



# Media Kit

2024



PCMA is the world's largest, most respected and most recognized network of business events strategists.

**Our members are industry leaders.**

**With 7,000+ members and 100,000 business event stakeholders,**

PCMA has influence globally with activities in 59 countries, and 17 chapters.

**We are the global leader in business events.**

Not only in terms of numbers, but also through our transformative vision for this industry.

**This industry is about more than events.**

Social and economic progress.

Professional and personal development.

Business growth and organizational success.

**PCMA Vision.**

We drive global economic and social transformation through business events.





# **Your guide to PCMA**

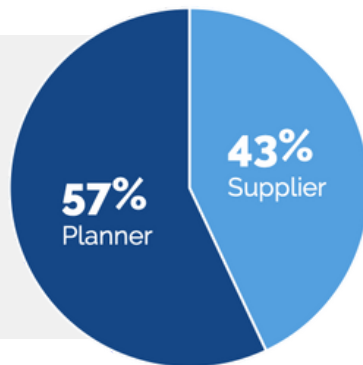
## **Print Advertising**

# Learn more about our audience.

Convene magazine, published by PCMA since 1986, is the leading meetings industry publication, providing fresh perspectives on industry news, peer to-peer examples of innovative approaches to planning and executing business events, and thought leadership. The only industry publication that offers educational content for CMP certification, Convene tackles larger business and societal issues and connects them directly to the work of events — always seeking to underscore their potential to be a catalyst for economic and social progress.

## 7,000+ Members in 17 Chapters

**72% Association**  
**15% Corporate**  
**13% Independent**



## Convene Circulation

PRINT

**31,844**

DIGITAL

**4,156**

TOTAL

CIRCULATION

**36,000**

EMAIL EDITION

**22,000**

PLAN AN AVERAGE OF

**34**

MEETINGS PER YEAR

**68%**

HAVE 10+ YEARS OF EXPERIENCE IN THE INDUSTRY

**78%**

ARE DECISION MAKERS

**38%**

ARE PROFESSIONALS AT ASSOCIATIONS WITH 10,000+ MEMBERS

**30%**  
OF THEIR ANNUAL CONFERENCES EXCEEDED **5 MILLION** IN ECONOMIC VALUE

**1,300,000+ POTENTIAL MEETINGS**

960,000+

WITH LESS THAN 100 ATTENDEES

335,000+

WITH 50 TO 100 ATTENDEES

83,000+

WITH MORE THAN 500 ATTENDEES

# Convene Cover

There's no better location than right up front.

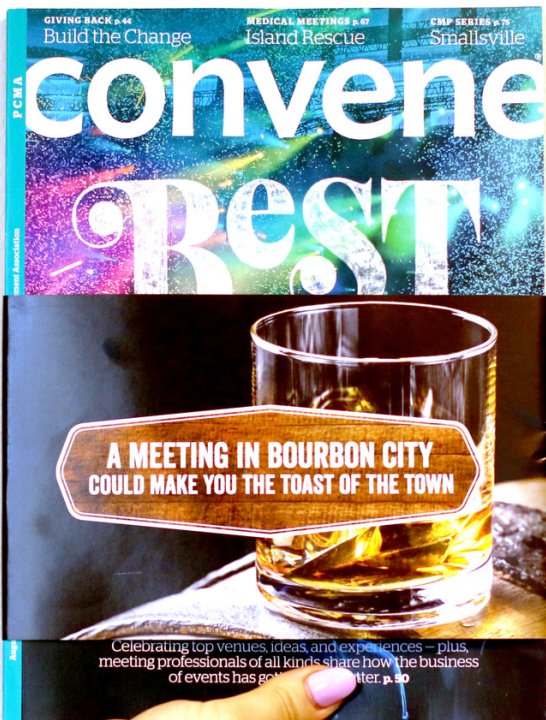
Choose from creative display options, including French Door, Post-It Note Sticker, Belly Band, Gatefold, Front Cover Gatefold, or Reverse Cover.



**French Door**



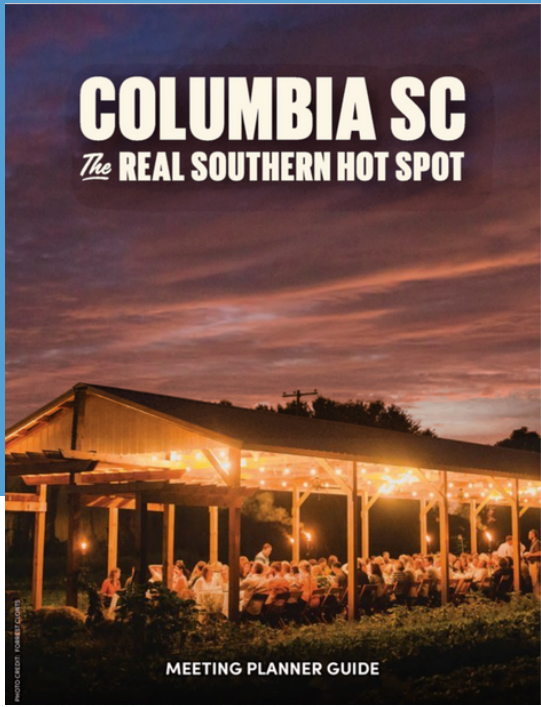
**Post-It Note Sticker**



**Belly Band**



**Reverse Cover**



# Custom Publishing Inserts and Outserts

Give Convene's audience something they will hold on to. Customized options begin at 2-page inserts and outserts. Option to collaborate with the PCMA editorial team for custom written content.



