

CAT Media

High-impact digital opportunities



High-impact digital opportunities

mitmagazine.co.uk and amimagazine.global are part of the revamped meetpie.com hub, currently attracting more than 100,000 users/200,000 page views monthly across all platforms. They present a range of new promotional opportunities online to reach the valuable UK corporate, association and intermediary event planners, as well as international association congress organisers



CAT has an unrivalled track record of more than 30 years in the events industry, innovating and leading the market in developing a wide range of services in digital, online and live events, in addition to publishing magazines

Fabric

The Fabric is the most prominent position on our websites

- Solus position for duration of the campaign
- The Fabric will appear on every single page of chosen website(s)



Position	Located at the top of each page of the website	
Duration	Weekly	
Size	Desktop 1920px x 400px	Mobile devices 720px x 400px
Prices	1 x week campaign	€4,200

Please note: You can include embedded video as part of the Fabric. The user can opt to close the Fabric. Once the Fabric has been closed, it will disappear from all pages for a period of 24 hours before it will appear again

Medium Square Banner (MSB)

The MSB is a prime position available across a number of our most popular pages

Medium Square Banner



Position	The MSB can be purchased to appear on one of the following pages
	Homepage x 2 positions (4 max per month per position on rotation)
	News Post x 1 position (4 max per month on rotation)
Duration	Monthly
Size	300px x 250px
Price	€2,995

Double Medium Square Banner (MSB) Expanding Double MSB

Larger versions of the MSB with the advantage of solus positioning on our News posts

In addition it is possible to select the expanding option that will take the Double MSB up to 600px x 600px. The Double MSB will expand when the mouse rolls over the Double MSB

Double MSB

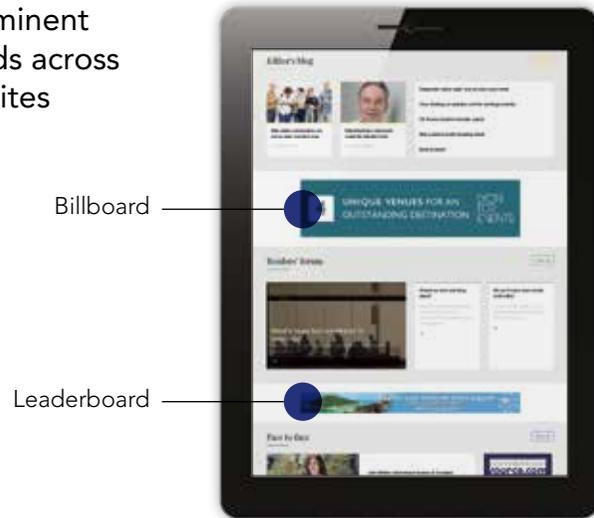


Position	The Double MSB/Expanding Double MSB can be purchased to appear on the following page only
	News Post x 1 solus position
Duration	Monthly
Size	Double MSB 300px x 600px Expanding Double MSB 600px x 600px
Price	Double MSB €4,800 Expanding Double MSB €9,340

Please note: Double MSB's are Desktop friendly only and are not available on mobile devices

Billboard and Leaderboard

We can now offer the prominent Billboard and Leaderboards across various pages of our websites



Position	Homepage	3 x positions (4 max per month per position on rotation)	
	News Listing	2 x positions (4 max per month per position on rotation)	
	News Posts	1 x position (4 max per month on rotation)	
Duration	Monthly		
Size		Desktop	Mobile devices
	Billboard	970px x 250px	320px x 100px
	Leaderboard	970px x 90px	320px x 50px
Price	Billboard	€5,995	
	Leaderboard	€2,995	

Rolling Video

This is your chance to include video content on our websites

The video will auto play as the video is displayed on the screen. The user will have the choice to turn on the sound to hear the video. In addition, the video is on a continuous loop



