

thePlannerguru.co.za

DIGITAL MEDIA KIT



HOW MANY READERS ENGAGE WITH US?

theplannerguru is the consolidated digital property for **Meetings** magazine, **The Meetings & Event Planner**, **The Exhibition Planner** and **The Incentive Planner**.

This top local site features breaking news on the business tourism industry and showcases photos and videos from the latest industry events. The brand offering also includes a weekly newsletter, which is sent to a highly targeted database of opt-in newsletter subscribers.

DIGITAL REACH



5 630

WEEKLY NEWSLETTER
SUBSCRIBERS

5 491

WEBSITE PAGE
VIEWS PER MONTH

7 556

SOCIAL MEDIA
FOLLOWING

TOTAL ONLINE FOOTPRINT

18 667

While our distribution footprint includes cross-platform duplicates, the strength of a marketing message is amplified through its engagement at multiple touch points. It ensures your marketing message reaches its target audience in their preferred media format.

NEWSLETTERS

Leaderboard
800 x 250

TARGETED DELIVERY

Access to a database of 5 630 industry professionals, with a high delivery rate

COST-EFFECTIVE

Competitively priced opportunities, given the reach of your message

DATA DRIVEN

Analytics reports help track the performance of your marketing


Boost your visibility by prominently placing branded content in our opt-in weekly e-newsletters! **theplannerguru's** Industry News newsletter is sent out once a week and covers the latest highlights of what is happening in the MICE and business tourism sectors. Our opt-in database ensures that all subscribers are relevant and interested in our content, and yours.

Whatever your preferred medium – from articles to interviews, webinars or commercials – we can deliver it. In addition, we provide targeted delivery, cost-effective opportunities, and data-driven reports.

SUBSCRIBE NOW
VISIT THEPLANNERGURU.CO.ZA

Middle Strip
800 x 200

Bottom Strip
800 x 200




Enjoy a variety of rooms. Four Experiences. One Address.
Marriott

THE MEETINGS & EVENT PLANNER

Industry News

Your need-to-know news from the world of MICE
Delivered straight to your inbox!

IN THE SPOTLIGHT




Joburg Tourism Company showcased at ITB Asia in Singapore

Joburg Tourism Company (JTC) had high level representation at ITB Asia 2023, Asia's leading B2B travel trade show. Held in Singapore from 25 – 27 October, the JTC delegation was headed up by Councillor Nomoya Mnisi, supported by JTC Chairperson, Gugu Sithole, and the entity's Destination Marketing Team.

[Read Full Article](#)

MORE TOP READS

The evolution of Decorex Africa, 30 years on
Africa Tourism Leadership Forum's stellar growth and success in 2023
FEDHASA unveils inaugural hospitality awards
The R295-million Lefika Villas development is nearly complete
Building your best event legacy
4Mal Media, owners of Meetings magazine, has partnered with nine leading event industry associations
Top tips for sports managers: Booking the perfect sports resort for your team
A simple guide to insurance for event businesses



A PROUD MEDIA PARTNER | 10 - 12 APRIL 2024


INDUSTRY VOICES

Should we charge a management fee?


"For many many years, Professional Conference Organisers (PCOs) generated their income from referral commissions. In the 1980s we were typically paid a 10% referral commission from venues and hotels. Today, in most circumstances, we are still receiving a 10% commission.

"However, the question that has come up at meetings and network events is: Should we not start charging our clients a management fee, call it a marketing fee or sales fee, instead of commission?"

- Ellen Oosthuizen, chairperson of the PCO Alliance Network



[Read Column](#)



INSPIRE RENTALS
084 553 4637

DEDICATED NEWSLETTER PACKAGE

Take over the newsletter for a month!

There will be no other content on this takeover newsletter – it will be exclusively on **YOUR COMPANY**.

We will produce 4 such newsletters for you each with new content, video and advertisements supplied by client.

A newsletter takeover consists of:

- **Content:** An article of 500 words supplied by yourself
- The **leaderboard advertisement** with a click-through to your website
- The **middle banner advertisement** with a click-through to your website
- The **bottom banner advertisement** with a click-through to your website
- A supplied **video** of max 3 minutes with a click-through to your website



WATCH: Unlocking economic opportunity in South Africa!



READ: How the SANCB is opening doors in South Africa!



