

MAGAZINE

Smart meetings

INSPIRING BRILLIANT EXPERIENCES

# 2019 EDITORIAL CALENDAR



## JAN<sup>+</sup>

**Ad Close Date:**  
11/29/2018

**Ad Materials Due:**  
12/6/2018

**Destination Close Date:**  
11/19/2018

### FEATURES

Annual Forecast  
Mountain Meetings  
Sports Venues\*  
New & Renovated  
Advertorial\*\*

### SUPPLEMENTS

California  
Smart Stars  
Nomination Promotion

### DESTINATIONS

Arkansas/Oklahoma  
Big Island/Maui  
Connecticut/Rhode  
Island  
Greater Dallas/  
Fort Worth

### INTERNATIONAL DESTINATION

Australia

## FEB

**Ad Close Date:**  
12/29/2018

**Ad Materials Due:**  
1/5/2019

**Destination Close Date:**  
12/28/2018

### FEATURES

Downtown Meetings  
Health & Wellness\*  
Luxury Hotels &  
Resorts Advertorial\*\*

### SUPPLEMENTS

Midwest\*\*  
Smart Stars  
Nomination Promotion

### DESTINATIONS

Atlantic City  
New Mexico  
Oregon  
Reno/Tahoe  
Virginia

### INTERNATIONAL DESTINATION

Bahamas/Caribbean



## MAR

**Ad Close Date:**  
1/26/2019

**Ad Materials Due:**  
2/2/2019

**Destination Close Date:**  
1/28/2019

### FEATURES

Top 10  
International Cities  
Top Team-Building  
Activities\*  
Wine Country Meetings  
Conference &  
Convention Centers  
Advertorial\*\*

### SUPPLEMENTS

Long Island  
Top Influential Women in  
the Meetings Industry

### DESTINATIONS

Greater Las Vegas  
Louisiana  
Miami/Fort Lauderdale/  
Palm Beach  
Minnesota/Wisconsin  
North Carolina  
Northern New England

### INTERNATIONAL DESTINATION

British Columbia

## APR

**Ad Close Date:**  
2/22/2019

**Ad Materials Due:**  
3/1/2019

**Destination Close Date:**  
2/26/2019

### FEATURES

Cruise Meetings  
Financial & Insurance  
Meetings\*  
Meeting Security  
Beach/Coastal  
Meetings Advertorial\*\*

### SUPPLEMENTS

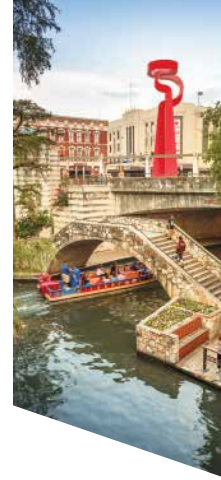
Los Angeles  
Smart Planners'  
Health & Wellness  
Resource Guide

### DESTINATIONS

Arizona  
Colorado  
Greater Atlanta  
Greater Houston/  
Galveston  
New York State  
Savannah/Golden Isles  
The Dakotas  
Utah

### INTERNATIONAL DESTINATIONS

Asia/Pacific  
Bermuda



## MAY

**Ad Close Date:**  
3/23/2019

**Ad Materials Due:**  
3/30/2019

**Destination Close Date:**  
3/25/2019

### FEATURES

Food & Beverage  
Tech Meetings\*  
Golf & Spa  
Advertorial\*\*

### SUPPLEMENT

Gaming Properties &  
Destinations

### DESTINATIONS

Austin/San Antonio  
Mobile Bay/Birmingham  
Nebraska  
Northeast Florida  
San Diego  
Southern New England

### INTERNATIONAL DESTINATIONS

Montreal/Toronto/  
Quebec City  
Singapore

## JUN

**Ad Close Date:**  
4/18/2019

**Ad Materials Due:**  
4/25/2019

**Destination Close Date:**  
4/25/2019

### FEATURES

Contemporary Hotels  
Island Meetings  
Smart Stars Winners  
Value Meetings\*\*

### SUPPLEMENT

Convention Centers\*

### DESTINATIONS

Albuquerque/Santa Fe  
Greater San Francisco  
Illinois  
Mid-Atlantic  
Ohio/Indiana  
West Florida

### INTERNATIONAL DESTINATIONS

Japan  
Mexico Pacific Coast



The editorial calendar is subject to change.

+Ad Study

\*Lead Gen Survey

\*\*Full-page and half-page advertisers will receive matching advertorial. Copy is due two weeks prior to the ad close date.