# Convene Advertising

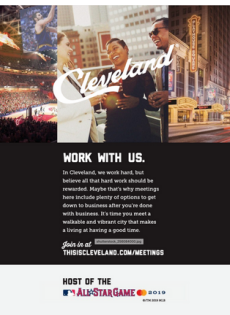
PCMA's award-winning magazine is the most-read and respected in the industry. Choose from premium positions and ad sizes to communicate your message.

Distribution - 92% USA, 3% Canada, 5% International.



**Standard ad sizes include:**

- Full Page
- Half Page
- Third Page



**Premium Placements include:**

- COVERS: Inside front, inside back, outside back

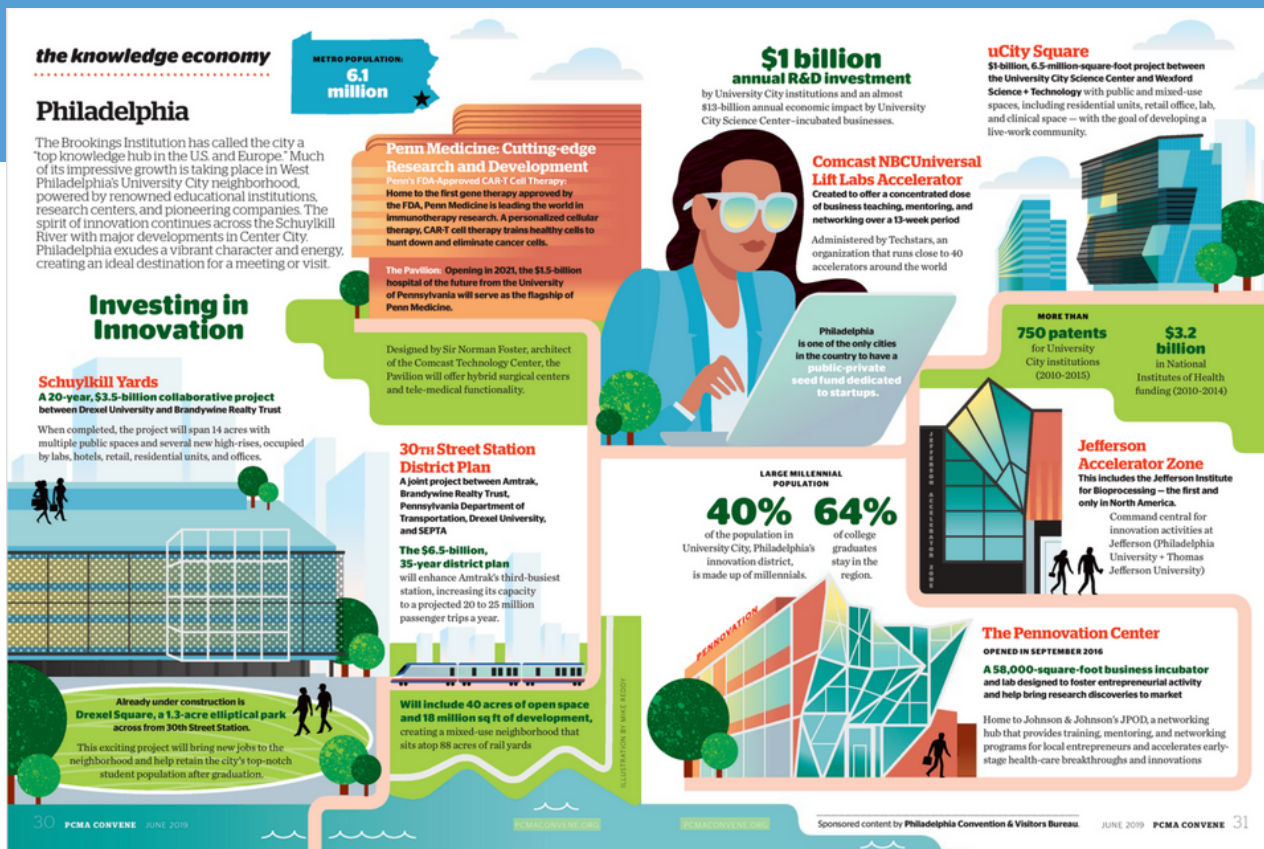


- Across from table of contents
- Across from Editor in Chief
- Across from President-CEO

**VIDEO ADD ON:**  
 Upgrade your ad by including a video on the digital version of Convene!  
[View Example.](#)

# Custom Profiles

Work with Convene's team of writers to create custom profiles for your organization.



## **Knowledge Economy:**

A two-page spread infographic with custom illustrations that showcases a destination's knowledge, industry clusters and infrastructure supporting events – as well as its iconic elements, cultural attributes, food scene, and attractions.



## **Places & Spaces:**

A two-page spread featuring the unique features of your destination, hotel, or venue.



## **Out & About:**

A two-page spread that showcases a destination's neighborhoods in relation to its convention center and hotel district, brought to life by a custom illustrated map. Emphasis is on the ways attendees can experience a destination's character, including walkability, public-transit, and more.



## **Planet & People:**

A highly visual, two-page spread infographic telling a destination or venue's sustainability story. The spread is intended to demonstrate how the organization is a good steward of the community.



## **Convene on Location:**

A Convene writer is hosted on location and writes about the experience from the planner perspective. A six-page package – can include up to 3 pages of partner advertising.



## **Event Tech Profile:**

A two-page spread featuring the unique features of a platform or digital service, along with quotes/mini case study from a client, infographic info (like number of events hosted, how many views, etc.), images that convey specific features, and an easy-to-understand description of benefits.



## **Leadership Profile:**

Leader full page interview with full page ad opposite.

To view examples of each custom profile click on each custom profile.



# Special Sections

Smart, sophisticated and engaging, Convene special sections are a great way to tell your organizations story with a combination of advertising and advertorial content.

