

MeeT 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
suscribers

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

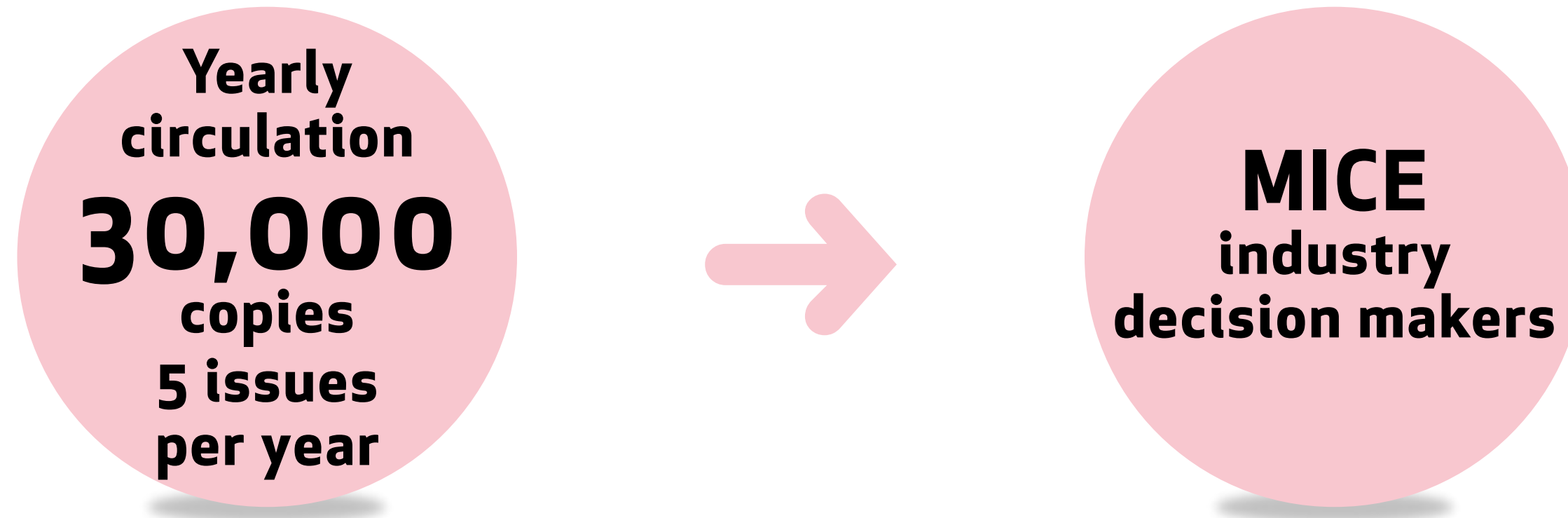
- Market news and trends
- Destinations, transport, hotels, conference centres, event venues, cruises, agencies, receptives, event service providers
- A look back at flagship events in France and abroad
- Interviews with decision-makers and managers (advertisers, agencies, institutions, etc.)
- Destination 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

