





2018

Mediakit

MICE & BUSINESS travel

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For more than 10 years this business magazine has been focusing on Meetings, Incentives, Congresses as well as Events and is the ultimate medium to reach the biggest players in this industry throughout the Netherlands. The magazine is filled with creative ideas for successful business meetings and congresses, ready cut and dried incentives as well as practical information for events. MICE & business Travel! is published four times a year with more than 8000 copies.

The MICE market is very interesting because of it`s high yield. It is complementary to the leisure market. As of right now, companies and business professionals are gaining more and more interest by the day in MICE trips. Already 40% of the Dutch market organizes MICE trips and over 52% of Dutch companies are planning to introduce these trips in the near future.

This is a very promising trend and as a result, the need for information about different types of accommodation and destinations is enormous. MICE & Business Travel fulfils this need, and has become an excellent platform to promote destinations. To inform Dutch trade professionals about the possibilities that your MICE destination has to offer, this will be communicated to our target audience of 11000 professional MICE organizers and corporate companies.



FACTS

Target Group:	Decision makers in mice and business travel
Frequency:	4 times per year
Circulation:	8.000 copies

Formaten (B x H)

1/1 pagina:	210mm X 297mm
1/2 pagina:	185mm X 136 mm / 92mm X 272mm
1/4 pagina:	185mm X 68mm / 92mm X 136mm
1/8 pagina:	185mm X 34mm / 92mm X 68mm
Bladspiegel:	210mm X 297mm (3mm overlap)
Zetspiegel:	185mm X 272mm

Rates

1/1 page full colour:	€ 3.219
1/2 page full colour:	€ 2.093
1/4 page full colour:	€ 1.256
Destination report per page:	€ 2.500

Own special, rate:

Size	20 Pages	16 Pages	12 Pages
A4	€ 21.800	€ 16.700	€ 12.000
A5	€ 14.360	€ 10.790	€ 8.800

MICE & BUSINESS travel

Micetravel.nl

Mice Travel has added a new dimension to their portfollio by launching micetravel.tv; an IPTV channel focused on buyers//decision makers in the MICE industry.

With 41.000 page views per month www.micetravel,nl is major player in online communication towards to complete Benelux MICE-market. Commercial opportunities we offer are described below.

FACTS

Target Group:	Decision makers in mice and business travel
Page views:	41.000 per month
Visitors:	3400 unique per month

Micetravel.nl - Homepage

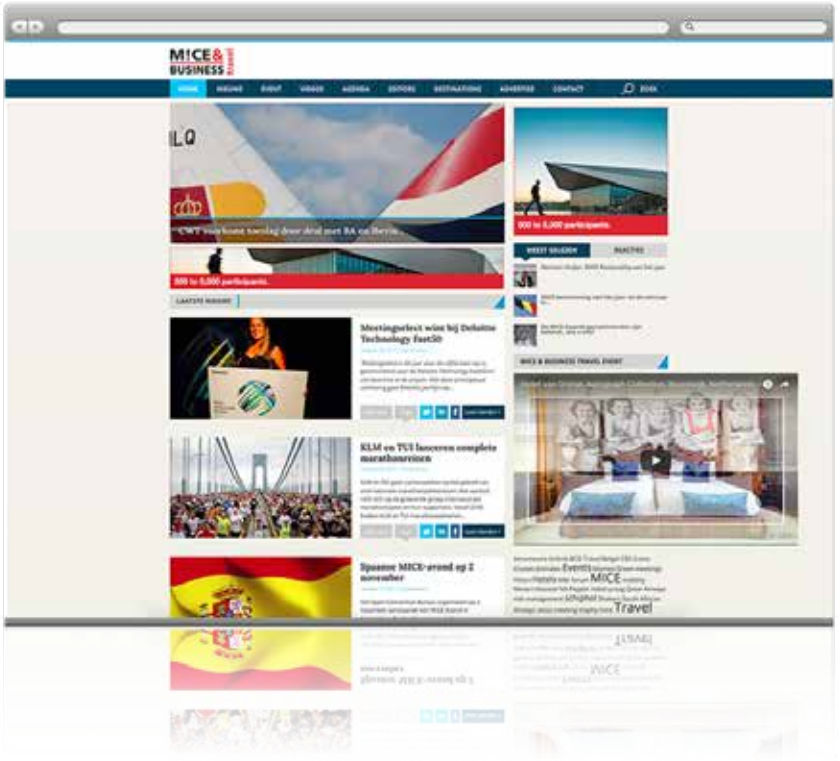
This unique and dedicated section is focused entirely on your destination including video, news items, photo gallery's, contact dates etc.

STARTING FEE € 75 PER MONTH

Including all cost for composition, layout, content managament and marketing.

Banner position leaderboard

	Banner Size	File Size	File Type	CPM Rate
Reclangle	336*280 pixel	Max 40 kb	.gif of .swf	€ 35
LeaderBoard	728*90 pixel	Max 40 kb	.gif of .swf	€ 40



MICE & BUSINESS travel

Micetravel.nl newsletter

In our weekly email, sent to 3200 e-mail addresses, we offer a full banner position in .gif format. Along with the banner we offer advertorial possibilities.

Also, a fully dedicated e-newsletter composed by our experienced editors is possible.

Rates

Full banner (468 x 60)	€ 450
Advertorial	€ 750
Dedicated e-newsletter	€ 1.600



Business Travel & MICE Fair

Every year M!CE & Business Travel organizes the M!CE & Business Travel Event in the Netherlands.

This one day event will bring together suppliers and Dutch buyers in an educative and inspiring setting. We expect the top 400 buyers (agencies & corporate clients) of the Dutch MICE industry to be present, who will utilize this event to exchange information as well as to discuss decision-making on destinations, venues and accommodation.

A select number of tourist boards, DMC's, hotel chains, congress & meeting facilitators will present their latest offer to the Dutch market.

Rates on request
Several packages are available with different advertorial combinations, starting at **€ 1.900**.







Planning and themes



#1 - MARCH

- Hot new incentive destinations in Europe
- Hotelspecial Paris
- The trends of 2018
- High end incentives

DEADLINE
Tuesday, 13th of March

PUBLICATION
Friday, 16th of March



#2 - MAY

- Incentives in the Middle East
- Sport-incentives
- IMEX review
- Hotelspecial London
- Cruise opportunities for MICE

DEADLINE
Friday, 25th of May

PUBLICATION
Tuesday, 29th of May



#3 - SEPTEMBER

- BTMF NL info
- MICE goes Asia!
- Regional airports & MICE
- Hotelspecial Amsterdam
- Culinary meetings

DEADLINE
Tuesday, 11th of September

PUBLICATION
Friday, 14th of September



#4 - NOVEMBER

- Preview IBTM world
- Train and MICE
- Hotelspecial Brussel
- The Netherlands countryside
- MICE in Latin-America

DEADLINE
Tuesday, 6th of November

PUBLICATION
Friday, 9th of November

MICE & BUSINESS travel

PUBLICATION AND MATERIAL DEADLINES 2018

Edition	Publication month:	Material deadline:
01	March	13th March 2018
02	May	25th May 2018
03	September	11th September 2018
04	November	6th November 2018



MICE
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