SPONSORED CONTENT

## THE TOP 10 REASONS TO MEET IN Columbus

Columbus started off 2023 strong with PCMA Convening Leaders (CL), hosting 3,300 event professionals for four days of collaboration and camaraderie. Below, 10 reasons why Columbus makes a superb host city for business events of all stripes.




- Columbus is a vibe.** This chart-topping Ohio city recently earned the No. 6 spot on CommercialCafe's ranking of the top 20 best cities for Gen Z, highlighting its affordability and sense of community. Columbus also made U.S. News & World Report's 2021 list of best weekend getaways in the Midwest.
- Hospitality is part of the city's DNA.** CL23 attendees might remember the friendly local volunteers who welcomed them to the city — in Columbus, this kind of greeting is standard. Event professionals can expect that same level of enthusiasm from the Experience Columbus team, who can assist with all stages of the planning process.
- Navigating a large event here is a cinch.** The 1.8 million square-foot Greater Columbus Convention Center (GCCC) offers 373,000 square feet of contiguous exhibit space, 75 meeting rooms, and three ballrooms, all within a linear, straightforward design.
- A walkable downtown hub.** Just outside the GCCC doors is the "Five on High" live-district neighborhoods, each with its own personality — like the artsy, eclectic Short North Arts District and the quaint, brick-lined German Village.
- The commute is short.** The city is within a one-day's drive or a one-hour flight for more than half of the U.S. population, and downtown is just a 10-minute drive from the airport.
- DE is a priority here.** Experience Columbus' Diversity Apprenticeship Program and Accessibility Guide, along with CBUS Soul, a platform that amplifies Black culture in Columbus, are just a few examples of how Experience Columbus is moving the needle.
- Collaboration comes naturally.** Unveiled at the GCCC during CL23, the *Hope, Unity and Resilience* mural by Jeremy Jarvis (painted by PCMA participants across the country) is a prime example of how the local community comes together.
- A rising culinary capital.** Find out why Christina Tosi, chef-owner of Milk Bar, said, "I'll fly to Columbus to eat," and named Ohio's capital the city with a "shockingly great food scene" in a recent *Condé Nast Traveler* article.
- It's an exhibitor favorite.** They love the ease of load-in at the GCCC and unique off-site venues nearby, like the National Veterans Memorial and Museum, Nationwide Arena, and KEMBA Live!
- Planners sing its praises.** Said one CL23 attendee: "You have the convention center, your hotel package, your restaurants, your bars, your entertainment areas just right down the street... to me it's a no-brainer to come back to Columbus."

**Urban oasis:** The Greater Columbus Convention Center sits adjacent to several lively entertainment districts in one of the fastest-growing cities in the Midwest.

**Way to entertain:** John Legend gave an unforgettable performance at Nationwide Arena during CL23.

**Contact:** Experience Columbus — [experiencecolumbus.com/meetings](https://experiencecolumbus.com/meetings)

66 PCMA CONVENTE MARCH/APRIL 2023 [PCMA.ORG](https://www.pcma.org)



## LIVE FOR LIFE BEYOND LANYARDS.

We Live Forward by planning beyond the meeting room — connecting attendees to the core of our city's culture. Now safely welcoming groups, Columbus gives you the confidence to collaborate, create and explore. Start planning your next meeting at [ExperienceColumbus.com/meet](https://ExperienceColumbus.com/meet).

**COLUMBUS LIVE FORWARD**

### Available Sizes Include

**Half Page Horizontal**  
(½ page horizontal ad + ½ page advertorial)

**Full Page**  
(1 full page ad + 1 full page advertorial)

**Two Page Spread**  
(2-page ad + 2-page advertorial)

### Advertorial Page Includes

**Main story**  
Crafted by a PCMA writer with your input

**Photographs**  
One or more high resolution images accompanied by captions

**Off the Top**  
You choose key facts, such as stats and contact information

### Plus Three Add-Ons

**Don't Miss**  
What to see and do

**Who Knew?**  
Interesting tidbit

**In Other Words**  
A quote you would like to share

**Local Flavor**  
Food-related item

**Coming Soon**  
Events on the calendar

**And One More Thing**  
A catch-all category

**Protocol**  
Relevant info on travel

**Access**  
How you get there; flight availability



# **Your guide to PCMA**

## **Digital Advertising**

# Digital Advertising with PCMA

**Align with PCMA — the world's largest, most respected and most recognized network of business events strategists.**

## Why?

Position your brand and advertise to a highly engaged audience of 50,000+ with 70,000+ monthly site visitors.

### OPPORTUNITIES INCLUDE:

- Lead Generation
- High-Impact Advertising & Retargeting
- Brand Engagement
- Events



# Web Banners + Retargeting

Be top-of-mind by positioning your organization on PCMA.ORG

## WEB BANNER OPPORTUNITIES:

Homepage Top Pushdown

Homepage Interstitial

Homepage Anchor

Run-of-Site Top Pushdown

Run-of-Site Anchor

**VVG360**  
Full Service Venue Management

We manage  
**240 DIVERSE VENUES**  
**60 CONVENTION CENTERS**  
**800+ MEETING ROOMS**  
**9.7M SQ. FT. SPACE**

[LEARN MORE](#)

CONVENE MAGAZINE CEMA ELI PCMA FOUNDATION ABOUT DO BUSINESS WITH PCMA APAC EMEA LATAM ACCOUNT SEARCH

**pcma** THE PLATFORM FOR THE BUSINESS EVENTS INDUSTRY READ NEWS & TRENDS CONNECT COMMUNITY ATTEND EVENTS LEARN COURSES & CERTIFICATIONS [Catalyst](#)

**The #1 platform for business event professionals**

Begin your annual PCMA membership today to plug into unlimited industry connections and priceless career benefits.

