

Midwest Meetings[®]

YOUR 2025 RESOURCE FOR MEETINGS IN THE MIDWEST



SHOWCASE YOUR MEETING DESTINATION TO OUR READERS!



Midwest Meetings combines the longevity of print with highly targeted digital programs to help you connect with corporate meeting and event planners.



DISTRIBUTION AND REACH

CONNECTING YOU WITH THE RIGHT PEOPLE AT THE RIGHT TIME

TARGETED AUDIENCE: Our readers, subscribers and online visitors are the decision-makers and people who are planning conventions, large meetings and corporate events in the Midwest.

COMBINED APPROACH: Our magazine, plus our highly targeted digital campaigns, online resource directory, weekly e-newsletters and custom emails, keeps your business in front of the people who are planning meetings and events.

CUSTOM PROGRAMS: Not every business has the same budget, goals or needs, which is why we create custom programs for every client through editorial-style print or digital campaigns, highly targeted digital programs, digital listings, custom emails and more to ensure you are staying connected to meeting and event planners.

DID YOU KNOW?

66%
of Midwest Meetings readers say magazines are one of the most credible sources for learning about meeting and event venues.

69%
of readers first learn about venues and destinations from magazine ads and features.

CIRCULATION

Midwest Meetings' circulation department is dedicated to cultivating a qualified, verified mailing list of decision-makers and buyers, including:

- Professional Meeting Planners
- Association Management Companies
- Social, Military, Educational, Religious and Fraternal Planners
- Non-Professional Planners (C-Suite, Human Resources, and Sales and Marketing Executives, Executive Assistants, etc.)

Midwest Meetings magazine and our annual Guide Book mail to more than 22,000 planners, who are concentrated heavily in the Midwest, where meeting and event planners often base their site selection criteria on proximity, affordability and accessibility for their attendees.

Our mailing list is continuously updated, added to and refined to ensure Midwest Meetings reaches the target audience most likely to fill your meeting space.

Midwest Meetings magazine and our annual Guide Book reach meeting and event planners, executives and decision-makers across the industry who plan meetings and events of all sizes.

CURRENT CIRCULATION COVERAGE



Midwest Meetings®

CONTENT CALENDAR

DOUBLE YOUR ADVERTISING SPACE FOR FEATURED STATES OR THE SPECIAL MIDWEST CVBS SECTION FOR FULL-, HALF- AND QUARTER-PAGE ADVERTISERS.

Issue	Featured States*	Special Advertising Sections**	Deadlines
Spring/ Summer	Iowa, Kansas, Minnesota, Nebraska, North Dakota and South Dakota	Midwest Golf Destinations Sports in the Midwest	Sales Close: March 24, 2025 Materials Due: March 31, 2025 Mails in May
Fall/Winter	Illinois, Indiana, Michigan, Missouri, Ohio and Wisconsin	Casino Venues in the Midwest Midwest CVBs	Sales Close: September 9, 2025 Materials Due: September 16, 2025 Mails in October
Guide Book	See Guide Book Opportunities Page 5 for complete information.		Sales Close: January 20, 2025 Materials Due: January 27, 2025 Mails in February

*Featured States advertisers receive **matching editorial space with their display ads** if located within these states.

**Special Advertising Sections feature articles mixed with advertisers' display ads.



IN EVERY ISSUE

Industry Insights

News and updates from suppliers and industry professionals.

Planner Profile

Meet the movers and shakers in the meetings world.

Featured Spaces

Reviews of unique event space categories.

Food & Beverage

Food for thought from industry experts.

Technology Report

Innovative tech ideas for your next meeting.

Reach out to Carrie Mantey, editor of Midwest Meetings, at cmantey@ntemediagroup.com with any relevant story ideas or press releases.

Midwest Meetings®

DIGITAL OPPORTUNITIES

MIDWESTMEETINGS.COM

MidwestMeetings.com is updated regularly with the latest news, online-only articles and more. Each month, you could be viewed by thousands of visitors who come to MidwestMeetings.com to brush up on industry news, find meeting destinations and read the newest digital issue. With a variety of placement and rotation options, you can select the most strategic positions based on your specific destination, target and goals.

Top Banner or Block Ad

The JPG, PNG or GIF links to your website.

Destination Listing and Link

Added value with Print Advertisement

Located on your state's Destinations page, the Listing and Link includes your logo, a short description (75 words of your choosing), a physical address, an email link, a phone number and a website link.