[READ MORE](#)



WEBSITE

ACCESS TO OUR NICHE MARKET

Rich multi-media opportunities can be leveraged on our website, theplannerguru.co.za. As an industry-leading hub for event planners and MICE professionals, and with an average of 5 491 page views a month, it's the ideal platform to promote your MICE business and services.

A COMPLETE DIGITAL OFFERING

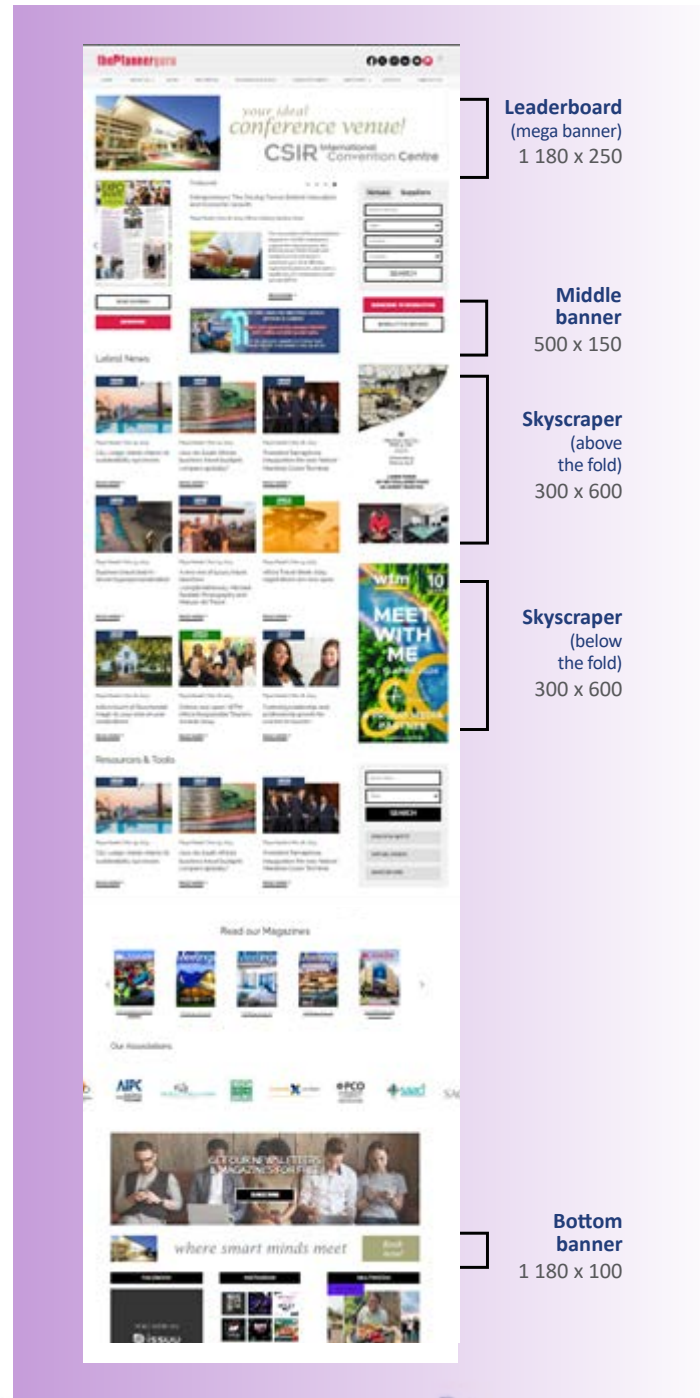
We offer strategically placed banner ads, sponsored content, videos, directory listings, and more. If needed, we can also custom craft your content (written, design, and video) as well as devise a campaign perfectly suited to your business goals.

DYNAMIC, ADAPTIVE SEO

We are constantly striving to improve our SEO performance with up-to-date and engaging content. This can benefit your brand, as our search engine hits create another avenue for your customers to find you in a trusted and credible space, 24/7.

FLEXIBLE OPTIONS

With flexible options and pricing, and a dedicated team to support you, your marketing success starts here.



