



Reach. Connect. Profit.

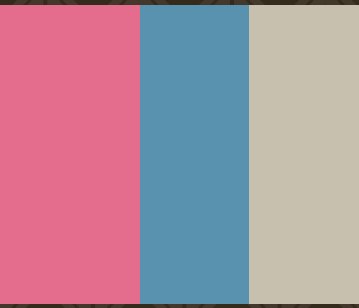
# SPECIAL EVENTS®

The Publication of Choice  
for Event Professionals

2013 Planning Guide

Reach. Connect. Profit.

# SPECIAL EVENTS®



*Special Events* is the leading information source for event professionals worldwide who plan or manage special events in hotels, resorts, clubs, banquet facilities, conference and convention centers, and other event sites. *Special Events* has a primary circulation of **7,153** – and a total reach of **17,000** including pass-along readers.

## Special Events' Highly Engaged Readers are Hot Prospects for Advertisers

- 73%** use *Special Events* to update themselves about available event products
- 48%** have clipped or copied an ad from *Special Events* for future reference

## A Leading Resource for Sophisticated Event Professionals

- 85%** have events with an average attendance of 100 or more. **24%** have average event attendance of over 500
- 56%** of subscribers hold over 50 events per year
- 76%** of readers have been in the industry 8 years or more
- 63%** of those with meetings over 500 read an average of 3 or 4 out of every 4 issues of *Special Events* Magazine compared with **35%** of those whose average meeting size is under 100



**= Total Market Saturation**

## Online, Social Media, Newsletters and in Print Provide Advertisers With Immense Marketing and Branding Power

### In Print:

*Special Events* Magazine Readership ..... 17,000

### Newsletters:

Eventline E-Newsletter Subscribers ..... 40,000

### Social Media:

Facebook ..... 4,424

### Social Media:

Twitter ..... 5,352

### Online:

Average Monthly Unique Visitors: ..... 55,071

### Total Monthly Market Reach:

**Special Events Franchise ..... 119,665**

Each bimonthly edition of Special Events provides a comprehensive behind-the-scenes analysis of events from the professional's perspective—as well as solutions on event design, menu inspiration, sales-building strategies, business management tips and more. Our subscribers are qualified event professionals who have paid for their subscriptions or receive them as members of the International Special Events Society (ISES).

Month	Special Focus	Added Features	On Trend	Divine Decor	Food for Fêtes
<b>Jan/Feb</b> Ad Close: 12/3 Materials Due: 12/10 Mail Date: 1/7	<b>SPECIAL TSE SHOW ISSUE</b> Annual Industry Forecast including Rental Forecast	Profiles of Gala Nominees	Hot Trends in Big Markets: New York, L.A., Chicago, Dallas, London, Florida	Spotlight on Decor Trends for 2013	Cost-effective Event Menus
<b>Mar/Apr</b> Ad Close: 2/25 Materials Due: 3/1 Mail Date: 3/20	<b>ANNUAL WEDDING ISSUE</b>	The Special Event Wrap story	Hot Trends in Event Occasions—which are growing, which are fading?	Spotlight on Centerpieces	Wedding Reception Menus
<b>May/June</b> Ad Close: 4/19 Materials Due: 4/24 Mail Date: 5/16	<b>ANNUAL "CATERED ARTS" ISSUE</b> 6th Annual 25 Top Catering Companies List	What's New in Events for Kids	Hot Trends in Entertainment	Spotlight on Theme Decor	Appetizers/Hors D'oeuvre
<b>Jul/Aug</b> Ad Close: 6/18 Materials Due: 6/21 Mail Date: 7/16	<b>25 YOUNG: EVENT PROS TO WATCH</b> 12th Annual Corporate Event Study	9th Annual 25 Top DMCs List	Hot Trends in Branding Events	Spotlight on Tabletop Design	Stations/Bufets
<b>Sep/Oct</b> Ad Close: 8/22 Materials Due: 8/28 Mail Date: 9/23	<b>GALAS: FUNDRAISERS AND SOCIAL EVENTS</b> 12th Annual 50 Top Event Planning Companies	Trends in Big Public Events	Hot Trends in Props	Spotlight on Gala Decor	Desserts
<b>Nov/Dec</b> Ad Close: 10/24 Materials Due: 10/29 Mail Date: 11/25	<b>ANNUAL HOTEL &amp; RESORT ISSUE</b> 16th Annual 30 Top Event Rental Companies	Great Tented Events	Hot Trends in New Technology/Software	Spotlight on Lighting	Cocktails/Wines

Editorial calendar subject to change. Submissions for editorial consideration must be made at least 12 weeks in advance of publication date.