## JUL<sup>+</sup>

**Ad Close Date:**  
5/23/2019

**Ad Materials Due:**  
5/30/2019

**Destination Close Date:**  
5/24/2019

### FEATURES

- All-Inclusives\*
- New and Renovated
- Top Speakers for Meetings & Events
- Regional Meetings Advertorial\*\*

### DESTINATIONS

- Denver/Boulder/Colorado Springs
- Idaho/Montana/Wyoming
- Maryland
- Michigan
- Orange County, California
- South Carolina

### INTERNATIONAL DESTINATION

India



## AUG

**Ad Close Date:**  
6/15/2019

**Ad Materials Due:**  
6/22/2019

**Destination Close Date:**  
6/27/2019

### FEATURES

- Med/Pharma Meetings\*
- Travel Trends
- Favorite Meeting Destinations\*\*
- Mountain Meetings Advertorial\*\*

### SUPPLEMENT

Hawaii

### DESTINATIONS

- Greater Los Angeles
- Greater Orlando/Kissimmee
- Greater Washington, D.C./Northern Virginia
- Myrtle Beach
- Puerto Rico/Virgin Islands

### INTERNATIONAL DESTINATION

United Kingdom



## SEP

**Ad Close Date:**  
7/20/2019

**Ad Materials Due:**  
7/27/2019

**Destination Close Date:**  
7/25/2019

### FEATURES

- Planner of the Year
- Small Meetings & Executive Retreats\*
- Desert Meetings Advertorial\*\*

### SUPPLEMENT

IMEX

### DESTINATIONS

- Missouri
- Nevada
- Northern California
- Palm Springs
- Pennsylvania
- Tucson

### INTERNATIONAL DESTINATION

Central Mexico

## OCT

**Ad Close Date:**  
8/17/2019

**Ad Materials Due:**  
8/24/2019

**Destination Close Date:**  
8/27/2019

### FEATURES

- Airport Meetings
- CVB Stories
- Incentive Meetings\*
- Conference & Convention Hotels Advertorial\*\*

### SUPPLEMENT

Smart Style Gift Guide

### DESTINATIONS

- Central California Coast
- Greater Salt Lake City
- Louisville/Lexington
- New Jersey
- Portland, Oregon

### INTERNATIONAL DESTINATION

South Korea



## NOV<sup>+</sup>

**Ad Close Date:**  
9/19/2019

**Ad Materials Due:**  
9/26/2019

**Destination Close Date:**  
9/26/2019

### FEATURES

- Golf & Spa Resorts\*
- Hotel Update
- Supplier of the Year
- Gaming Advertorial\*\*

### SUPPLEMENTS

- Florida
- Smart Planners' Resource Guide

### DESTINATIONS

- Greater New Orleans
- Greater New York & Surroundings
- Napa/Sonoma
- Phoenix/Scottsdale
- Southern California
- Tennessee

### INTERNATIONAL DESTINATIONS

- Central/South America
- Eastern Canada

## DEC

**Ad Close Date:**  
10/19/2019

**Ad Materials Due:**  
10/26/2019

**Destination Close Date:**  
10/24/2019

### FEATURES

- Citywide Conventions & Association Meetings\*
- Hospitality Cares
- Industry Trends
- Platinum Choice Awards Advertorial\*\*

### SUPPLEMENT

Texas

### DESTINATIONS

- Georgia
- Greater Chicago
- Massachusetts
- Washington State

### INTERNATIONAL DESTINATION

Mexico East Coast



# SMART MEETINGS MAGAZINE



Place an ad in *Smart Meetings* and be automatically included in both the print and digital editions, increasing your visibility and reach.

## PRINT AD SPECS

Covers and Full-Page Ads  
9" w x 10.75" h  
Allow 1/4" for bleeds on all sides

Full-Page Spread  
18" w x 10.75" h  
Allow 1/4" for bleeds on all sides

1/2-Page Spread  
17" w x 4.875" h

1/4-Page  
3.875" w  
x  
4.875" h

1/3-Page Vertical  
2.5" w x  
9.75" h

1/2-Page Horizontal  
8" w x 4.875" h

1/2-Page Island  
5.25" w  
x  
7.5" h

1/2-Page Vertical  
3.875" w  
x  
9.75" h

1/3-Page Square  
5.25" w x  
4.875" h

*"I just confirmed a big program from a planner that saw our ad on the pages of Smart Meetings. The ROI that this one ad has delivered was well worth the investment. Thank you Smart Meetings"*

*Chris Cofelice, Director of Sales & Marketing, The Westin Riverfront Resort & Spa Avon, Vail Valley*

Without a doubt, *Smart Meetings* is the preeminent magazine in the meetings industry. Loved by planners and suppliers alike, *Smart Meetings* is the only place to see and be seen by meeting planners actively looking for new ideas, venues and destinations for their upcoming events.

