Midwest Meetings®

2027 MEDIA PLANNER

THE MIDWEST'S PREMIER CONNECTION TO MEETING AND EVENT DECISION-MAKERS.

Midwest Meetings®

27K+ DECISION-MAKERS REACHED

2K NEWSLETTER SUBSCRIBERS

12 MIDWEST STATES COVERED

MULTI-CHANNEL MARKETING

TO REACH DECISION-MAKERS IN THE MEETINGS, EVENTS & CONVENTION SPACE.

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.

A Publication of ntmg | NEI-TURNER MEDIA GROUP

REACH

27K+
PRINT + CIRCULATION

2K
NEWSLETTER SUBSCRIBERS

12
MIDWEST STATES COVERED

CONNECTING YOU WITH THE RIGHT PEOPLE AT THE RIGHT TIME

TARGETED AUDIENCE: Our readers, subscribers and online visitors are the decision-makers who plan conventions, conferences, meetings and corporate events, both large and small, throughout the Midwest.

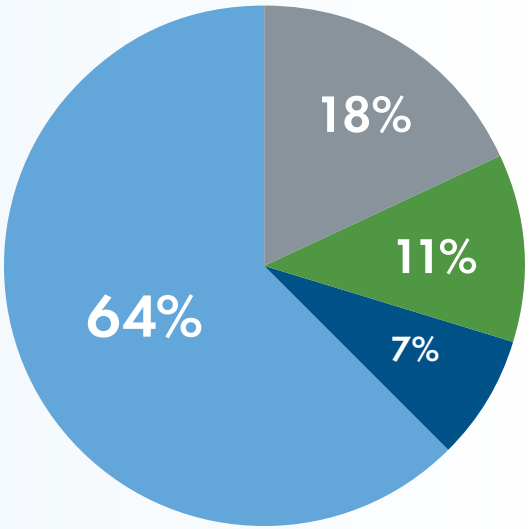
COMBINED APPROACH: Our magazine, plus highly targeted digital campaigns, an online resource directory, weekly newsletters and custom emails, keep your business in front of meeting and event planners.

CUSTOM PROGRAMS: Not every business has the same budget or goals, which is why we build custom print, digital and targeted programs for each client.

AUDIENCE

Midwest Meetings reaches its audience through direct mail, allowing for a curated, highly targeted, verified list of decision-makers and buyers, including:

- **64%** PROFESSIONAL MEETING PLANNERS
- **18%** NON-PROFESSIONAL PLANNERS (C-SUITE, HUMAN RESOUCES, SALES & MARKETING, EXECUTIVE ASSISTANTS)
- **11%** SOCIAL, MILITARY, EDUCATIONAL, RELIGIOUS AND FRATERNAL ORGANIZATION PLANNERS
- **7%** ASSOCIATION MANAGEMENT PROFESSIONALS



PRINT ADVERTISING

ADVERTISING RATES

Size	1x	2x	Guide Book
Two-Page Spread	$6,125	$5,200	$2,200
Back Cover	$4,500	$4,100	$3,000*
Inside Front/Back Cover	$4,300	$3,950	$2,500*
Full Page	$3,800	$3,500	$1,200
1/2 Page	$2,650	$2,400	$700
1/3 Page	$2,100	$1,900	N/A
1/4 Page	N/A	N/A	$400

**Includes an additional full-page formatted ad placed within corresponding state section*

Issue	Sales Close	Materials Due	Mails
Guide Book	1/20/27	1/27/27	3/1/27
Spring/Summer	4/15/27	4/22/27	6/1/27
Fall/Winter	9/14/27	9/21/27	11/1/27

FULL-PAGE FORMATTED AD

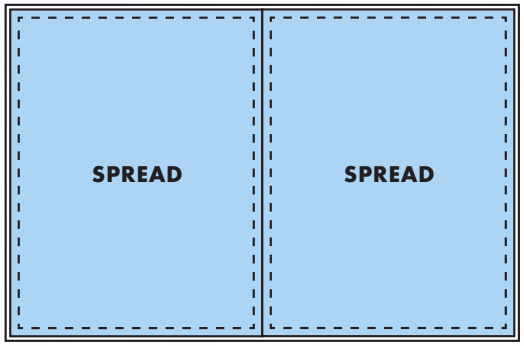
FULL-PAGE DISPLAY AD

HALF-PAGE FORMATTED AD

HALF-PAGE DISPLAY AD

SPRING/SUMMER & FALL/WINTER PRINT SPECS

Midwest Meetings publishes two full-size issues each year, Spring/Summer and Fall/Winter, featuring destinations, venues, and planning insights for Midwest meeting and event planners. Advertisers can choose display ads, either press-ready or designed by our team, or formatted ads using our pre-designed layouts. Both issues are direct mailed to a curated list of profesional meeting and event planners across the Midwest.