**PCMA memberships build careers and community**

Accelerate your career and make lasting local and global connections. Join the 7,000 professional & student members and 100,000+ business event stakeholders across North America, APAC, EMEA, and LATAM.

**Stay Relevant**  
PCMA remains at the forefront of business event news and trends—and is known to set them. Learn how PCMA members stay far ahead of the curve of industry innovation and evolution.

**Stay Connected**  
Your network is your best asset, and PCMA makes it easy to foster meaningful connections. Learn about our community benefits for PCMA members, from local chapters to robust online platforms.

**Stay Engaged**  
The secret to getting the most out of our industry-leading events? Attending as a PCMA member. Learn how our community gets the best return and experience for their investment.

**Stay Educated**  
PCMA is committed to offering the most value in executive level education. Learn how exclusive course savings put cost of an annual membership right back in your pocket.

Visit Orlando

**WHERE MATCHING LANYARDS + ARE WORN PROUDLY**

[PLAN NOW](#)

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**Want to Future-Proof Your Events? Delight a Gen Z Audience.**

Freeman's recent Gen Z Report suggests tactics to start cultivating this growing attendee base.

Diversity & Inclusion CMP Series Business Events Technology Career & Leadership

**WE'RE PCMA**

**We connect, educate, & inspire business event professionals.**

[Learn More](#)

## What's Retargeting?

A form of online advertising where ads are served to users who have previously interacted with your brand.

# E-Newsletters

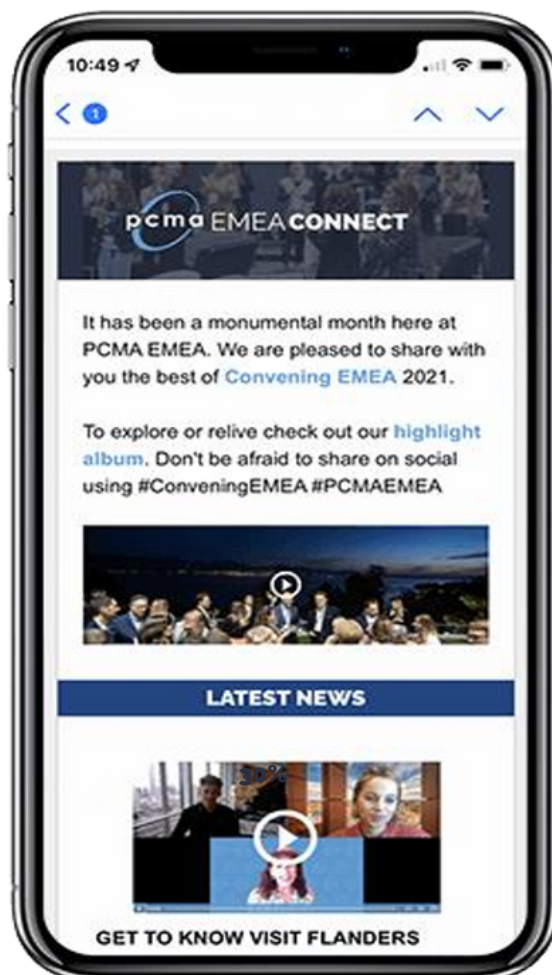
Showcase your banners in PCMA's daily and weekly e-newsletters.



E-NEWSLETTER	CONTENT	SCHEDULE	CIRCULATION	OPEN RATE
<b>ThisWeek @PCMA</b>	All things PCMA as well as the latest industry wide news and developments.	Weekly (Tue)	<b>15,500</b>	<b>22%</b>
<b>The Raise</b>	Designed to help readers brush up on their skills and search for career opportunities.	Weekly (Thu)	<b>7,500</b>	<b>26%</b>
<b>News Junkie</b>	Breaking news in the meetings industry featuring six news items from the previous 24 hours.	Daily (Mon-Fri)	<b>11,000</b>	<b>25%</b>

# E-Newsletters - Regional

## EMEA Connect Newsletter



**CIRCULATION:**

**2,000**

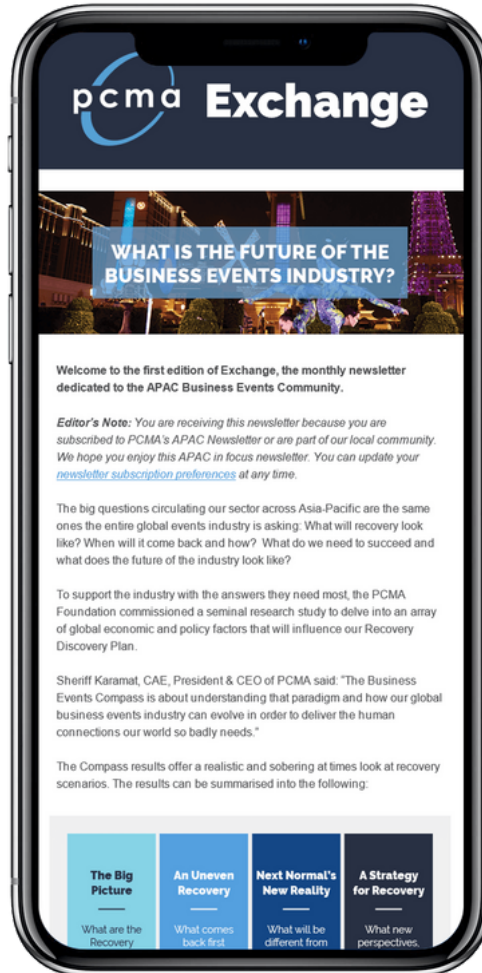
**OPEN RATE:**

**30%**

OPPORTUNITY	DESCRIPTION	SCHEDULE
<b>EMEA Connect Newsletter:</b> Banner	600x200 high resolution lead image story & supporting copy maximum 75 words & a supporting link to advertiser's website.	<b>Bi-Monthly</b>
<b>EMEA Connect Newsletter:</b> In-Story	240x135 high resolution lead image story & supporting copy maximum 26 words including title & a supporting link to advertiser's website.	<b>Bi-Monthly</b>
<b>EMEA Connect Newsletter:</b> Reel	185x185 high resolution image, short 2 word title for CTA Button & a supporting link to advertiser's website.	<b>Bi-Monthly</b>

