

Midwest Meetings®

YOUR 2026 RESOURCE FOR MEETING IN THE MIDWEST



A Publication of
 NEI-TURNER MEDIA GROUP

SHOWCASE YOUR PROPERTY OR DESTINATION TO DECISION-MAKERS!

Midwest Meetings combines the longevity of print with highly targeted digital programs to help you connect with decision-makers planning meetings and events throughout the Midwest.

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, meetings and corporate events, both large and small, 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.

CURRENT CIRCULATION COVERAGE

Midwest Meetings 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, Sales and Marketing Executives, Executive Assistants, etc.)

Midwest Meetings magazine and our annual Guide Book mail to more than 27,000 decision-makers, who are concentrated heavily in the Midwest.



MIDWESTMEETINGS.COM

MidwestMeetings.com is the ideal complement to your print ad campaign, drawing in a focused audience of Midwest-based meeting and event planners. The searchable digital directory serves as a go-to resource for discovering information on destinations, venues, attractions, suppliers and group outing experiences across the Heartland, providing planners with one convenient tool to plan their meetings and events.

TOP SEARCHES INCLUDE:

- Midwest meetings
- Midwest cruises
- Midwest golf trips
- Midwest casinos
- Midwest sports venues

E-NEWSLETTERS

Midwest Meetings' weekly e-newsletter delivers the latest industry news, trends and planning topics directly to the inboxes of more than 2,000 industry professionals. Our subscribers are the first to learn about the latest news, digital editions, association reports and more.

IN EVERY ISSUE

INDUSTRY INSIGHTS

News and updates from suppliers and industry professionals.

PLANNER PROFILE

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

Innovative tech ideas for your next meeting.

GROUP OUTINGS

Ideas that bring your group together.

Issue	State Spotlights*	Special Advertising Sections**	Advertising Deadlines
Guide Book	See Guide Book Opportunities on Page 4 for complete information.		Sales Close: January 20, 2026 Materials Due: January 27, 2026 Mails in February
Spring/Summer	Iowa, Kansas, Minnesota, Nebraska, North Dakota and South Dakota	Midwest Golf Destinations Sports in the Midwest	Sales Close: April 15, 2026 Materials Due: April 22, 2026 Mails in May
Fall/Winter	Illinois, Indiana, Michigan, Missouri, Ohio and Wisconsin	Casinos in the Midwest Midwest CVBs	Sales Close: September 14, 2026 Materials Due: September 21, 2026 Mails in October

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

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

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

PRINT ADVERTISING RATES (All Rates Are Net)

Size	1x Rate	2x Rate	Display/Formatted Ad Specs
Two-Page Spread	\$6,125	\$	Bleed Size: 17 in (W) x 11.125 in (H) Trim Size: 16.75 in (W) x 10.875 in (H)
Full Page	\$3,800	\$3,500	Bleed Size: 8.625" (W) x 11.125" (H) Trim Size: 8.375" (W) x 10.875" (H)
1/2 Page Vertical	\$2,650	\$2,400	3.5" (W) x 9.875" (H)
1/2 Page Horizontal	\$2,650	\$2,400	7.1877" (W) x 4.8419" (H)
1/3 Page Vertical	\$2,100	\$1,900	2.31" (W) x 9.875" (H)
1/3 Page Square	\$2,100	\$1,900	4.75" (W) x 4.8419" (H)
1/4 Page Vertical	\$1,650	\$1,425	3.5" (W) x 4.8419" (H)

PRINT SPECIFICATIONS

- Send all print materials to ads@ntmediagroup.com.
- Print ads must be high-resolution PDF, TIF or EPS files.
- Use only CMYK images at a minimum of a 300-DPI resolution.
- Include, embed or create outlines for your fonts.
- Please keep all important images and text 0.25" from the trim size.

MIDWEST MEETINGS TEAM

Contact Steve Van Maanen or Cindy Smith for premium locations and rates.



STEVE VAN MAANEN
Advertising Sales Manager
605.690.3351
steve@ntmediagroup.com



CINDY SMITH
Wisconsin Advertising Sales Manager and Digital Specialist
262.215.2997
csmith@ntmediagroup.com

Reach out with any relevant story ideas or press releases!



CARRIE MANTEY
Editor
cmantey@ntmediagroup.com

GET YEAR-ROUND EXPOSURE WITH THE MIDWEST MEETINGS GUIDE BOOK

The Guide Book, an annual, digest-sized publication, serves as the go-to directory for Midwest destinations, experiences, and meeting and convention facilities for more than 27,000 meeting and event planners. It is an affordable way to stay in front of meeting and event planners for the entire year. Simply supply text and photos, and we will design your ad for you, or you may submit a press-ready display ad as well. Each ad is placed in its respective state's section.



ADVERTISING DEADLINES

SALES CLOSE:

January 20, 2026

MATERIALS DUE:

January 27, 2026

MAILS IN FEBRUARY

GUIDE BOOK RATES (All Rates Are Net)

Size	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)

*This opportunity includes a full-page ad in the respective ad's state section.

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

FACILITY/SERVICE LISTINGS INCLUDE:

- Number of Hotel Rooms
- Number of Meeting Rooms
- Square Footage of Meeting Space
- Maximum Capacity

CVB LISTINGS INCLUDE:

- Nearest Airport
- Number 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 | JTOITH@VISITSEASTINDIANA.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.

