

MEDIA KIT

Everything and anything that you need to know about Meetings magazine
– the market leader in the MICE and business tourism sector.

Find out more about our editorial features, platforms,
distribution, deadlines and rates

Meetings

thePlannerguru.co.za

ABOUT MEETINGS

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. **Meetings** is published by 4Mal Media Management.



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

Meetings

FEATURES LIST

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
FOCUS	The Rise of Green Conferences Position your brand as a leader in sustainability through social upliftment and eco-friendly initiatives.	Cultural Heritage and Events Emphasise the importance of incorporating and celebrating cultural heritage into events to foster deeper connections.	Wellness and Mindfulness in Events Promote the integration of wellness practices into corporate events for enhanced productivity.
DESTINATION	The Winelands for Corporate Retreats Highlight the serene beauty and luxury of the Winelands as ideal for executive retreats.	Durban's Coastal Charm Highlight Durban as a vibrant destination for conferences with a beach backdrop.	Scenic Locations in Mpumalanga Showcase Mpumalanga as a tranquil escape for corporate events.
MEETING PLACES	Innovative Spaces in Cape Town Showcase of the most unique venues in Cape Town provide stunning views and top service offerings, with all the modern amenities.	Unique Venues in KZN Emphasising the versatility of venue spaces across the province of KwaZulu-Natal that are aimed at enhancing corporate gatherings.	Mpumalanga's Scenic Venues Highlight venues with breathtaking views ideal for inspiration and creativity.
BEST PRACTICE	Sustainable Event Planning Provide insights into how to host eco-friendly events.	The Future of Inclusive Events Strategies for creating inclusive environments at events.	Outcome-Based Event Strategies Equip planners with insights on how to deliver the best ROI for their clients
SERVICE PROVIDERS & SUPPLIERS	Leading AV & Lighting Solutions Showcase cutting-edge AV solutions that enhance attendee experiences.	Catering Innovations Highlight caterers that offer modern, diverse menu options tailored to different dietary needs.	Wellness and Spa Services Focus on wellness services that enhance attendee experiences during events.
ENTERTAINERS CORNER	Eco-Conscious Performers Highlight high-impact entertainers who shine a spotlight on socioeconomic issues through their performances.	Celebrating Local Talent Promote local entertainers who enhance events with local flair.	Mindfulness and Wellness Acts Highlight entertainers who incorporate wellness themes into their performances.
DISTRIBUTED EVENTS	Meetings Africa ROAR Awards	WTM Africa	Africa's Travel Indaba

	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
FOCUS	Women in MICE Celebrate the achievements of women in the MICE industry and promote gender equality.	Year-End Reflections and Future Trends Provide insights into the key trends and lessons learned in the MICE industry over the year.	MICE Innovations for 2026 Explore the cutting-edge trends and technologies expected to shape the MICE industry in the coming year.
DESTINATION	Gauteng's Urban Excitement Highlight Gauteng as a vibrant, cosmopolitan destination for MICE experiences of all kinds.	Ideal Retreats for Year-End Functions Highlight venues and service providers that offer an ideal escape, with relaxation and productivity for year-end celebrations.	Hidden Gems in South Africa Showcase new or lesser-known but exceptional venues across South Africa that provide unique experiences for corporate gatherings.
MEETING PLACES	Unique Spaces in Gauteng Showcase Gauteng's diverse venues that cater to corporate events of all sizes across a variety of needs.	Unique Experiences for Year-End Celebrations Showcase distinct venues suitable for memorable year-end events.	Transformative Spaces for Creative Thinking Venues designed to inspire creativity and collaboration, perfect for brainstorming sessions and team-building retreats.
BEST PRACTICE	Data-Driven Event Planning Educate planners on how to use data analytics to improve event attendance and engagement.	Event Marketing Strategies Provide insights on how to effectively market events to maximise attendance and engagement.	Engaging Attendees in a Hybrid World Offer strategies and insights on how to effectively engage both in-person and virtual attendees during hybrid events.
SERVICE PROVIDERS & SUPPLIERS	Innovative Event Technologies Showcase suppliers offering cutting-edge event technologies.	Event Marketing Specialists Focus on companies that provide marketing services specifically for events.	The Future of Décor in Events Décor innovations that enhance event aesthetics, promote sustainability, and adapt to evolving event trends, highlighting top suppliers in the industry.
ENTERTAINERS CORNER	Tech-Savvy Performers Highlight entertainers who use technology in their performances for added engagement.	Themed Entertainment for Year-End Events Highlight how themed entertainers can create memorable year-end celebrations.	Trends in Event Entertainment Explore emerging trends in entertainment that can enhance corporate events, from immersive experiences to interactive performances.
DISTRIBUTED EVENTS	SAACI Congress	PCO Alliance event	