## IN EVERY ISSUE

**EDITOR'S PAGE:** Editor Lisa Hurley helps readers put industry trends into perspective.

**ON TREND:** Expert forecasts on what's coming next in special events.

**RENTAL ESSENTIALS:** Successful party rental dealers share their insights on solving business challenges.

**DIVINE DECOR:** The hottest looks in events today.

**CONFETTI:** Tips, trends and tidbits.

**FOOD FOR FÊTES:** Focuses on planning menus, presentation of the food, and the tools necessary for the presentation.

**CLASSIFIEDS:** The one-stop source for employment, business and equipment opportunities.

**THE LAST WORD:** The last page profiles professionals who are shaping the industry.

## specialevents.com

### Offering Advertisers a Choice of Cost-Effective Options for Achieving Their Promotional Goals

specialevents.com consistently attracts the largest audience of web-savvy end users in the Special Events industry. Over the years we've designed a full program of online options to meet advertisers' goals and budgets. By using any one of the Special Events online products you'll be seen by over 55,000 unique visitors who come to the website each month to get the latest industry news and research event products and services.

### specialevents.com Is Booming!

49,025 Unique Visitors **2011**

55,071 Unique Visitors **2012**

231,662 Page Views **2011**

244,728 Page Views **2012**

### Home Page & Article Pages

- 1 Leaderboard (ROS) 728x90  
3 Rotating Sponsors Available • \$1,200 (\$45 CPM)
- 2 Right Large-Home Page 300x250  
3 Rotating Sponsors Available • \$1,200 (\$45 CPM)
- 3 Left Small Button (ROS) 125x125  
Exclusive Sponsorship • \$1,200 (\$45 CPM)
- 4 Half Tower 120x240  
Exclusive Sponsorship \$1,200 (\$45 CPM)

### Content Categories (Contextual Advertising)

Target readers who are interested in your market segment, and own that category. The number of monthly unique visitors in September 2012 to content sites was 49,480.

Large Button 300x250  
Exclusive Sponsorship \$500

Half Tower 120x240  
Exclusive Sponsorship \$350

Small Button 125x125  
Exclusive Sponsorship \$350

Video E-postcard \$3,530

**5**

Number of minutes the average specialevents.com visitor spends on the site

**3.5**

Number of different pages the average specialevents.com visitor sees

**244,478**

The average number of monthly page views

**74%**

Percentage of *Special Events* readers that visit the website regularly



## Reach 40,000 Professionals With the Event Industry's Leading Weekly Newsletter, Eventline

This weekly e-newsletter reaches a targeted list of over 40,000 special event professionals with up-to-date news and information from the editors of Special Events. Sponsorship opportunities are available.

### Available Ad Positions

- |  |  |
|--|--|
| <p><b>1</b> Top Text Ad 468x60<br/>(50 words of text)<br/>2 Editions per Month \$1,480</p> <p><b>2</b> Middle Text Ad 180x150<br/>(50 words of text)<br/>2 Editions per Month \$1,205</p> <p><b>3</b> Bottom Text Ad 180x150<br/>(50 words of text)<br/>2 Editions per Month \$1,070</p> | <p><b>4</b> Tower Ad 1 120x240<br/>(25 words of text)<br/>2 Editions per Month \$1,205</p> <p><b>5</b> Tower Ad 2 120x240<br/>(25 words of text)<br/>2 Editions per Month \$950</p> <p><b>6</b> Tower Ad 3 120x240<br/>(25 words of text)<br/>2 Editions per Month \$805</p> |
|--|--|

### E-mail Blasts/E-postcards

You create the message and we will blast it out on your behalf to a targeted list of over 40,000 special event professionals. (is this number correct?)