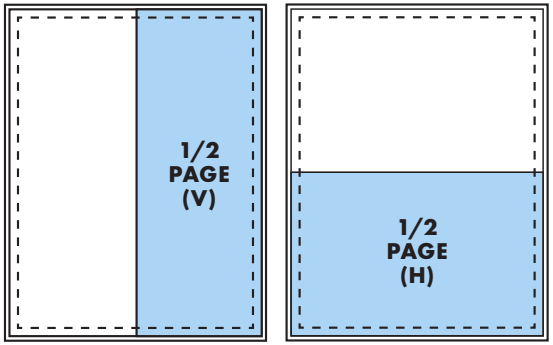


TWO-PAGE SPREAD

Bleed Size: 17" (W) x 11.125" (H)
Trim Size: 16.75" (W) x 10.875" (H)

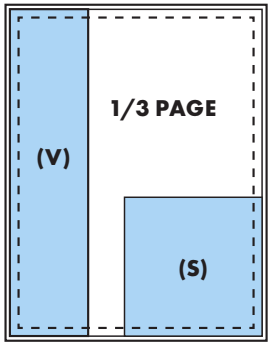
FULL PAGE

Bleed Size: 8.625" (W) x 11.125" (H)
Trim Size: 8.375" (W) x 10.875" (H)



1/2 PAGE

1/2 V: 3.5" (W) x 9.875" (H)
1/2 H: 7.1877" (W) x 4.8419" (H)



1/3 PAGE

1/3 V: 2.31" (W) x 9.875" (H)
1/3 S: 4.75" (W) x 4.8419" (H)

SPECIAL SECTIONS

Issue	State Spotlights*	Special Advertising Sections
Spring/Summer	Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota	Golf Destinations Sports
Fall/Winter	Illinois, Indiana, Michigan, Missouri, Ohio, Wisconsin	CVBs Best of Midwest Meetings Report

*DOUBLE YOUR EXPOSURE
IN STATE SPOTLIGHT

Reserve a 1/2- or full-page display ad in your State Spotlight section, and we will automatically double your space — with an equivalent-sized formatted ad.

NEW IN 2027!

Readers vote for their most trusted partners and suppliers across 12 categories in our annual Best of Midwest Meetings awards.

Voting: June & July | **Results:** October

IN EVERY **ISSUE**

INDUSTRY INSIGHTS
News and updates from suppliers and industry professionals

STATE SPOTLIGHT
State-by-state reporting on new venues and renovations popping up all over the Midwest

FEATURED SPACES
Profiles of unique event spaces

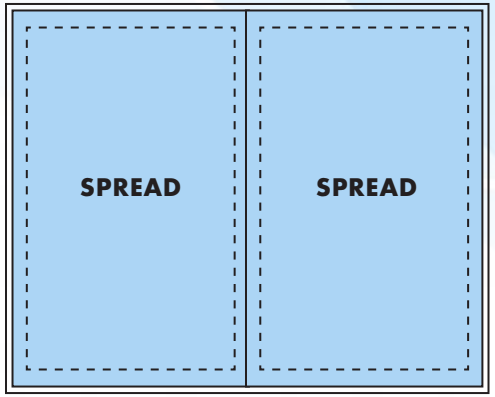
FOOD & BEVERAGE
Food for thought from industry experts

TECHNOLOGY
Innovative tech for your next meeting or event

GROUP OUTINGS
Ideas that bring your team together

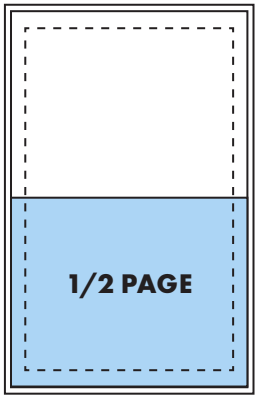
ANNUAL GUIDE BOOK PRINT SPECS

The Guide Book is an annual, digest-sized directory of Midwest destinations, experiences, and meeting facilities, reaching 27,000+ meeting and event planners. It's an affordable way to stay top of mind all year. You can submit a press-ready ad, have our team design a custom ad or choose one of our formatted design options. Ads are organized by state so planners can find you fast.