# E-Newsletters - Regional

## APAC Exchange Newsletter



**CIRCULATION:**

**5,700**

**OPEN RATE:**

**22%**

OPPORTUNITY	DESCRIPTION	SCHEDULE
<b>APAC Exchange Newsletter:</b> Top Banner	600x200 high resolution lead image with link to advertiser's website.	<b>Bi-Monthly</b>
<b>APAC Exchange Newsletter:</b> Sponsored Content	240x135 high resolution image with supporting copy maximum 26 words including title and a supporting link to advertiser's website.	<b>Bi-Monthly</b>
<b>APAC Exchange Newsletter:</b> Interstitial Banner	600x100 high resolution banner with link to advertiser's website	<b>Bi-Monthly</b>
<b>APAC Exchange Newsletter:</b> Anchor Banner	600x100 high resolution banner with link to advertiser's website	<b>Bi-Monthly</b>

# E-Newsletters - Regional

## LATAM CONÉCTA Newsletter



**CIRCULATION:**

**3,000**

**OPEN RATE:**

**35%**

OPPORTUNITY	DESCRIPTION	SCHEDULE
<b>LATAM CONÉCTA Newsletter:</b> Top Banner	600x200 high resolution lead image with link to advertiser's website.	<b>Bi-Monthly</b>
<b>LATAM CONÉCTA Newsletter:</b> Sponsored Content	240x135 high resolution image with supporting copy maximum 26 words including title and a supporting link to advertiser's website.	<b>Bi-Monthly</b>
<b>LATAM CONÉCTA Newsletter:</b> Interstitial Banner	600x100 high resolution banner with link to advertiser's website	<b>Bi-Monthly</b>
<b>LATAM CONÉCTA Newsletter:</b> Anchor Banner	600x100 high resolution banner with link to advertiser's website	<b>Bi-Monthly</b>



# Engage

The formula for multichannel content marketing.

## Reach your online audience where they scroll.



### Target

highly qualified PCMA audience based on geographic and demographic information

### Reach

the targeted PCMA audience on Social Media (Facebook, Messenger, Instagram), third party websites and apps via ad networks, and email

### PCMA Writer

provides high-quality, turn-key content solutions

### Segment

relevant messaging and creative to best align with your audience

# Native Advertising

A blend of journalism and promotional materials.  
Sponsored Content is an organic extension of user.

Work with the Convene editorial team to develop content and focus on topics that align with advertiser goals and are educational for the audience.

Full article  
on [pcma.org](https://pcma.org)

Article in [ThisWeek@PCMA](https://www.thisweekatpcma.com)  
on Tuesday (17,000)

Article in [News Junkie](https://www.newsjunkie.com)  
two times during first  
week of placement  
(12,500 per eNewsletter)

Lives on [pcma.org](https://pcma.org)  
for 12 months

Digital banner takeover  
on webpage

Retargeting banners  
to drive to  
webpage article

**Earn an incentive of up to \$10 per room night.** [learn more](#) **BUSINESS EVENTS / MONTREAL**

CONVENE MAGAZINE CEMA ELI PCMA FOUNDATION ABOUT DO BUSINESS WITH PCMA APAC EMEA LATAM LOG IN SEARCH

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## How Tourisme Montréal Helped AIDS Conference Reach Its Full Potential

A Sponsored Message From Tourisme Montréal

Author: Casey Gale

The 24th International AIDS Conference welcomed 8,000 people in person at the Palais des congrès de Montréal and another 5,000 for the virtual event online. (Eva Blou/Tourisme Montréal)

In 1989, Montréal served as the host city for the 5th International AIDS Conference. The event, put on by the International AIDS Society, was hugely influential for AIDS/HIV activists — an estimated 300 individuals had the opportunity to protest during the opening ceremony, both to demand more government involvement in the epidemic and to increase the public's awareness about the realities of living with AIDS.

In 2022, the city hosted the event once more, now in its 24th edition, at the Palais des congrès de Montréal and virtually July 29–Aug. 2. And this time around, Montréal was in a better position than ever to support the event in getting its theme of “re-engage and follow the science” across the globe. In May 2022, Tourisme Montréal launched a sustainable tourism intervention plan, including a social legacy program that encourages the development of responsible, sustainable, and regenerative tourism through events. This medical meeting aimed to meet two of the destination's sustainable tourism intervention plan goals: Fostering the scientific development of environmental, social, and

**Booking with us really pays off!**

**Earn an Incentive of up to \$10 per room night.** [learn more](#) **BUSINESS EVENTS / MONTREAL**

Click [here](#) to view an archive of sponsored content articles.

# Events Media

Engage face-to-face and digitally with PCMA event attendees through a variety of high-impact event media.

**Event media opportunities are available at the following annual events:**

PCMA  
**edUcon**  
DETROIT | JUNE 23-26, 2024

THE  
**BUSINESS OF EVENTS**  
powered by pcma  
15 - 16 APRIL 2024  
SINGAPORE | MARINA BAY SANDS

**Convening Leaders** pcma  
2024 | SAN DIEGO | JANUARY 7 - 10

**CONVENING EMEA**  
30 SEPT - 2 OCT  
2024 | BARCELONA



**Opportunities for event media include:**

- E-Dailies
- Attendee E-newsletter
- Mobile App Banners
- Onsite Branding Opportunities

# Convene Podcast

A fresh take on the business events industry.



