

thePlannerguru

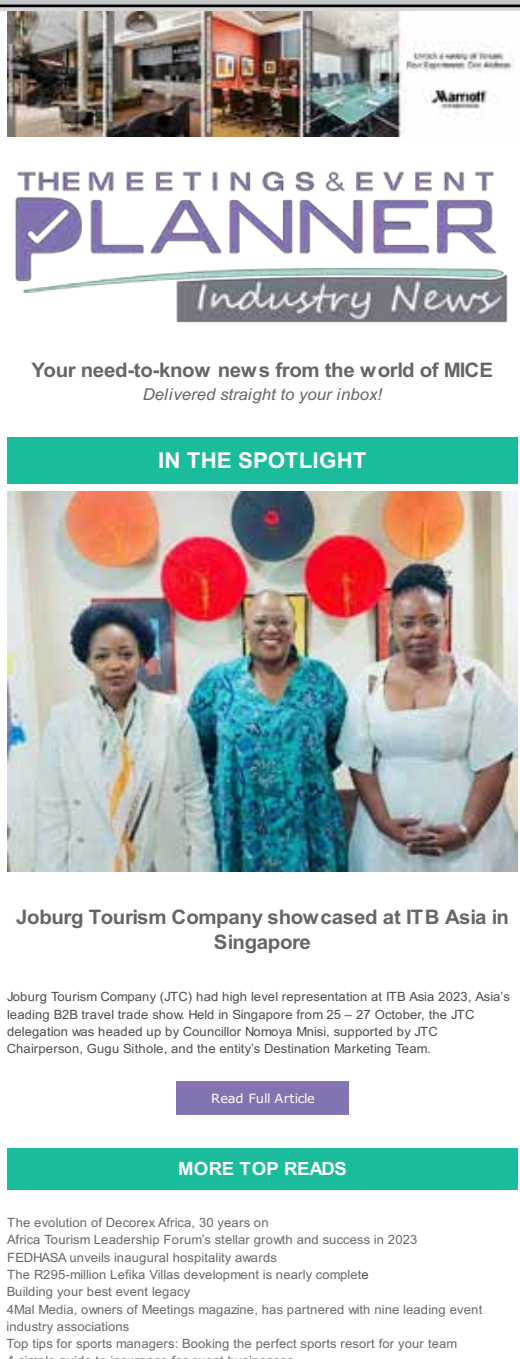
DIGITAL MEDIA KIT



ABOUT theplannerguru.co.za

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 MICE, 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.



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

THE WHAT NEWSLETTERS

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, campaigns or adverts – we can deliver it. In addition, we provide targeted delivery, cost-effective opportunities, and data-driven reports.

SUBSCRIBE NOW
VISIT THEPLANNERGURU.CO.ZA

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.



DEDICATED NEWSLETTER

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

VIDEO & SOCIAL OPPORTUNITIES

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 sourcing services via our 4Mal Media studio.

Prices on request

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

The package can include:

- 3 content marketing articles, each with a length of ± 500 words or,
- 3 social media banner adverts, with short description, images & click through url or
- 3 social media short clip videos, with short description
- Scheduled posting of these elements over a preplanned period to coincide with the client's marketing campaign
- 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
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DIGITAL REACH

5 630

WEEKLY NEWSLETTER
SUBSCRIBERS

5 491

WEBSITE PAGE
VIEWS PER MONTH

7 556

SOCIAL MEDIA
FOLLOWING

TOTAL ONLINE FOOTPRINT
and growing

18 667

RATES & SPECS

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
				1 month
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	800 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
Venue/Supplier of the month	Placing for 4 weeks/1 month Paid for boosting on all our social media channels Video or Display Link in newsletter – 4 weeks/4 placings			7 900

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

“Stay ahead in the ever-evolving digital landscape with The Planner Guru – where we constantly innovate and launch new products. Keep an eye on theplannerguru.co.za for exciting developments!”

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 plus free website event listing	250 x 250	499
The Industry Voices/Insights or Advice (1 insert)	250 words with image on newsletter with link to full 500 word article on theplannerguru.co.za	2 700
Top Feature Spotlight (1 Insert)	Top Spotlight Feature with 300 words with image on newsletter with link to full 500 word article on theplannerguru.co.za	3 800
Venue or Service Spotlight for the week		1 500

theplannerguru Dedicated Newsletter

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



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.

YOUR MUST KNOW CONTACTS

OWNER & PUBLISHER ALL ROUNDER

Antois-leigh Nepgen
c +27 (0)72 738 7993
e antois-leigh@4mal.co.za

KEY ACCOUNTS MANAGER BOOKING GURU

Vanessa Bisschoff
c +27 (0)84 805 6752
e vanessa@4mal.co.za

ACCOUNTS & SUBSCRIPTIONS GURU

Belinda Siegruhn
c +27 (0)60 896 9555
e belinda@4mal.co.za

PRODUCTION EXEC MATERIAL GURU

Shante Viljoen
c +27 (0)79 123 8653
e shante@4mal.co.za

EDITORIAL CONTRIBUTIONS WORDING GURU

Shanna Jacobsen
c +27 (0)79 884 6939
e editor@4mal.co.za