



MEDIA KIT

THE ESSENTIAL TOOL FOR EXHIBITORS

THE EXHIBITION PLANNER

thePlannerguru.co.za

ABOUT THE EXHIBITION PLANNER

If your business is to support exhibitors and exhibitions, this annual magazine is the ideal marketing platform for you. Post-pandemic, a renewed appreciation for the power of face-to-face marketing has seen exhibitions make a strong comeback as companies seek ways to reconnect with their clients and customers. However, the hefty cost associated with exhibiting also means most companies approach the medium cautiously and need trusted guidance on how to do it effectively. Exhibiting is a significant investment, which is why

The Exhibition Planner is an invaluable resource for exhibitors and MICE professionals.. We bring together the latest insights and opinions from industry experts, best practice tips and an understanding of what resources are available to those looking to exhibit, such as the suppliers and service providers available to them, while showcasing the different exhibition venues and what they offer. All of this is beautifully packaged in an easy-to-digest publication.



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



ESSENTIAL INDUSTRY TOOL

- This annual handbook enables you to showcase your products and services to potential clients.
- It addresses the specific needs of the exhibitions industry.
- It is a reference guide packed with essential information for exhibition stand organisers.
- It is also a communication platform for industry suppliers.
- It is a targeted source of business intelligence for the local exhibitions market.
- It is distributed to key industry decision-makers.
- It is accessible through multiple channels: print, newsletters, website and social media.

SPECIAL OPPORTUNITIES

We develop rich written and visual content in long and short forms to engage audiences with meaningful ideas and ingenious perspectives. Our platforms will elevate your company's products, services and leaders. All of these content marketing opportunities are featured as:



Front Cover + Cover Story

Claim the front cover of **The Exhibition Planner** as your own and get prime exposure, with an accompanying two-page article upfront in the magazine.

Gatefold

Showcase your entire product offering, profile your staff, or let the industry know about your latest developments. The gatefold allows you to own the foldout cover-flap on both sides, and the inside front cover double-page spread (five A4-pages in total)



RATES & SPECS

ADVERT DESCRIPTION	SINGLE
Full Page	19 400
Half Page	13 600
Third Page	12 650
Quarter Page	11 650
Strip Page	6 500
Double-Page Spread	31 000
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	43 513
Big Interview	38 800
Industry Legend	28 800
Venue/Incentive Showcase - 2 page	34 980
Venue/Incentive Showcase - 1 page	17 490
Survey Page - 1 page	22 300
Infographic - 1 page	20 100
Best Practice & Strip	8 900
Tech Corner & Strip	8 900
Speakers Corner & Strip	8 900
Service Provider Corner & Strip	8 900
Teambuilder Corner & Strip	8 900
Speaker Corner & Strip	8 900
Entertainer 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

FOOTPRINT

24 927

MAGAZINE DISTRIBUTION | 5 035
DIGITAL REACH | 19 892



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.



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, is the premier online resource for discovering venues, products, and service providers within the MICE sector.



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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