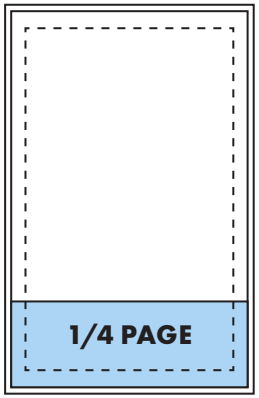


TWO-PAGE SPREAD
10" (W) x 7.6" (H)

FULL PAGE
4.75" (W) x 7.6" (H)



1/2 PAGE
4.75" (W) x 3.7" (H)



1/4 PAGE
4.75" (W) x 1.8" (H)

DIGITAL ADVERTISING

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 rotating banner ad in our weekly newsletter
- A custom email delivered directly to Midwest Meetings 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 PROFILES

FEATURED DIGITAL PROFILE

- Business name and logo
- Address and phone number
- Linked email and website
- Video upload
- Description of up to 150 words
- At-a-glance box to highlight meeting room sizes and amenities
- Inclusion of up to 10 photos
- Upload of up to five PDFs (menus, floor plans, etc.)
- Special offers from your destination or venue

FEATURED DIGITAL PROFILE RATES
$195 with 2x or greater print frequency
$295 without print

FREE DIGITAL PROFILE

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

TARGETED MARKETING

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

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, geofencing and monthly reports are included.

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.

RATES

Starting at $1,500 for an email to 50,000 prospects

VIDEO ADVERTISING

Advertise with the same impact as TV commercials but to a specific, targeted audience with Streaming TV and/or Programmatic Video.

- **Streaming TV:** Put your video ad in a multitude of entertainment apps on your audience's TV or mobile device. It includes platforms such as Pluto, Peacock and Tubi, and is available in pre-roll positions.
- **Programmatic Video:** Appear on websites where video is seen in pre-roll and mid-roll positions (news sites, etc.).

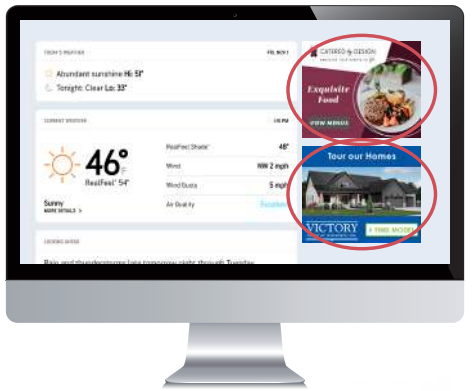
PAID SOCIAL MEDIA ADVERTISING

We offer Facebook and Instagram Ad Campaigns optimized for awareness or traffic:

- **Awareness Ads:** Optimized for impressions, to promote your business.
- **Traffic Ads:** Optimized for clicks, to grow the number of visitors to your website.

RATES

Awareness Ads (Impressions)	Traffic Ads (Clicks)
20k-40k: $450	150-300: $450
35k-65k: $800	250-400: $800
50k-70k: $1,050	300-600: $1,050



Targeted Display Advertising

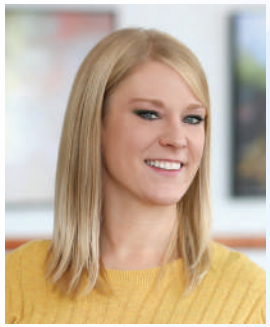
Paid Social Media

Targeted Email Marketing

CUSTOM PROGRAMS ARE AVAILABLE — BUILT AROUND YOUR GOALS AND BUDGET.

CONTACT OUR TEAM

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



CARRIE MANTEY
Editor
cmantey@ntmediagroup.com

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

ntmg
NEI-TURNER MEDIA GROUP

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- 400 Broad St., Lake Geneva, WI 53147
- 951 Kimball Lane, Verona, WI 53593
- 1708 W. Hwy. 61, Grand Marais, MN 55604
- 122 N. Cortez St., Ste.19, Prescott, AZ 86301

ntmediagroup.com
262.729.4471
info@ntmediagroup.com