

WHO WE ARE: *Arizona Meetings & Events* is published annually as a reference and resource guide for industry professionals. Our editorial features tips and tricks for meeting planners, unique places and spaces for hosting meetings and events, and informative guides and listings throughout for ease of use and convenience.

MAGAZINE



- + Annual publication with a circulation of 25,000 copies
- + Offers the best available mailing list for meetings and convention industry partners in Arizona
- + 20,000 copies are mailed directly to meeting and event planners regionally and nationally
- + 5,000 additional copies are mailed directly within the state of Arizona
- + Print advertising options include display ads, mini ad listings, and one- and two-page Destination Showcase placements

E-NEWSLETTER



- + Monthly e-newsletter sent out to approximately 2,500 industry professionals and meeting planners, offering planning advice, industry updates and upcoming industry events
- + Average open rate of 19% (industry average open rate is 15%)
- + Featured venue space (\$250) available in each e-newsletter and limited to four businesses per month
- + Banner ad option (\$150) available in the monthly e-newsletter

WEBSITE



- + Digital version of the publication available online at azmeetings.com
- + All print advertisers receive a free listing and link on the website
- + Maximize your presence by advertising in the magazine and on azmeetings.com. Block ads are \$550 on the home page, \$275 on the category page and banner ads are \$750. Your website ad will be online for one year.

CONTACT

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 Nei-Turner Media Group
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azmeetings.com

What is *Arizona Meetings & Events Magazine*?

Arizona Meetings & Events, printed since 1993, is a high-quality, full-color publication with editorial covering venues, attractions, activities and destinations. The magazine is an indispensable resource for anyone planning a meeting or event in Arizona.

What is the advertising rate?

Please see the insertion order page for a full list of ad sizes and rates. Prices range from \$825-\$5,500 for magazine ads. All magazine ads include one complimentary mini ad listing. Mini ad listings are also available for \$385-\$395 each. Early bird rates are available.

What is the advertising space and materials deadline?

The advertising space and materials deadlines are both October 30, 2017.

Who do I send ad materials to?

Please provide high resolution PDF files via email to ads@ntmediagroup.com. Reserve space by July 15 to lock in the lower early bird rate.

When will I be invoiced?

Invoices will be emailed out from dms@ntmediagroup.com in December 2017.

How can I pay?

You can pay using a check or credit card (MasterCard or Visa). Please call (262) 729-4471 with credit card information. Make checks payable to Nei-Turner Media Group and mail to 400 Broad Street, Unit D, Lake Geneva, WI 53147. Sales tax will be added to your invoice. Invoice payment is due within 30 days from date of invoice, to avoid finance charges.

When is the 2018 issue released?

The 2018 *Arizona Meetings & Events* magazine will be published and distributed in January 2018.

How is *Arizona Meetings & Events* distributed?

25,000 copies are printed annually. The publication is delivered directly to 20,000 regional and national event planners. 5,000 additional copies are mailed directly within the state of Arizona. Our publication offers the best available mailing list for meetings industry partners in Arizona.

Where can I find information online?

Find us at azmeetings.com.

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