

**Power to the meetings!**

**Bestseller 1:**

# **Kongres Magazine Weekly**

***KONGRES MAGAZINE AT THE TOP OF THE MEETINGS  
INDUSTRY MEDIA***



**TOLERANCA**

**TOLERANCA MARKETING d.o.o.**

*Event and marketing agency*

**LIVE & ONLINE & HYBRID EVENTS**

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**WE HELP YOU BECOME MICE BESTSELLERS**

At a time when the meetings industry has stopped in its tracks, Kongres Magazine was among the first media to closely monitor developments on the international market, conducted numerous surveys and prepared articles about the effects of the COVID-19 pandemic, organized roundtables and distributed information to event planners.

The reach has increased by 40 % in the last month, which puts Kongres Magazine among the five highest-ranking media in the meetings industry.

How popular is (traffic statistic Alexa GLOBAL RANK - May 2020):

GLOBAL RANK - May 2020:

1. [www.google.com](http://www.google.com)
2. [www.youtube.com](http://www.youtube.com)

1.	<a href="http://www.expodatabase.de/de/home/brand/tw-media">www.expodatabase.de/de/home/brand/tw-media</a>	259.308
2.	<a href="http://www.meetings-conventions.com">www.meetings-conventions.com</a>	340.196
3.	<a href="http://www.citmazine.com">www.citmazine.com</a>	471.041
4.	<a href="http://www.kongres-magazine.eu">www.kongres-magazine.eu</a>	478.513
5.	<a href="http://www.eventoplus.com">www.eventoplus.com</a>	745.020
6.	<a href="http://www.successfulmeetings.com">www.successfulmeetings.com</a>	769.671
7.	<a href="http://www.ttgimice.com">www.ttgimice.com</a>	800.029
8.	<a href="http://www.meetingmediagroup.com">www.meetingmediagroup.com</a>	994.425
9.	<a href="http://www.incentivemag.com">www.incentivemag.com</a>	1.087.801
10.	<a href="http://www.conference-news.co.uk">www.conference-news.co.uk</a>	1.450.644
11.	<a href="http://www.adcgroup.it">www.adcgroup.it</a>	1.661.653
12.	<a href="http://www.c-mw.net">www.c-mw.net</a>	1.715.250
13.	<a href="http://www.events-magazin.de">www.events-magazin.de</a>	1.765.288
14.	<a href="http://www.boardroom.global">www.boardroom.global</a>	1.873.008
15.	<a href="http://www.seebtm.com">www.seebtm.com</a>	2.044.352
16.	<a href="http://www.bizeventsasia.com">www.bizeventsasia.com</a>	2.395.696
17.	<a href="http://www.puntomice.com">www.puntomice.com</a>	2.548.867
18.	<a href="http://www.mitmagazine.co.uk">www.mitmagazine.co.uk</a>	2.731.890
19.	<a href="http://www.mice-ccc.com">www.mice-ccc.com</a>	2.829.773
20.	<a href="http://www.kongresniturizam.com">www.kongresniturizam.com</a>	3.120.654
21.	<a href="http://www.thinkmice.pl">www.thinkmice.pl</a>	3.443.459
22.	<a href="http://www.meetpie.com">www.meetpie.com</a>	6.785.615
23.	<a href="http://www.amimagazine.global">www.amimagazine.global</a>	7.828.974
24.	<a href="http://www.cimunity.com">www.cimunity.com</a>	10.478.944

OVERALL GLOBAL RANKING



KONGRES



KONGRES

CENTRAL AND SOUTH-EAST EUROPE MEETINGS INDUSTRY MAGAZINE

## How can you make use of Kongres Magazine to promote your destination and MICE products?

- **KONGRES WEEKLY** – every Monday we select the most read posts of the past week
- **WEDNESDAY INSPIRATION** – every Wednesday we delight our readers with video stories
- **FRIDAY'S TOP PICK** – a weekend package chosen by the editor-in-chief

We publish articles, interviews and news on the Kongres Magazine portal on a daily basis.