The award-winning  
PCMA Convene  
Podcast  
is back with new  
episodes.

## One

sponsor per week

## Two

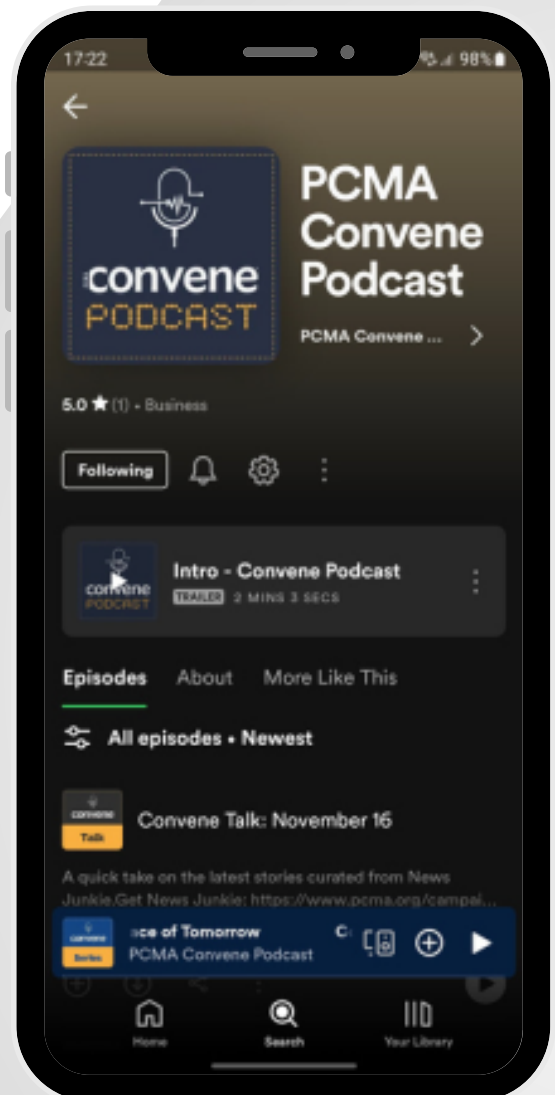
sponsor mentions: host-read ads or dynamically inserted pre-recorded ads produced by your team

## Four

episodes: Intro, Series, Article, News Junkie – Take Aways

## Appears In

pre-roll (at the beginning) or post-roll (at the end) of the show





# **Advertising Pricing and Editorial Calendar**

# Pricing Chart | PRINT

## ADVERTISING

RUN OF BOOK	1X NET RATE	3X NET RATE	6X NET RATE
2 Page Spread	\$15,500	\$15,035	\$13,950
Full Page	\$10,000	\$9,700	\$9,500
2/3 Page	\$8,600	\$8,342	\$8,170
1/2 Page Spread	\$11,300	\$10,961	\$10,735
1/2 Page Island	\$8,500	\$8,245	\$8,075
1/2 Page Horizontal	\$8,050	\$7,809	\$7,648
1/3 Page	\$6,500	\$6,305	\$6,175
Digital Edition Video	\$1,500		

For quarter page rates and availability, please inquire with your business development director.

HIGH IMPACT POSITIONS	NET RATE
Front Cover - Post It Note	\$27,600
Front Cover - French Doors	\$35,200
Bellyband (one-sided/printed by PCMA)	\$32,500
Reverse Cover	\$34,500

PREMIUM POSITIONS	NET RATE
Inside Front Cover	\$12,500
Inside Front Spread	\$19,850
Outside Back Cover	\$12,500
Inside Back Cover	\$11,500
Across from President/CEO	\$11,500
Across from Editor	\$11,500
Across from Table of Contents	\$11,500
Across from Table of Contents 2	\$11,500
Before Plenary	\$16,180

CUSTOM PUBLISHING INSERT/SUPPLEMENTAL	NET RATE/ PROVIDED INSERT	NET RATE/CUSTOM PUBLISHING & PRINTING
4-Page Insert	\$15,500	\$22,100
8-Page Insert	\$20,000	\$32,100
12-Page Insert	\$24,000	\$42,400

See [SPECS HERE](#)



All rates noted are net and in \$USD.  
Subject to availability at the time of booking.

# Pricing Chart | PRINT

## CONTENT

SPECIAL SECTIONS	1x NET RATE	3x NET RATE	6x NET RATE
Two Page Spread + Two Page Editorial	\$17,050	\$16,539	\$15,345
Full Page Ad + Full Page Editorial	\$11,000	\$10,670	\$10,450
Half Page Horizontal Ad + Half Page Editorial	\$8,855	\$8,589	\$8,412

ILLUSTRATED SERIES	NET RATE
Knowledge Economy	\$15,000
Planet + People	\$14,500
Places + Spaces	\$14,500
Out & About	\$14,500

INDUSTRY PROFILES	NET RATE
Leadership Profile	\$11,000
Case Study Profile (Supplied by Advertiser)	\$11,000
Convene On Location	\$27,500*
Event Tech Profile	\$14,500

\*Editor Travel Expenses (airfare, lodging, meals, transportation) are extra.



## See SPECS HERE

### out and about

## Indianapolis

Illustration by Shaw Nielsen



Indy has been named *USA Today's* "No. 1 Convention City in the U.S.," but this isn't a city that rests on its laurels. There is \$1.7 billion in tourism-related development currently in the works — clearly visible in the expansions, new builds, renovations, and enhancements to gathering areas, green spaces, and tourist attractions around every turn. With so many exciting new offerings on tap, Indy has more possibilities than ever for event organizers to explore for their groups. To learn more, go to [VisitIndy.com](http://VisitIndy.com).