## MAGAZINE HIGHLIGHTS

- Custom editorial content
- Native and sponsored content
- Featured property profiles
- High-impact advertorials
- Timely regional supplements

## RATES

AD SIZE	1X	3X	6X	12X
Full page	\$10,800	\$10,300	\$9,800	\$8,600
1/2	\$7,750	\$7,400	\$6,950	\$5,550
1/3	\$6,200	\$5,900	\$5,400	\$4,800
1/4	\$5,300	\$4,850	\$4,750	\$4,250

REACH NEARLY

**90,000**

MEETING PROFESSIONALS  
MONTHLY\*

**69%**

OF READERS TAKE ACTION AS  
A RESULT OF ADVERTISING\*\*

PLANNER-PREFERRED  
MEETINGS PUBLICATION

**2** YEARS  
IN A  
ROW\*\*\*

## DIGITAL ENHANCEMENTS

Capture more attention through interactive features designed to attract, engage and enhance the life of your ad.

## DIGITAL MAGAZINE

	1X	3X	6X
Issue Sponsorship	\$7,100	\$6,050	\$5,000
Supplement Sponsorship	\$6,100	\$5,050	\$4,000
Embedded Video	\$2,250	\$1,850	\$1,400
Pop-Up Video	\$1,750	\$1,400	\$1,050
Section Sponsorship (with tab)	\$5,150	\$4,850	

\* Based on 47,250 subscribers in June 2018 BPA Worldwide Brand Report and 0.9 pass along circulation according to August 2018 Bright Business Media LLC and Readex Research survey

\*\* Result of a Bright Business Media LLC and Readex survey of Smart Meetings' subscribers collected from July 19 to July 30, 2018

\*\*\* Result of a Bright Business Media LLC and Readex Research blind media preference study of meeting planners who received *Smart Meetings*, *Successful Meetings*, *Meetings Today* and *Meetings & Conventions*, April 2017 and August 2018.

# SPONSORED CONTENT

## HIGH-IMPACT ADVERTORIALS

YOUR FULL OR HALF-PAGE AD EARNS MATCHING ADVERTORIAL IN SPECIAL FEATURES EACH MONTH.

### 2019 ADVERTORIAL CALENDAR

JAN	New & Renovated
FEB	Luxury Hotels & Resorts
MAR	Conference & Convention Centers
APR	Beach/Coastal Meetings
MAY	Golf & Spa Resorts
JUN	Affordable Meetings
JUL	Drive-to/Regional Meetings
AUG	Mountain Meetings
SEP	Desert Meetings
OCT	Conference & Convention Hotels/Gulf Coast Meetings
NOV	Gaming Destinations
DEC	Platinum Choice Awards

## EDITORIAL SPONSORSHIPS

Sponsor a feature program and own the exclusive marketing rights to a multifaceted campaign with our highest levels of exposure.

- CVB Stories
- Golf & Spa
- Luxury Hotels & Resorts
- Planner of the Year
- Smart Women in Meetings
- Supplier of the Year

Ask your sales rep for more information

## CUSTOM CONTENT

Designed to look, feel and read like *Smart Meetings* editorial content, native content captures more attention and connects readers to your brand in a more authentic way. Plus, higher shareability and enhanced visibility means increased performance metrics.



### BRAND CENTRIC

2 full pages of sponsor-centric editorial content/**\$16,400**



### TOPICAL

2 full pages of topical editorial content/**\$14,400**



### CUSTOM CONTENT PLUS AD

1 page content (sponsor-centric or topical),  
1 page ad/**\$12,400**



# PREMIER AWARDS PROGRAMS

## RECOGNITION PROGRAMS MEETING PLANNERS DEPEND ON

*Smart Meetings'* premier recognition programs serve as true metrics of achievement for the industry's leading hospitality brands. The meeting planner community looks to these awards as essential tools and resources for its sourcing needs. **PARTICIPATE TODAY AND STAND OUT FROM THE CROWD!**

### WINNERS RECEIVE

- Coverage in the June/December issues of *Smart Meetings*
- Special feature on the winners' page on [smartmeetings.com](http://smartmeetings.com)
- Recognition in a national press release
- Special trophy/plaque to display in your office or on property

## SMART STARS

### SHINE A SPOTLIGHT ON A STANDOUT FEATURE

- Honors premier hotels and destinations in 25 esteemed categories
- Essential tool for planners who are searching for special features such as extravagant spas, standout ballrooms or rooftop venues
- Winners determined by number of votes received
- Coverage in the June issue



## PLATINUM CHOICE

### RECEIVE HONORS IN OVERALL STANDARD OF EXCELLENCE

- Honors exemplary standards of excellence in overall service and amenities
- Serves as a guide for planners looking for the best of the best in the industry
- Winners determined after a thorough review of nominations from the Smart Meetings editorial staff
- Coverage in the December issue



# Smartmeetings

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