VISITSEASTINDIANA.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-beamed 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.): 12,204
 # OF AREA HOTEL ROOMS: 9,700
 NEAREST AIRPORT: Chicago Midway Airport

QUARTER-PAGE LISTING EXAMPLE

THE GOSS OPERA HOUSE
 100 E. KEMP AVE., WATERLOO, 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 1889 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: 827
 # OF MEETING ROOMS: 7

DIGITAL SPONSORSHIP

When planners search for meeting resources in the Midwest, MidwestMeetings.com rises to the top! Maximize your reach with a digital sponsorship. A digital sponsorship ensures that you stay connected with planners actively searching for meeting and event destinations, venues and services in the Midwest. By leveraging diverse digital strategies, we ensure your brand remains visible and engaged with this audience throughout the year.

YOU RECEIVE:

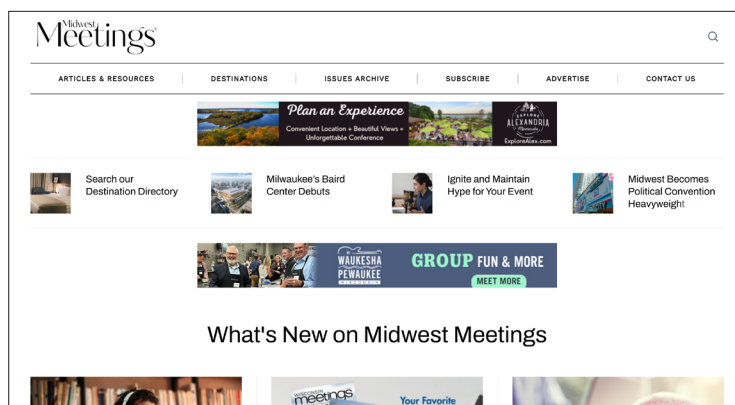
- Rotating banner ads on MidwestMeetings.com
- A banner ad in our weekly e-newsletter
- A custom email delivered directly to Midwest Meetings e-newsletter subscribers (two per year)
- A digital profile on MidwestMeetings.com
- A sponsored content article on MidwestMeetings.com

Digital sponsorships are limited to 10 per month to allow for maximum visibility.

DIGITAL SPONSORSHIP RATES

\$2,995 with 2x or greater print frequency

\$3,595 without print



DIGITAL PROFILE

PREMIUM

- Business name and logo
- Address and phone number
- Linked email and website
- Contact link
- Description of up to 150 words
- At-a-glance box to highlight meeting room sizes and amenities
- 20 photos
- Chart with break-out room size and capacity
- Video upload
- Two months of visibility
- Upload of up to five PDFs (menus, floor plans, etc.)
- Special offers

FREE

- Business name and logo
- Address and phone number
- Email and website
- One photo

PREMIUM DIGITAL PROFILE RATES

\$195 with 2x or greater print frequency

\$295 without print

Expand your presence to reach potential customers through digital advertising. We offer a full suite of digital services to market your brand across various platforms, ensuring your message reaches the right audience.

TARGETED DISPLAY ADVERTISING

Deliver your message to the right person at the right time with Targeted Display Advertising.

When visiting a website or using an app, you've probably seen digital display ads. These ads are targeted to your interests, location, demographics and other lifestyle details, as well as websites you've visited and keywords you've searched. The technology that enables this is Targeted Display Advertising. We are the only media company that can also market your business to visitors of Midwest Meetings' website by retargeting them.

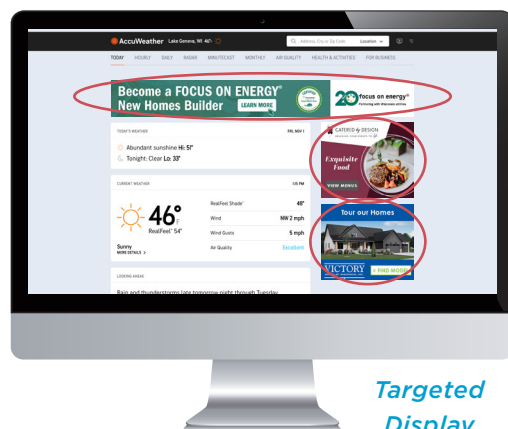
RATES

\$550/month = 50,000 impressions

\$750/month = 75,000 impressions

\$1,000/month = 100,000 impressions

Rates are net, per month. A minimum three-month commitment is required. Additional package pricing is available upon request. Design, keyword list, geo-fencing and monthly reports are included.



Targeted Display Advertising



Paid Social Media

PAID SOCIAL MEDIA ADVERTISING

We offer social media advertising optimized for awareness, traffic or video views via Facebook and Instagram platforms:

- **Awareness Ads**, optimized for impressions, to promote your business locally.
- **Traffic Ads**, optimized for clicks, to grow the number of visitors to your website.
- **Video Ads**, optimized for video views, to show off your products or services, and tell your brand's story.

RATES

Campaigns start at \$500/month.

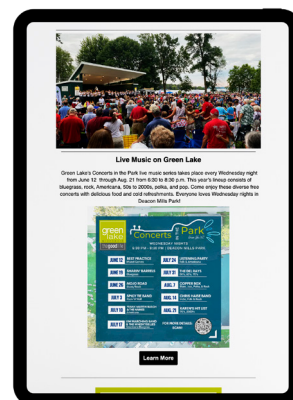
TARGETED EMAIL MARKETING

Target new customers by sending an email direct from your business to a permission-based list of prospects, carefully selected by geography, individual demographics and interests.

ADVERTISE ON STREAMING NETWORKS

Over-the-top advertising is delivered directly to viewers through streaming video services or devices, such as smart or connected TVs (CTV). Now you can advertise with the same impact as TV commercials but to specific, targeted audiences.

Programmatic pre-roll video (15 or 30 seconds) increases brand recognition and is a strategic way to target a specific audience online.



Targeted Email Marketing



Streaming Networks

WE CAN DESIGN CUSTOM PROGRAMS TO MEET YOUR NEEDS AND BUDGET.