A selection of the most read content is sent **3 x weekly to 4.200 personal contacts of selected meeting planners** in the following newsletters:

Next to the daily news, the most visited pages of the Kongres Magazine portal are:

- microsites – particularly suitable for destination presentation (examples: Ljubljana, Maribor, Bratislava)
- search engines for destinations, venues, incentive ideas and especially special event venues (examples: Special Venues, Venues, Incentive Ideas)

## Are your potential customers among the readers of Kongres Magazine?

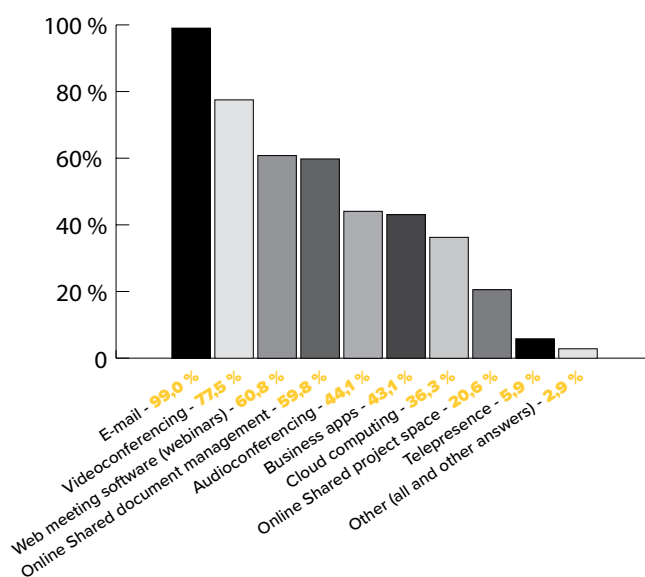
The current structure of our readers by area:

- 39%** meeting planners from companies
- 17%** international associations
- 14%** government and EU institutions
- 12%** PCO, DMC and incentive agencies
- 18%** Other (venue and event service providers)

**The entire contact database of Kongres Magazine includes 71.000 personal contacts, more than 70 % from European countries. Every day we record new readers who sign up for the news (more than 20 to 30 per week).**

**In my work, I use the following tools on a regular basis (check all that apply)**

n=693 meeting planners,  
Source: Kongres Magazine,  
july 2020



# From the many promotion options through Kongres Magazine we have this time chosen for you:

## 1. Publication in one of the weekly newsletters (Kongres Weekly, Wednesday Inspiration, Friday's Top Pick)

A) Publication of the banner with a photo, logo and title of the article and a link to the entire article / promotional text published on the Kongres Magazine website – the news article is prepared by the client, the banner is prepared by the editorial board. The relevance of the article must be confirmed by the editorial board.

- Positioned immediately after the title banner
- We guarantee exclusivity – only one client can be published in a single newsletter.

Price: 180 € + VAT or 252 € + VAT if the English article is prepared by the editorial board.

B) Publication of the client's logo with a link to their website and the annotation »Today's issue supported by«

- Positioned immediately after the title banner
- We guarantee exclusivity – only one client can be published in a single newsletter.

Price: 180 € + VAT

## 2. Personalized mailing

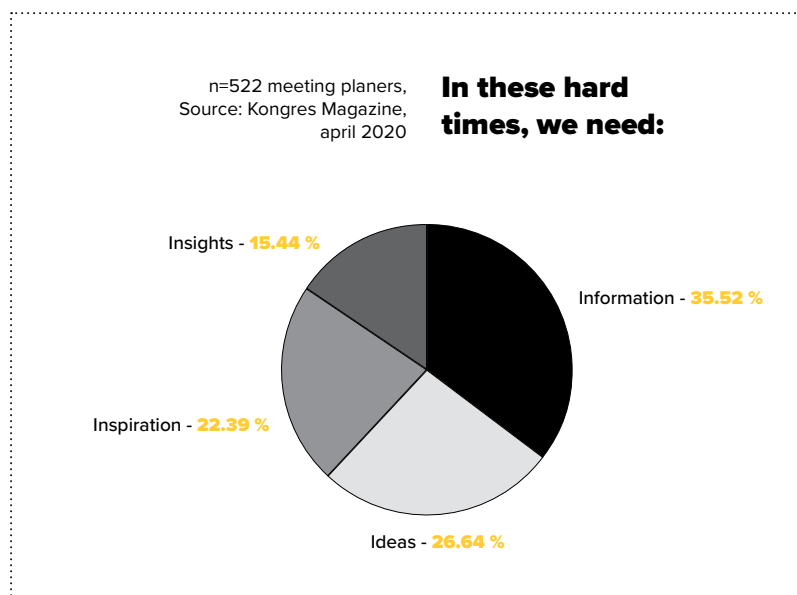
A mailing, which is entirely dedicated to the promotion of the client, their products and services (except for the top Kongres Magazine banner).

Includes 4 – 6 articles / news stories with accompanying photos and contact details of the client. The articles are also published on the Kongres Magazine portal.