Enhanced Listing

Add a video or slideshow to your Listing with a calendar year of visibility. An Enhanced Listing also moves your destination to the top of your state's Destinations page, alphabetically by city.

E-NEWSLETTERS

Midwest Meetings' weekly e-newsletter delivers the latest industry news, trends and planning topics directly to inboxes. Emailed to more than 1,700 industry professionals, e-newsletter subscribers are the first to learn about the latest online-only content, surveys, digital editions, association reports and news.

EMAILS

With only one sponsored email available per week, this opportunity targets Midwest Meetings' e-newsletter recipients with information about your destination. Each email includes 500 words of your choosing, one image, contact information and a website link. Advertisers are limited to one email per month.

TARGETED DISPLAY ADVERTISING

Delivering the right message to the right person at the right time has never been easier than right now.

Programmatic marketing allows you to reach the right person at the right time by delivering digital ads in real time to highly targeted groups of people in any geographic area.

Custom programs are designed to meet your needs and budget. See the rate card on Page 6 or ask for a custom proposal.

TARGETING TACTICS USED



GEO-TARGETING
Target potential customers within a specified geographic area.



SITE RETARGETING
Target potential customers who have previously visited my website.



SEARCH RETARGETING
Target potential customers who are searching for my products and services online in real time.



ADDRESSABLE GEO-FENCING
Target potential customers in their homes or places of business by uploading your clients' address-level data or direct mail list.



CURATED AUDIENCES
Target potential customers based on over 500 demographic and interest variables to reach just the right person at the right time with the right message.



GEO-FENCING
Target potential customers who are in a predefined location such as at a competitor's business, local shopping center or event.

Midwest Meetings®

GUIDE BOOK OPPORTUNITIES

GET YEAR-ROUND EXPOSURE WITH THE MIDWEST MEETINGS GUIDE BOOK

The Guide Book offers three display ad or formatted listing sizes. This annual, digest-sized publication serves as a resource all year long for more than 22,000 event planners as a go-to directory to meeting and convention facilities. It is an affordable way to stay in front of event planners for an entire year.

Simply supply text and photos, and your ad will be designed for you. You may also submit a press-ready display ad. **ALL THE ADS ARE IN FULL COLOR AND PLACED IN EACH RESPECTIVE STATE'S SECTION.**



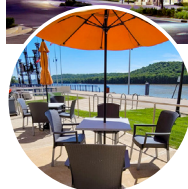
Facility/Service Listings Include:

- No. of Hotel Rooms
- No. of Meeting Rooms
- Square Footage of Meeting Space
- Maximum Capacity

CVB Listings Include:

- Nearest Airport
- No. of Area Hotel Rooms
- Largest Meeting Space by Square Footage

Full-Page Listing Example



DEARBORN COUNTY CONVENTION, VISITOR & TOURISM

320 WALNUT ST., LAWRENCEBURG, IN 47025
800-322-8198 | JTOTH@VISITSOUTHEASTINDIANA.COM

AT A GLANCE
LARGEST MEETING SPACE (SQ. FT.): 18,000

OF AREA HOTEL ROOMS: 468

NEAREST AIRPORT: 15 MILES TO CINCINNATI INTERNATIONAL AIRPORT



ABOUT THE VENUE - We're Southeast Indiana's Dearborn County — the Perfect Place to Meet! Located along the Ohio River Scenic Byway, our proximity to Cincinnati means we're close to big-city amenities with all of the meeting customization and service a smaller location can provide. We're home to historic small towns and fun attractions that attract thousands of visitors each year — including Hollywood Casino and Perfect North Slopes. We're also known for our wide variety of festivals and events, plus customizable tours and trip experiences of all types.

Experience top-notch meeting amenities at the Lawrenceburg Event Center and on-site DoubleTree by Hilton Hotel. Step back in time on a historic tour, visit a scenic winery or sample our outdoor recreation. Then enjoy our walkable Main Street communities offering casino gaming, destination dining, live entertainment and more.