The screenshot shows the homepage of theplannerguru.co.za. The website layout includes a header with the logo and navigation menu, a main content area with featured articles and a search bar, a sidebar with additional content, and a footer with logos of associated organizations. Several banner ad positions are highlighted with brackets and labels:

- Leaderboard (mega banner)**: 1 180 x 250, located at the top of the main content area.
- Middle banner**: 500 x 150, located in the middle of the main content area.
- Skyscraper (above the fold)**: 300 x 600, located on the right side of the main content area, above the fold.
- Skyscraper (below the fold)**: 300 x 600, located on the right side of the main content area, below the fold.
- Bottom banner**: 1 180 x 100, located at the bottom of the main content area.




RATES & SPECS

Connect with our audience, which is your audience, at a budget that is right for you:

theplannerguru rates* & dimensions (width x height in pixels)

Material to be supplied in Jpeg, PNG or Gif format

URL link is required for click through

ADVERT DESCRIPTION	DIMENSIONS			COST
				
HOME PAGE BANNERS				
	Computer	Tablet	Mobile	Rands
Leader Board (Mega Banner)	1 180 x 250	468 x 60	300 x 100	5 500
Skyscraper (Above the Fold)	300 x 600			3 750
Middle Banner	500 x 150	468 x 60	300 x 100	1 900
Skyscraper (Below the Fold)	300 x 600			1 450
Bottom Banner	1 180 x 100	468 x 60	300 x 100	1 250

theplannerguru Directory Listings

DESCRIPTION	DETAIL	COST PER MONTH	COST PER YEAR
Dedicated Venue or Supplier Directory Listing	Detailed venue or supplier listing showcasing your brand to the max, with super descriptions, amazing gallery, video and virtual tour options to make it easy for any organiser to find you!	1 800	21 600

theplannerguru Newsletter rates and dimensions* (width x height in pixels)

Material to be supplied in either Jpeg, PNG or Gif format

DESCRIPTION	DIMENSIONS	COST
		1 month
NEWSLETTER BANNERS		
Leaderboard	800 x 250	4 890
Middle Strip	800 x 200	2 450
Bottom Strip	800 x 200	1 590
Event Banner	250 x 250	1 000
Venue or Service Spotlight		1 500

theplannerguru Dedicated Newsletter

DESCRIPTION	DETAIL	COST FOR ONE MONTH
Dedicated newsletter package	Four newsletters (one per week on Mondays) each with a new article, video and advertisement supplied by the client	15 500

Online Terms & Conditions

- Booking** All bookings are to be made via the 4Mal Media Online Contract Form.
- Material** All content is subject to 4Mal Media approval and 4Mal Media will not alter image files or tags.
- Payment** Please familiarise yourself with the full set of terms and conditions, as all contracts are subject to these requirements.

VIDEO/SOCIAL OPPORTUNITIES

VIDEO CONTENT SERVICES

The average online user watches 19 hours of video a week (*Statista, 2022). In this age of information overload, videos are an easy way for buyers to consume information, especially on their mobiles.

Our team of experts will gladly take your ready made video and distribute it to our database on our platforms.

We can also offer video production services via our 4Mal Media studio services.

Prices on request

Our 4Mal Studio offers a variety of design & printing services for all your needs



LINKEDIN CAMPAIGN

Partner with **theplannerguru** on LinkedIn to show off your services and products. This package includes:

- 1-3 minute video published on the **theplannerguru** LinkedIn page (video to be supplied, or video production costs to apply).
- 400 word article on **theplannerguru.co.za**
- Full-page editorial in **Meetings** print and digital magazine
- Campaign reporting

LinkedIn campaign (runs over 4 weeks)

Campaign on **theplannerguru** LinkedIn page, with an article published on www.theplannerguru.co.za and with campaign reporting. PLUS a full-page editorial in **Meetings** printed/digital magazines

14 000

SOCIAL MEDIA



Our social media package is linked to selected social platforms like LinkedIn, Facebook and Twitter.

The package includes:

- Writing of three content marketing articles, each with a length of ±500 words
- Scheduled posting of these articles over a preplanned period to coincide with the client's marketing campaign
- Facebook boosted posts and LinkedIn sponsored content
- Shared on **theplannerguru.co.za** and our newsletter
- Campaign reporting

Social media package

Three content marketing articles (500 words each), Facebook post, LinkedIn post, article on **theplannerguru** website, **theplannerguru** newsletter, campaign reporting.

15 500

GET IN TOUCH

CONTACT US



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FOLLOW US



The Planner



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4malmediamanagement

ASSOCIATIONS

Meetings works in collaboration with and reaches members of the following associations and organisations:



In collaboration with