#### 1 Convention Campus

Thanks to a climate-controlled walkway, the Indiana Convention Center and Lucas Oil Stadium already comprise a combined 745,000 square feet of exhibit space — and that number is about to get a whole lot bigger. An expansion of the convention center, including a 50,000-square-foot ballroom and 143,500 square feet of flexible space, will connect to a brand-new, 800-room Hilton Signia Hotel in the heart of Indianapolis, opening in 2025.

#### 2 Indiana Avenue

Indiana Avenue is the historic heart of Black culture in Indy — jazz legends like Wes Montgomery and J.J. Johnson perfected their craft on the avenue. The Madam Walker Legacy Center, named after America's first self-made female millionaire, recently underwent a major renovation, and that's not all. The new extension of the city's eight-mile, world-class Indianapolis Cultural Trail will connect this historic theater and cultural center to the rest of downtown.

#### 3 Market East

An up-and-coming cultural district, Market East is best known as the site of "Indy's Original Gathering Place" — Indianapolis City Market, a local staple established in 1821 that features ethnic cuisines, homemade gifts, and more. As City Market gets a makeover, the neighborhood will be celebrating the opening of Bicentennial Unity Plaza.

This recreation space is an extension of Gainbridge Fieldhouse and will feature an ice skating rink, art installations, and more when it opens in 2023, shortly before the city hosts the NBA All-Star Game in 2024.

#### 4 White River

One of the largest ongoing river redevelopment projects in the country, the community-led plan to transform the White River into a network of parks, riverfront villages, trails, and experiences will result in access to a 54-mile stretch of water that cuts right through the heart of downtown, adjacent to the convention campus.

#### 5 Stadium District

The Stadium District is undergoing a major revamp with the addition of the 20-acre Eleven Park, a neighborhood village that will include hotels, offices, apartments, retail areas, and public spaces. At its heart will be a 20,000-seat multipurpose soccer stadium that will join Lucas Oil Stadium, Victory Field, and Gainbridge Fieldhouse to create an unrivaled package of walkable sports venues.

#### Like a Local

The Bottleneck District is Indy's new hot spot, thanks to a renovated Art Deco hotel and a blend of entertainment options, including The Garage Food Hall. The Fountain Square neighborhood has more of a vintage charm and is widely considered the hub of local music and art.



#### PLUS

4,700 hotel rooms connected by enclosed skywalk to the Indiana Convention Center and Lucas Oil Stadium

7,500 total downtown hotel rooms

566,600 square feet of contiguous exhibit space in the Indiana Convention Center

50% of the US population within a day's drive of Indy

10 years in a row the Indianapolis International Airport has been named the No. 1 airport in North America by Airports Council International

Sponsored content by Visit Indy

All rates noted are net and in \$USD.  
Subject to availability at the time of booking.

PCMA

**convene**<sup>®</sup>36,000 subscribers +  
each issue distributed via email @ 20,000+**EDITORIAL CALENDAR 2024**

<b>2024</b>	<b>WITHIN FEATURE ARTICLES</b> Full or Half Page ad within	<b>WITHIN SPECIAL SECTIONS</b> Full or Half Page ad AND matching editorial	<b>BONUS DISTRIBUTION *</b>	<b>DEADLINES</b>
Issue: JANUARY/ FEBRUARY	PCMA CL24 RECAP MEDICAL MEETINGS	<a href="#">CONVENTION CONNECTIONS</a> Special Two-page Editorial Profile (no ad)  NORTHWEST US	CL24 ReCap (Digital Only)	Space close: 12/01/2023 Material close: 12/29/2023 <b>PUBLISHES: 2/07/2024</b>
Issue: MARCH/ APRIL	HOTEL UPDATE EVENT TECHNOLOGY	<a href="#">THE TOP TEN REASONS TO MEET IN...</a>  SOUTHEAST US  SUSTAINABILITY	Showcase	Space close: 2/01/2024 Material close: 3/01/2024 <b>PUBLISHES: 4/05/2024</b>
Issue: MAY/ JUNE	DMO/CVB UPDATE PCMA 2024 EDUCON PREVIEW	NORTHEAST US  TECH & EVENT SOLUTIONS  <a href="#">RESORT, GOLF &amp; SPA MEETINGS</a>  DESTINATION SPOTLIGHT Special Two-page Editorial Profile (no ad)	EduCon	Space close: 4/01/2024 Material close: 5/01/2024 <b>PUBLISHES: 6/06/2024</b>
DIGITAL ONLY Issue:	TBD	<b>Special Digital Edition - EduCon 2024 ReCap - PENDING</b>		TBD
Issue: JULY/ AUGUST	CORPORATE MEETINGS MEDICAL MEETINGS  <b>ALSO IN THIS ISSUE:</b> <b>PCMA ANNUAL DIRECTORY *</b> <i>IS THE REVERSE BACK COVER</i>	<a href="#">CONVENTION CENTERS/ UNIQUE VENUES</a>  <b>PCMA ANNUAL DIRECTORY OF EVENT DESTINATIONS, VENUES, AND TECHNOLOGY</b>	CEMA Annual (Digital Only)	Space close: 5/31/2024 Material close: 7/01/2024 <b>PUBLISHES: 8/06/2024</b>  <small>* ANNUAL DIRECTORY DIGITAL EDITION INCLUDES: 230,000 RETARGETING IMPRESSIONS</small>
Issue: SEPTEMBER/ OCTOBER	CONVENTION CENTERS GLOBAL MEETINGS ANNUAL SALARY RESEARCH	<a href="#">INCENTIVE MEETINGS</a> <a href="#">MEXICO, CARIBBEAN and LATIN AMERICA</a>  SOUTHWEST US  <a href="#">GAMING DESTINATIONS</a>	IMEX America	Space close: 7/01/2024 Material close: 8/30/2024 <b>PUBLISHES: 10/3/2024</b>
Issue: NOVEMBER	ANNUAL MEETINGS INDUSTRY FORECAST MEETINGS MARKET SURVEY	CULTURAL CAPITAL  <a href="#">RENOVATIONS, EXPANSIONS, NEW BUILDINGS</a>		Space close: 9/16/2024 Material close: 10/15/2024 <b>PUBLISHES: 11/15/2024</b>
Issue: DECEMBER	PCMA 2025 CONVENING LEADERS PREVIEW	<a href="#">CANADA</a>  <a href="#">EMEA</a>	Convening Leaders 2025	Space close: 10/08/2024 Material close: 11/08/2024 <b>PUBLISHES: 12/13/2024</b>

