts per mailing)

Rates

DMC insert: €650 excluding VAT

Full-page premium: €1,500 excluding VAT

Covers: please contact us



SUPPLEMENTS

**4-page paper newsletter
posted and circulated
on the top of our magazine**



4-page leaflet

Price: €8,000 excluding VAT

8-page leaflet

Price: €12,000 excluding VAT



Offprints

(Additional costs for circulation with our magazine)



16 pages

(12 inside pages + 4 cover pages):
16,000 € excluding VAT



20 pages

(16 inside pages + 4 cover pages):
20,000 € excluding VAT

CONTACTS

Advertising

Sales & Marketing Director: Patrick Monnier

T. + 33 1 75 77 21 62 | M. + 33 6 58 50 00 02 | p.monnier@meetandtravelmag.com

Advertising Director: Frédéric Giallella

T. + 33 1 75 77 21 65 | M. + 33 6 61 42 06 49 | f.giallella@meetandtravelmag.com

Editorial staff

Editorial Director: François Perruche

M. + 33 6 69 71 0 04 | f.perruche@meetandtravelmag.com

Journalist : Anne Golec

M. + 33 6 78 75 62 71 | a.golec@meetandtravelmag.com

www.meetandtravelmag.com

MeET and TRaVeL MaG

THE MEETINGS INDUSTRY MAGAZINE ■ INCENTIVES ■ CONGRESSES ■ EVENTS