Price: 539 € + VAT or 754 € + VAT if the English article is prepared by the editorial board.

**We achieve the best results through long-term cooperation, which allows us to analyse performance monthly by measuring the reach of individual articles.**

We will gladly prepare a special package with suggestions, tailored to your services and product, based on your needs and financial capabilities.



**KONGRES**

The same world  
in other words

## KONGRES MAGAZINE WEEKLY



EVERY WEEKEND WE PICK UP TOP POSTS OF THE PAST WEEK.  
SO IN CASE, YOU WERE BUSY, HERE ARE OUR FAVORITES...

Example of post with  
photo, article title and  
link to full article



### Title of your article

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In venenatis quam eget venenatis vehicula. Nullam ut nunc quam. Morbi eu volutpat est, a convallis velit.

[Read the article](#)



### Kongres Magazine's Top Picks for Virtual Meetings

[Read the article](#)

WWW.KONGRES-MAGAZINE.EU

**KONGRES**  
NEW EUROPE MEETINGS INDUSTRY MAGAZINE

### FRIDAY'S TOP PICK

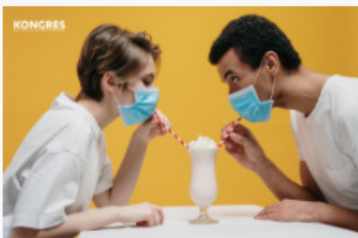


Today's issue is supported by



**CARSON,  
REEVE,  
AND YATES**  
COMMUNICATIONS

### BREAKING NEWS



### NEW SURVEY: Will we be wearing masks at future events?

When will we be able to meet again?

[Read our findings](#)

Example of published logo with link to your website with annotation "Today's issue is supported by"



**360° MICE ACTIVATION  
CONSULTING:**

**FEASIBILITY STUDIES**

Conceptualisation and pre-opening planning for venues

**BENCHMARK**

Meeting destination experience index

**PROJECT MANAGEMENT**

Project management for MICE projects

**STRATEGIES**

Destination and venues marketing strategies

**SURVEYS**

Quality and satisfaction surveys

**STANDARDISATION**

The standardisation of meetings industry suppliers

**TRAINING**

Training based on the principles of experiential learning

**BRANDING**

Brand strategy, growth and innovation

**SECRET CONGRESS GUEST**

The only certificate of quality in the meetings industry

**CVB ESTABLISHMENT AND SUPPORT**

Strategic and operational setup of CVB



**360° MICE ACTIVATION  
EVENTS AND CONFERENCES:**

**PROJECT MANAGEMENT**

Event logistics and on-site event operations

**BRANDING**

Graphic design as a starting point

**SOCIAL PROGRAMME**

Engagement of local artists

**EVENT MARKETING**

Reaching the right audience

**FINANCIAL MANAGEMENT**

Budget planning and execution

**VENUE FINDING**

Selection of venue and contracting

**EXHIBITIONS & SPONSORSHIP**

Contracting and execution

**REGISTRATION MANAGEMENT**

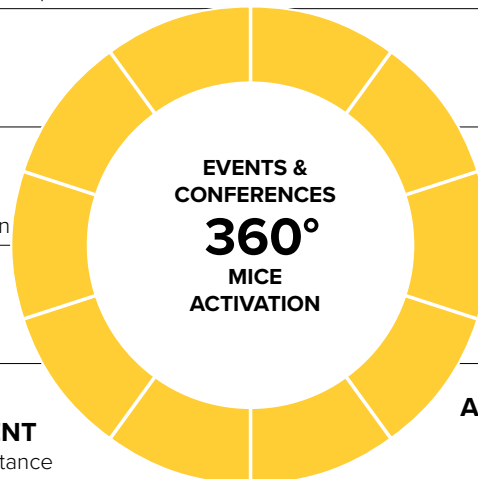
Technical and logistic support

**SPEAKERS MANAGEMENT**

Engagement and on-site assistance

**ABSTRACT MANAGEMENT**

Abstracts handling for scientific conferences



**360° MICE ACTIVATION  
MARKETING:**

**ANALYTICS**

Marketing analytics

**CONTENT**

Copywriting and Content marketing

**SALES**

Personal sales

**DATABASE**

Big data targeting

**EXPERIENCE**

Sales events

**ONLINE**

Digital Campaigns

**VIDEO**

Video campaigns

**SOCIAL**

Social media campaigns

**PRINT**

Image building

**DIRECT**

E-mail marketing and Telemarketing