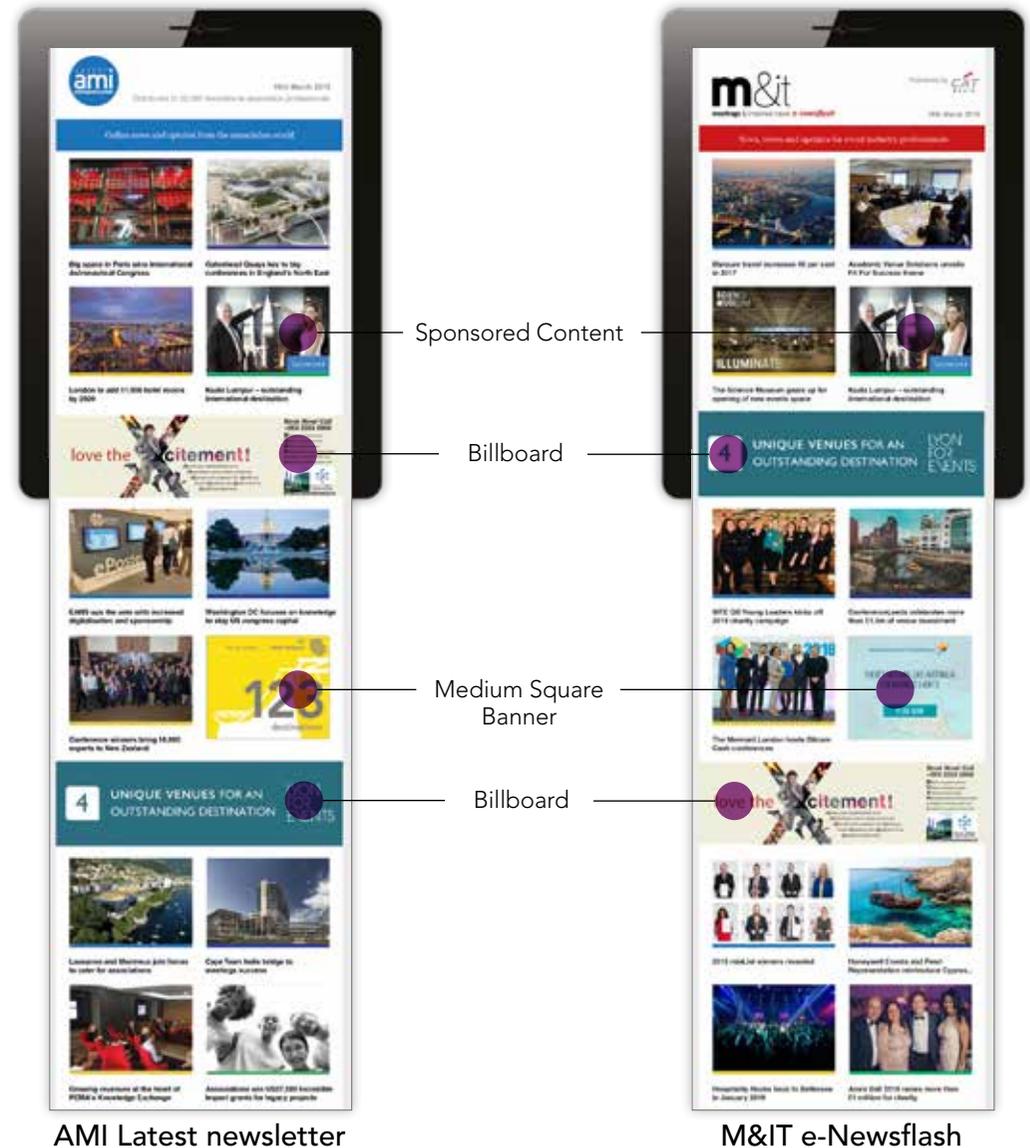
Position	Homepage	1 x solus position
	News Post	1 x solus position
Duration	Weekly or Monthly	
Size	300px x 250px	
Price	Weekly	€2,075

Email Newsletters

- Our M&IT and AMI readers lead busy lives – organising meetings, attending trade shows, selling sponsorships or promoting memberships.
- Our fortnightly AMI Latest (the new AMI e-Newsletter) and weekly M&IT e-Newsflash helps to keep them up-to-speed. They include a round-up of news, editors blogs, reader forums – and links to other promotional channels such as www.conventionsource.com and www.virtualfamtrip.co.uk.
- AMI Latest is distributed twice a month to more than 15,000 meetings industry professionals and M&IT e-Newsflash is distributed weekly to 25,000.
- For suppliers looking to target buyers via the new CAT e-Newsletters, there are various digital and other new promotional options such as Sponsored Content.

		AMI Latest	M&IT e-Newsflash
	Frequency:	x2 per month	x4 per month
e-Newsletter Billboard	700px x 200px	€2,995	€5,995
Medium Square Banner	300px x 250px	€1,495	€2,995
Sponsored Content package		€5,995	€5,995
<i>Rates per month</i>			

Please note, artwork dimensions differ slightly for email newsletter advertisements. Full specifications will be provided on booking.