### Webinars/Webcasts

Sponsor educational and informative multimedia presentations, and capture quality leads from industry decision makers.

### White Papers/Research

Share your unique research/data with Special Events' audience, strengthen your brand and build new prospect lists with registrations.

### Tools of the Trade

Educate decision makers with a custom e-newsletter on market trends or developments.

### Blogs

Capture a dominant presence during industry events with a show blog sponsorship featuring breaking news, key sessions, new products, parties and onsite events.

### Ask the Expert

Position your company as a thought leader—have your company expert answer category-specific questions from Special Events visitors.



### Audio and Video Podcast

Cut through the clutter with a unique way to reach your prospects and position your company as a cutting-edge industry leader.

### JOBzone

Find qualified industry professionals by using the job bulletin available on [specialevents.com](http://specialevents.com)

### Special Events Services Sourcebook

The resource that event professionals turn to to find event-related products and services. Available on [specialevents.com](http://specialevents.com) and a network of sister sites, the Services Sourcebook is a primary resource for the industry. Choose among a variety of cost-effective packages to assure that buyers can easily locate your company and products.

## Marketing Services

### Penton Marketing Services

Penton Marketing Services offers a full range of marketing services that leverage our deep industry knowledge and customer relationships. We work closely with clients to analyze their business needs and develop strategic marketing solutions to realize their goals. Our services include: Advertising, Content, Website Development, SEO, Social Media and eListening, Lead Generation and Lead Nurturing, Research, Mobile and Video.

### Custom Publishing

Our custom publishing capability can be an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. We offer turnkey custom publishing services, providing content and distribution strategies.

### Market Research

To help make informed marketing and media decisions, our Marketing Research team provides industry-related data to our advertisers and agency counterparts. Our emphasis is on providing actionable market information that is accurate, ethical and timely.

### Marketplace Advertising

Economically reach buyers and make your company easy to find for more than 60,000 special event professionals any time they search for a supplier. **85%** of readers say they always or occasionally read our Marketplace section.

### Lists and Databases

Achieve targeted, high-response communication in your market by selecting from a database of over 3.2 million recipients and buyers of products and services. Postal, telemarketing and e-mail lists are available to rent from our qualified subscriber lists, trade show attendees and book buyers. Pick the demographic and geographic selection that is right for your promotion. **For more information, contact our list manager, Marie Briganti, at 877-796-6947 or [mbriganti@meritdirect.com](mailto:mbriganti@meritdirect.com)**

## Events

**THE  
SPECIAL  
EVENT**

### The Special Event

In partnership with Special Events Magazine and sister publication Corporate Meetings & Incentives, The Special Event Conference and Trade Show takes place January 6-10, 2014 in Nashville, TN. Thousands of event professionals representing millions of dollars of buying power gather to view the latest innovative event services, meet with suppliers and gain industry insights. For information on sponsorships, exhibits and attending, visit [thespecialeventshow.com](http://thespecialeventshow.com).

### The Gala Awards

For more than 25 years, the Gala Awards have defined and recognized excellence for the most innovative and outstanding work in the special event industry. Each year, the awards are presented at The Special Event Conference and Trade Show.

### Ad Reprints

Your sales representative will be happy to provide quotes on reprinting your advertisement for additional distribution.

### Article Reprints

Our custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. You can add your company's logo, an advertisement, or brief marketing copy to create a one-of-a-kind promotional piece that will impress your clients and prospects. Paper and electronic versions are available at attractive rates. Reprints make ideal collateral for direct mail campaigns, tradeshow handouts, investor relations materials, and media kits. Posters, plaques, and postcards can also be created to feature your coverage. For more info, contact Penton Reprints at 888.858.8851 or email [reprints@pentonreprints.com](mailto:reprints@pentonreprints.com)

### Print/Online Classifieds

Use Special Events Classifieds package to find qualified industry professionals—online and in print.

