



MEDIA KIT

Everything and anything that you need to know
about The Meetings & Event Planner annual showcase publication –
your all-access pass to the business events industry!

THE MEETINGS & EVENT
PLANNER

thePlannerguru.co.za

ABOUT MEP

You asked for word-of-mouth advertising and we're giving it to you! By showcasing your venue or your products or services, you can demonstrate to event planners the results they can achieve by working with you.

The Meetings & Event Planner is a lasting, beautiful and collectable publication to pore over, as well as show off on your desk or coffee table.



THE WHO'S

Our target audience are key industry influencers, decision-makers and leaders. The printed magazine is posted directly to our subscribers, with additional distribution at key events such as: Meetings Africa, WTM Africa, and the annual SAACI Congress etc. They are relevant and engaged:

MICE industry

- Event managers
- Event coordinators
- Conference managers
- Marketing managers
- Professional speakers
- SAACI members
- EXSA members
- AAXO members
- PCO Alliance Network members
- AIPC members
- EGF members
- SITE Africa members
- SACIA members
- The MICE Academy subscribers
- Seminar conveners

Corporate industry

- Conference organisers
- Marketing managers
- PAs
- PRISA members
- PAFSA members

Hospitality industry

- Banqueting managers
- Conference managers
- Conference organisers
- Operations managers
- Procurement managers
- FEDHASA members

Tourism industry

- Event managers
- Travel agents
- SATSA members



RATES & SPECS

PROFILE (4MAL MEDIA DESIGNS PROFILE IN STYLE OF PUBLICATION)	UNIT
Double-page spread profile + online profile	44 300
Full page + online profile	26 200
Half page + online profile	19 300
DISPLAY ADVERTS	
Double-page spread + online profile	43 000
Full page + online profile	25 350
Half page + online profile	18 700
EVENT SHOWCASE	
Double page spread + online profile	45 400
Full page + online profile	27 000
COVERS	
Outside Front Cover package	57 500
Covers - Outside back	46 950
Covers - Inside back	41 250
Covers - Inside front	45 300
Covers - Inside DPS front	55 950

Advert specifications** (width x height in mm)

SIZE		CROP SIZE	TYPE AREA	WITH BLEED
Double-Page Spread		420 x 297	400 x 277 (mind spine)	426 x 303
Full Page		210 x 297	190 x 277	216 x 303
Half Page (Landscape)		210 x 148.5	190 x 128.5	216 x 154.5

BOOKING DEADLINE:
05 MARCH 2025

MATERIAL DEADLINE:
12 MARCH 2025

MAGAZINE DISTRIBUTION | 5 035
DIGITAL REACH | 19 892

FOOTPRINT
24 927



RELATED PUBLICATIONS



Meetings magazine

Serves as the leading voice for the meetings, incentives, conferences, exhibitions (MICE), and business tourism sectors. It explores emerging trends, news, innovative ideas, and effective strategies pertinent to these industries. This bimonthly publication aims to simplify the decision-making process for its readers and is distributed to key stakeholders across South Africa, Africa, and globally. The magazine's website, theplannerguru.com, is the premier online resource for discovering venues, products, and service providers within the MICE sector.



The Exhibition Planner

Providing valuable information in an easily digestible format, **The Exhibition Planner** covers the entire process of planning and managing a show stand, from pre-show preparations to post-show follow-up. This publication offers practical guidance on every stage of exhibiting, making it an essential tool for exhibitors looking to maximize their event success. Published annually in June, **The Exhibition Planner** serves as a comprehensive resource for exhibitors to streamline their efforts and ensure a smooth exhibition experience, helping them stand out and achieve their goals.



The Incentive Planner

Looking for new and exciting destinations across South Africa and beyond? **The Incentive Planner** is a stand-alone guide packed with fresh ideas and top tips to turn any incentive trip into a memorable experience. It offers inspiration and practical advice for planners seeking unique ways to reward teams and clients, covering everything from luxurious retreats to adventurous getaways. Published annually in October/November, **The Incentive Planner** is an essential resource for those wanting to create unforgettable incentive trips that leave a lasting impression.



The Women in MICE Awards is an annual event celebrating women who excel in the MICE industry. It honors leaders and innovators who have made significant contributions, inspiring future female professionals and promoting gender equality within the sector. It's a prestigious recognition of excellence.

ABOUT 4MAL MEDIA

At **4Mal Media Management Pty (Ltd)**, we provide a comprehensive 360-degree media solution to our clients, backed by over 18 years of experience in the media and publishing industry. As a trusted partner, we focus on delivering effective advertising and marketing strategies to help businesses grow.

Mission

Our mission is to offer a full spectrum of media services, providing innovative, customized marketing solutions that empower our clients to succeed in a competitive landscape.

Core Publications

We are the proud publishers of **Meetings** magazine, a bi-monthly publication at the heart of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. We also produce three annual publications—**The Meetings and Event Planner**, **The Incentive Planner**, and **The Exhibition Planner**—each offering essential resources for MICE professionals.

Digital Presence and Insights

Our digital platforms, including **theplannerguru.co.za** and a weekly newsletter, keep the MICE industry informed with real-time news, trends, and insights, positioning us as a go-to resource for industry updates.

Extended Services

We offer versatile marketing platforms, including:
Printed and Digital Magazines
Website Advertising
Newsletters
Events

Social Media (LinkedIn, YouTube, Facebook, Twitter, Instagram & TikTok)

Design & Print Solutions

Our design and print services ensure your brand's visual appeal, whether through business cards, brochures, or exhibition banners.

Multiplatform Approach

Our content is distributed across multiple platforms, with digital magazines available on Issuu—downloadable, shareable, and hyperlinked—maximizing your brand's reach.

Partner with Us

At **4Mal Media Management**, we create impactful media experiences that resonate. Let us help you unlock your brand's potential with our tailored marketing strategies.

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