AMI Latest newsletter

M&IT e-Newsflash

Sponsored Content

Sponsored Content allows you to capitalise on the trust and reputation of CAT Media acquired over 30 years and to encourage a greater number of our website visitors to view content written for you by our highly experienced team.

- Your Sponsored Content features on the homepage of either mitmagazine.co.uk or amimagazine.global and will remain visible for one week. Following that, it will then be available in the editorial/news section of the chosen website indefinitely. Sponsored Content is currently visible to more than 100,000 visitors (200,000 page views) that use our websites each month.
- It will also be promoted on the relevant website's e-Newsletters for one month (4 x M&IT Newsletters or 2 x AMI Newsletters)

Your Sponsored Content Page will include the following:

Title

Synopsis

Picture 5 x pictures, unrestricted size

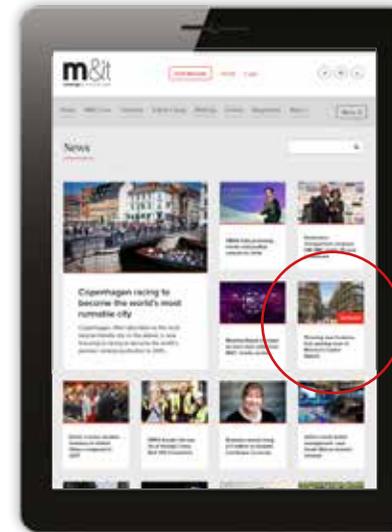
Video 1 x YouTube-hosted video

Content Written on your behalf by our editors with up to 500 words

Key Words You can include up to 10 key words to enhance search results

Contact Include your full address, telephone number, email and website address

Price €5,995



Social Media

CAT Media has built its social media reach over many years and it is very strong across a number of channels. We are pleased to be able to offer you the chance to utilise these channels for your marketing. You can now access our Twitter and Facebook channels to share mutually agreed content to our social media followers.

Our Social Media solution includes:

- Duration:** 1 x month campaign
- Twitter (@meetpie):** 4 x Tweets via our Twitter account during the month (1 x Tweet per week)
- Facebook (CAT Media):** 4 x posts on Facebook during the month. We will redesign your Facebook post to make it suitable for a Tweet

All content will be written and or checked on your behalf by our experienced editorial team. They will work with you to formulate the correct message that you wish to convey to our Social Media audience in advance of your social media campaign.

We will limit the number of social media campaigns to just five clients per month to ensure that you enjoy exclusive access to our audience. All tweets will be posted by CAT Media or we can share content via your own social media channel or website.

We will be limited by the normal constraints of Twitter in the level of content that we can provide and share.



 @meetpie



 @CATMedia

Price	€3,250
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Market research

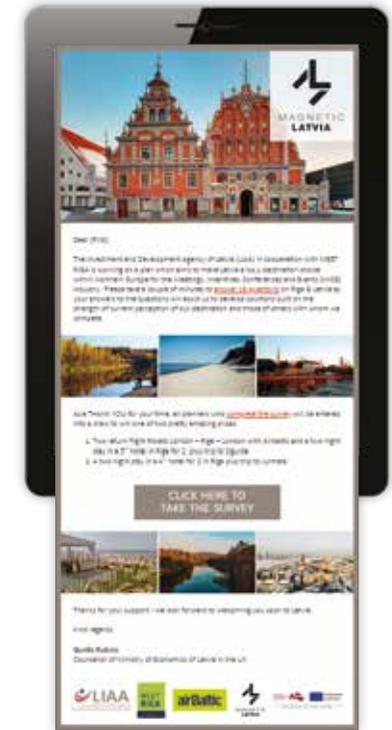
Ask the questions relevant for your organisation to gain an insight into the market and to help you with future business planning.

- CAT Media offers a unique opportunity to target buyers from the UK meetings market (Meetings & Incentive Travel) and the European/international association sector (Association Meetings International) with a bespoke survey with questions tailored to your needs so you can gain market intelligence.
- CAT Media's database of worldwide conference and event planners is fully GDPR compliant so you can be sure of a targeted distribution and response.

The market research package includes:

- Production of fully mobile-responsive HTML
- Online Survey hosted by CAT Media
- Distribution to M&IT or AMI's GDPR compliant buyer database
- After the survey is completed CAT Media will send a full analysis of the results and details of the buyers that have completed it

Price €8,995



CAT Media's market research facility uses the GDPR regulated databases of M&IT and AMI

For more information, contact: sales@CATMedia.global

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