WEBSITE

36,000
pages views

9,000
users

93,000
number of
events

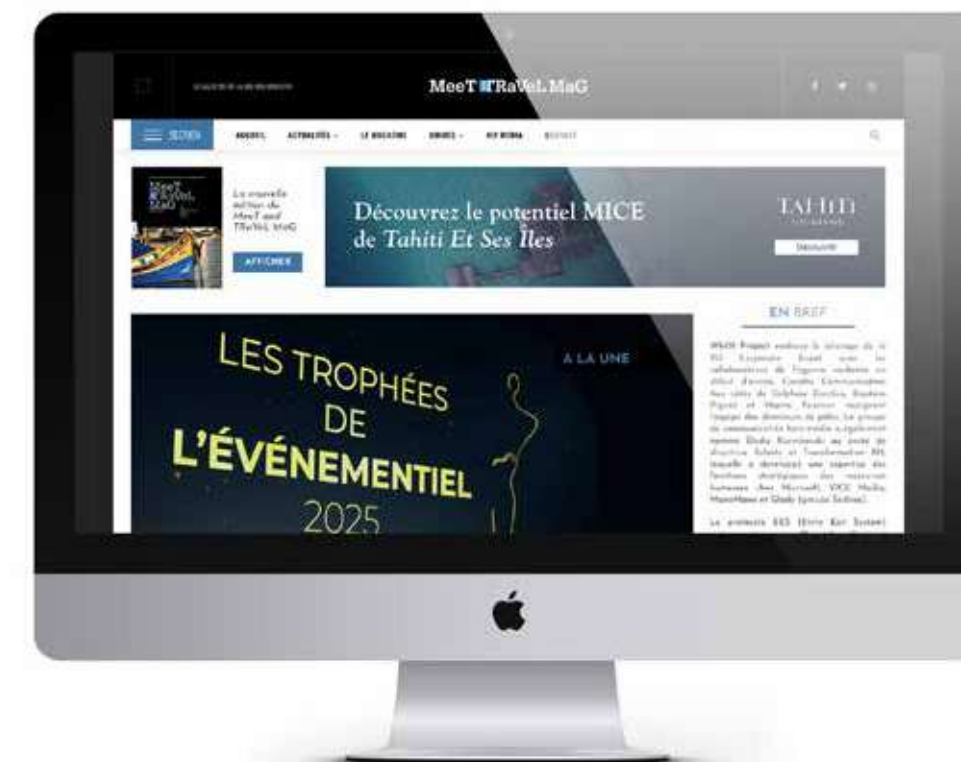
10.3
events per users

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

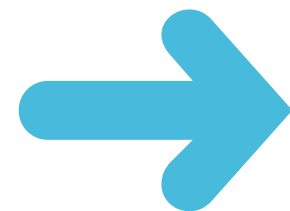
Pop-up Video

Please contact us!