2025 CALENDAR

*Please note that these dates may change

JANUARY/FEBRUARY 2025



BOOKING DEADLINE:
17 January 2025

MATERIAL DEADLINE:
21 January 2025

EDITORIAL DEADLINE:
10 January 2025

MARCH/APRIL 2025



BOOKING DEADLINE:
12 March 2025

MATERIAL DEADLINE:
14 March 2025

EDITORIAL DEADLINE:
05 March 2025

MAY/JUNE 2025



BOOKING DEADLINE:
14 May 2025

MATERIAL DEADLINE:
16 May 2025

EDITORIAL DEADLINE:
07 May 2025

JULY/AUGUST 2025



BOOKING DEADLINE:
14 July 2025

MATERIAL DEADLINE:
16 July 2025

EDITORIAL DEADLINE:
07 July 2025

SEPTEMBER/OCTOBER 2025



BOOKING DEADLINE:
10 September 2025

MATERIAL DEADLINE:
12 September 2025

EDITORIAL DEADLINE:
03 September 2025

NOVEMBER/DECEMBER 2025



BOOKING DEADLINE:
10 November 2024

MATERIAL DEADLINE:
12 November 2024

EDITORIAL DEADLINE:
03 November 2024

FOOTPRINT

MAGAZINE DISTRIBUTION | 5 035
DIGITAL REACH | 19 892

24 927

RATES & SPECS

ADVERT DESCRIPTION	SINGLE
Full Page	19 400
Half Page	13 600
Third Page	12 650
Quarter Page	11 650
Strip Page	5 500
Double-Page Spread	33 000
Company Profile - 2 Pages	33 000
DPS Half Page	23 100
Full-Page Profile	21 350
Half-Page Profile	14 950
COVERS	SINGLE
Outside Back	27 200
Inside Back	23 300
Inside Front	25 250
Inside DPS Back	38 800
Inside DPS Front	40 750

EXCLUSIVE OPPORTUNITIES	SINGLE
Cover Story with Cover image	43 513
Big Interview	38 800
Industry Legend	34 890
Venue/Incentive Showcase - 2 page	32 500
Venue/Incentive Showcase - 1 page	17 490
Service Provider Corner & Strip	8 900
Bellyband/Inserts	POA
Gatefold	POA
Pull-out	POA



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
Half Page (Portrait)		105 x 297	85 x 277	111 x 303
Third Page (Landscape)		210 x 99	190 x 79	216 x 105
Third Page (Portrait)		70 x 297	50 x 277	76 x 303
Quarter Page (Landscape)		210 x 74	190 x 54	216 x 80
Quarter Page (Portrait)		105 x 148.5	85 x 128.5	111 x 154.5



RELATED PUBLICATIONS



The Meetings & Event Planner

Dubbed the event planners' bible, **The Meetings & Event Planner** is more than a showcase—it's an easy-to-use guide that helps busy planners find the perfect venue or service provider for any event. Whether organizing a large conference with an exhibition or a small corporate gathering, planners can search by location, capacity, service providers and capabilities to streamline their selection process. Advertisers also receive a complimentary listing on theplannerguru, valued at R22,000 for the year, offering a multi-media platform to showcase their unique services. selling point to the local MICE industry.



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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