VISITSOUTHEASTINDIANA.COM/MEETINGS-CONVENTIONS

Half-Page Listing Example



HERITAGE CORRIDOR DESTINATIONS

2701 BLACK RD., STE. 201, JOLIET, IL 60435
800-926-2262 | MARKETING@HCDDESTINATIONS.COM

ABOUT THE AREA - Heritage Corridor Destinations encompasses the region along the historic I&M Canal, The First Hundred Miles of Route 66 and Starved Rock Country. From fine dining, museums and live theater to canyons, waterfalls and sweeping prairies, the region has an incredible offering for the discerning meeting planner. We excel in smaller, more intimate meetings with plenty of outdoor activities. Imagine your next meeting in a brand new adventure park in the quarries, a restored vaudeville theater, an 1800s mansion, a timber-braced lodge or a top-rated golf course. With our close proximity to Chicago, we offer the perfect choice for your next meeting.

HCDDESTINATIONS.COM

AT A GLANCE
LARGEST MEETING SPACE (SQ. FT.): 12,284

OF AREA HOTEL ROOMS: 9,183

NEAREST AIRPORT: Chicago Midway Airport



Quarter-Page Listing Example



THE GOSS OPERA HOUSE

100 E. KEMP AVE., WATERTOWN, SD 57201
605-753-0200

ABOUT THE VENUE - The historic Goss Opera House is located in the heart of downtown Watertown. Impress your guests with the charm of an opera house built in 1839 while enjoying modern amenities, including a spacious opera hall that can accommodate up to 500, multiple breakout rooms and hospitality suites. Mavericks at the Goss is the in-house caterer and can create any menu perfectly paired to your occasion.

THEGOSSOPERAHOUSE.COM

AT A GLANCE
MEETING SPACE (SQ. FT.): 7,058

OF AREA GUEST ROOMS & SUITES: 829

OF MEETING ROOMS: 7



Deadlines

Sales Close:
January 20, 2025

Materials Due:
January 27, 2025

Mails in February

Midwest Meetings®

PRINT & DIGITAL RATE CARD

MIDWEST MEETINGS MAGAZINE RATES — All Rates Are Net (Contact Steve for premium locations and rates)

Size	1x Rate	2x Rate	Display Ad Specifications
Full Page	\$3,800	\$3,500	7.1877" (W) x 9.875" (H) Bleed Size: 8.625" (W) x 11.125" (H) Trim Size: 8.375" (W) x 10.875" (H)
1/2 Page	\$2,650	\$2,400	Vertical: 3.5" (W) x 9.875" (H) Horizontal: 7.1877" (W) x 4.8419" (H)
1/3 Page	\$2,100	\$1,900	Vertical: 2.31" (W) x 9.875" (H) Square: 4.75" (W) x 4.8419" (H)
1/4 Page	\$1,650	\$1,425	3.5" (W) x 4.8419" (H)

Print Specifications

- Print ads are accepted as high-resolution PDF, TIF or EPS files.
- Be sure to include/embed/create outlines of your fonts and only use CMYK images at a minimum of a 300-DPI resolution.
- Please keep all important images and text 0.25" from the trim size.
- Send all print materials to ads@ntmediagroup.com.

GUIDE BOOK RATES — All Rates Are Net

	Rate	Display/Formatted Ad Specs
Full Page	\$1,200	4.75" (W) x 7.6" (H)
1/2 Page	\$700	4.75" (W) x 3.7" (H)
1/4 Page	\$400	4.75" (W) x 1.8" (H)
Back Cover	\$3,000*	4.75" (W) x 7.6" (H)
Inside Front Cover	\$2,500*	4.75" (W) x 7.6" (H)
Inside Back Cover	\$2,500*	4.75" (W) x 7.6" (H)

*Includes full-page ad in state section

MIDWESTMEETINGS.COM, E-NEWSLETTER & EMAIL RATES — All Rates Are Net

	Rate	Ad Specs
Top Banner	\$1,000/6 Months	728 x 90 px
Block Ad	\$1,000/6 Months	300 x 250 px
Destination Listing and Link	Print advertisers receive a Free Listing and Link for 3 months*	
Enhanced Listing	\$400/1 Year	
E-Newsletter Block Ad	\$200/Month	300 x 250 px
Email	\$500/Email - Limited to 1/Month or 12/Year Total	



Guide Book Formatted Listing Information

Full-Page Listing: 140 words of copy, two images, a logo and contact information

Half-Page Listing: 100 words of copy, two images, a logo and contact information

Quarter-Page listing: 40 words of copy, one image, a logo and contact information

Steve Van Maanen
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