NEWSLETTER

**TWICE
WEEKLY**



**6,000
Meeting industry
decision makers**

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

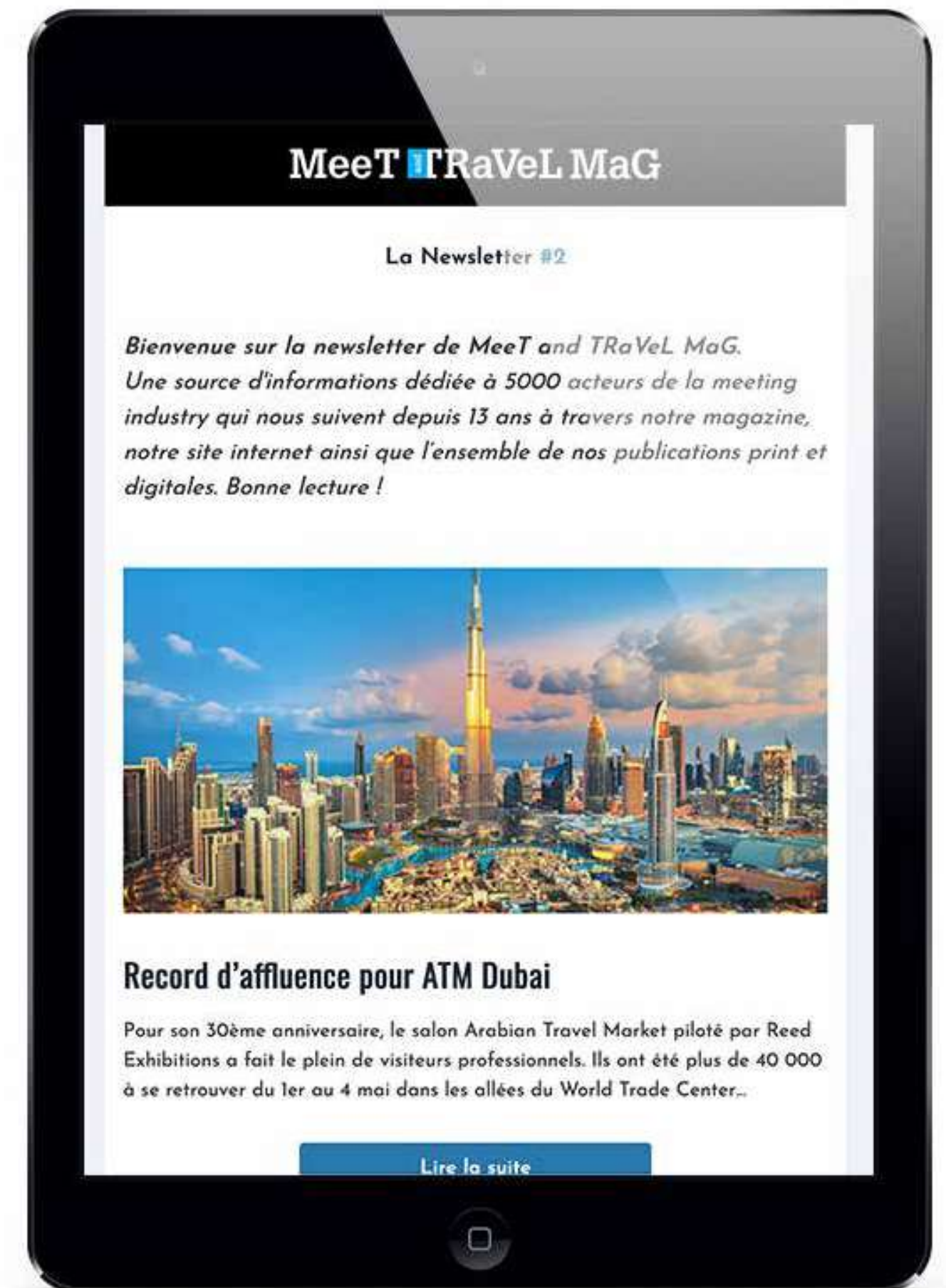
Top banner: €1,200 excluding VAT/month

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

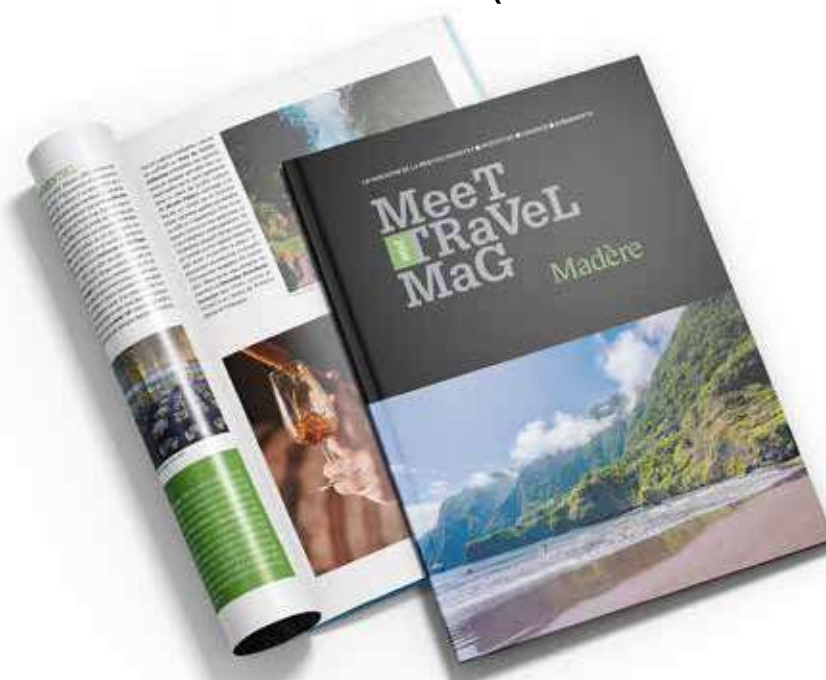
8-page leaflet

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