### Related Penton Media Publications

- **Meetings & Events:** *Association Meetings, Corporate Meetings & Incentives, Medical Meetings, Religious Conference Manager*
- **Entertainment Technology:** *Live Design*

# SPECIAL EVENTS

# 2013 Rates

## PRINT (Gross Rates – Effective January 2013)

4 COLOR	1x	3x	6x
Full Page	\$5,995	\$5,225	\$4,115
2/3 Page	\$5,000	\$4,305	\$3,400
1/2 Page	\$4,285	\$3,720	\$2,940
1/3 Page	\$3,435	\$2,980	\$2,355
1/4 Page	\$2,750	\$2,385	\$1,885
1/6 Page	\$1,890	\$1,525	\$1,295
2 Page Spread	\$11,990	\$10,600	\$8,230

BACK COVER: add 20%

2ND & 3RD COVER: add 10%

## MARKETPLACE 4-COLOR NET RATES

Column Inch	1	2	3	4
3x Annual Rate	\$805	\$1,300	\$1,825	\$2,350
6x Annual Rate	\$1,170	\$2,000	\$2,885	\$3,750

AD CREATION SERVICES: Add \$220

## ONLINE (Gross Rates – Effective January 2013)

Home Page & Article Pages			
Leaderboard (ROS)	728x90	3 Rotating Sponsors Available	\$1,200
Right Large-Home Page	300x250	3 Rotating Sponsors Available	\$1,200
Left Small Button (ROS)	125x125	Exclusive Sponsorship	\$1,200
Half Tower	120x240	Exclusive Sponsorship	\$1,200

Content Categories			
Large Button	300x250	Exclusive Sponsorship	\$500
Half Tower	120x240	Exclusive Sponsorship	\$350
Small Button	125x125	Exclusive Sponsorship	\$350

Video E-postcard	\$3,530
------------------	---------

Eventline			
Top Text Ad	468x60 (50 words of text)	2 Editions per Month	\$1,480
Middle Text Ad	180x150(50 words of text)	2 Editions per Month	\$1,205
Bottom Text Ad	180x150(50 words of text)	2 Editions per Month	\$1,070
Tower Ad 1	120x240(25 words of text)	2 Editions per Month	\$1,205
Tower Ad 2	120x240(25 words of text)	2 Editions per Month	\$950
Tower Ad 3	120x240(25 words of text)	2 Editions per Month	\$805



## Mechanical Specs – The Magazine

Special Events Magazine is manufactured CTP (Computer-To-Plate). Your advertising materials must arrive in an electronic format.

Full Page Trim.....	7 3/4 x 10 3/4 (7.75 x 10.75)
Full Page Live Area.....	7 x 10 (7.0 x 10.0)
Full Page Bleed*.....	8 x 11 (8.0 x 11.0)
2/3 Page.....	4 5/8 x 10 (4.625 x 10.0)
1/2 Page Vertical.....	3 1/2 x 10 (3.5 x 10.0)
1/2 Page Horizontal.....	7 x 4 7/8 (7.0 x 4.875)
1/2 Page Island.....	4 5/8 x 7 (4.625 x 7.0)
1/3 Page Vertical.....	2 1/4 x 10 (2.25 x 10.0)
1/3 Page Square.....	4 5/8 x 4 7/8 (4.625 x 4.875)
1/4 Page Standard.....	3 1/2 x 4 7/8 (3.5 x 4.875)
1/6 Page Vertical.....	2 1/4 x 4 7/8 (2.25 x 4.875)
1/6 Page Horizontal.....	4 5/8 x 2 3/8 (4.625 x 2.375)
Full Page Spread Trim.....	15 1/2 x 10 3/4 (15.5 x 10.75)**
Full Page Spread Live Area.....	14 3/4 x 10 (14.75 x 10.0)**
Full Page Spread Bleed*.....	16 x 11 (16.0 x 11.0)**