\*Bonus distribution either digital and/or print



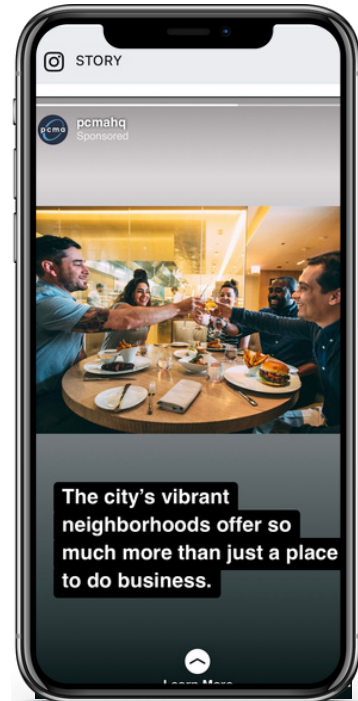
# Pricing Chart | DIGITAL

## ADVERTISING

CONVENE	SCHEDULE	NET RATE
PODCAST	Weekly	\$1,500

PCMA.ORG WEBSITE BANNERS	NET RATE
Homepage Top Pushdown	\$8,500
Homepage Interstitial	\$6,500
Homepage Anchor	\$4,500
Run-of-Site Top Pushdown	\$7,500
Run-of-Site Anchor Leaderboard	\$4,500

RETARGETING	NET RATE
50,000 Impressions	\$1,500
100,000 Impressions	\$2,500
200,000 Impressions	\$4,000
300,000 Impressions	\$5,000
Video Retargeting - 30,000 Impressions	\$3,000



E-NEWSLETTERS	SCHEDULE	BANNERS	NET RATE
ThisWeek@PCMA	Weekly-Tuesday	Top   Interstitial   Anchor	\$3,250   \$2,500   \$1,375
News Junkie	Daily-Monday-Friday	Top   Anchor	\$4,000   \$1,375
The Raise	Weekly-Thursday	Top   Interstitial   Anchor	\$2,500   \$2,000   \$1,250
EMEA Connect	Bi-Monthly	Top   In-Story   Reel	\$1,500   \$1,000   \$500
APAC Exchange	Bi-Monthly	Top   Sponsored Content   Interstitial   Anchor	\$1,500   \$1,200   \$850   \$650
LATAM CONECTA	Bi-Monthly	Top   Sponsored Content   Interstitial   Anchor	\$1,500   \$1,200   \$850   \$650
Convene Digital Edition	Bi-Monthly	Top	\$3,000

## SPONSORED CONTENT

ENGAGE CAMPAIGN	30-Day 5 States Net Rate	60-Day 5 States Net Rate	90-Day 5 States Net Rate	30-Day National Net Rate	Estimated Impressions
Engage Article + Graphic	\$4,500	\$8,000	\$10,500	\$10,500	30 Days - 60,000
Listicle	\$4,500	\$8,000	\$10,500	\$10,500	60 Days - 120,000
Infographic	\$4,500	\$8,000	\$10,500	\$10,500	90 Days - 180,000
Video	\$4,500	\$8,000	\$10,500	\$10,500	National - 215,000



NATIVE CAMPAIGN	30-Day Campaign Net Rate
Native Sponsored Content + 300,000 Retargeting Impressions	\$9,500

[See SPECS HERE](#)

All rates noted are net and in \$USD.  
Subject to availability at the time of booking.

# Other Ways to Work With PCMA

## Get Involved

OPPORTUNITIES BEYOND MEDIA SOLUTIONS



### Meet Face-To-Face

PCMA EVENTS

Additional events include, Visionary Awards, EduCon, Convening EMEA, Convening Asia Pacific and more.



### Create omni channel content and advertising campaigns

MEDIA SOLUTIONS

Advertise with Convene Magazine, our award-winning publication through print and digital advertising and content campaigns. Keep your brand in front of PCMA's highly engaged audience of 36,000 readers.



### Lead as a PCMA Partner

PARTNERSHIP PROGRAM

PCMA's Partnership Program is based on developing strategic relationships with organizations that are aligned with PCMA's Mission and Vision. Partners leverage PCMA's portfolio of face-to-face events, thought leadership platforms, and exclusive member programs. This exposure gives partnering organizations priority access to the PCMA community of event strategist leaders.



### Align with thought leadership by funding industry insights

RESEARCH

Align with PCMA's thought leadership by funding upcoming research projects.



### Support the business events community

PCMA FOUNDATION

The road to greatness is not always paved with equal opportunity. The PCMA Foundation's aim is for our community to own that road for the meetings and business events industry. Help us support educational scholarships for promising individuals and fund critical projects to lead this great industry into an incredible future.

# Contact Us

Thank you for your interest PCMA's media solutions. We look forward to building a package that aligns with your strategic initiatives and ROI objectives.

## Meet the Team



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