**Space Unit Size In Inches:** Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

## General Specifications

**Printing Method:** Web Offset

**Binding:** Perfect bound

**Paper:** Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood finish

**Ink:** SWOP standard and four-color process

## Material Submission Guidelines

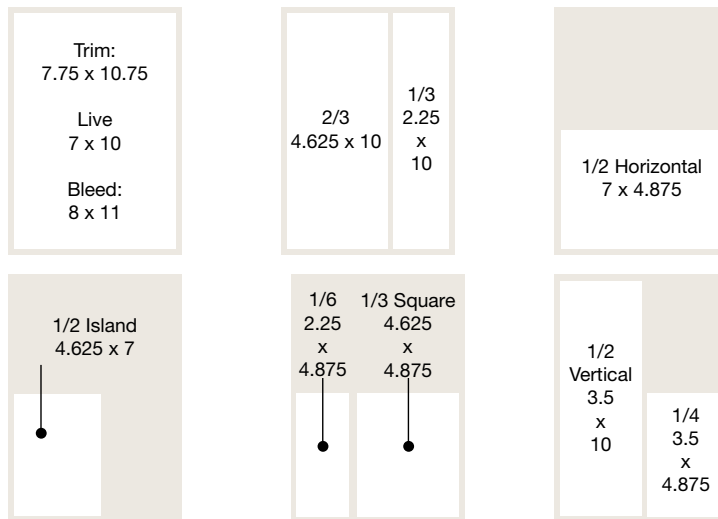
Please upload the file to our server at [www.pentondigitalads.com](http://www.pentondigitalads.com). Just click on the “submit digital ad” tab on the left-hand side, fill out the necessary information, and attach your file. You will receive a confirmation report if the ad successfully uploads, or if an error occurs.

Advertising materials must be uploaded to the server by the materials due date.

## Digital Ad Specifications

**PDF Format:** Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentondigitalads.com](http://www.pentondigitalads.com). Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

- **Preferred Applications:** Ad layouts should be created using either QuarkXPress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- **Proofs:** Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be achieved without an accompanying SWOP-certified proof.
- **Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.
- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.



- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
- **Media:** Mac or IBM CD, Zip 100, floppy.
- **Inserts:** Contact advertising representative for rates, production specs and shipping instructions or visit [www.pentondigitalads.com](http://www.pentondigitalads.com).

## Online Ad Technical Specifications

More detailed specs available upon request

- **Formats currently accepted:** GIF, Animated GIF, JPEG, Flash, Unicast, PointRoll, Eyebaster, Enliven
- **Will accept for testing:** DHTML, Audio, Real, Shoshkeles, Tomboy Non-accepted formats: Java, Java Applet, Video 3rd Party Ad Serving (3PAS): Include DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.
- **Dimensions/file sizes:** 120x240: 12K; 468x60: 15K; 250x250: 15K
- **Frames and looping:** Maximum Frames=4; Looping=3 times
- **Materials due** 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.
- **Cancellation policy:** Banners, sponsorships, and e-newsletters require a 2-week written cancellation notice.

## E-Newsletters

- **Formats accepted:** GIF, Animated GIF or JPEG files only. No Rich Media or Flash.
- **Dimensions and file sizes:** 468x60 full banner, 15-20k; 120x60 logo, 8-10K; 125x125 square, 120x240 half-tower, 20K; 120x600 tower, 25K.
- **Frames and Looping:** Max Frames = 4, Looping = 3times
- **3rd Party Ad Serving (3PAS):** most 3rd party ad tags accepted. 3PAS tags for enewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- **Materials due** 2 business days prior to e-newsletter blast.

Send all materials for online/e-newsletters to Sarah Rapp at [sarah.rapp@penton.com](mailto:sarah.rapp@penton.com)



Reach. Connect. Profit.



# SPECIAL EVENTS

## CONTACT INFORMATION

**Melissa Fromento**

Group Publisher  
(212) 204-4237  
melissa.fromento@penton.com

**Wanda McKnight**

Sales Manager  
(913) 981-6143  
wanda.mcknight@penton.com

**Courtney Woofter**

Sales Representative  
(216) 931-9577  
courtney.woofter@penton.com

**Eliza Tano**

Marketplace/Classifieds/In Season  
(310) 230-7171  
etano@specialevents.com

**Betsy Carballo**

Marketing Manager  
(913) 981-6140  
betsy.carballo@penton.com