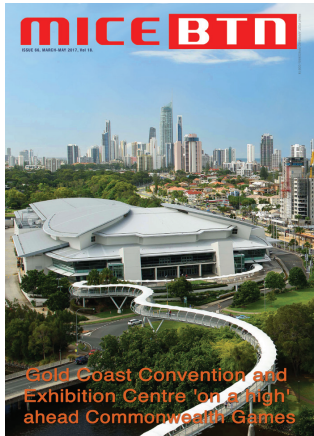


# MICE BTN

**DIGITAL**

**E-MAGAZINE  
WEBSITE  
E-NEWS**

**media kit**  
2017/18



## Business intelligence for intelligent businesses

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54 Harborne Street, Wembley Australia. T (61) 8 9382 8388

# MICE BTN

## DIGITAL - VIRTUAL/PDF EDITION

PUBLISHED QUARTERLY: FEB JUN SEPT & DEC

The information industry changes as the internet evolves, with an increasing number of 'news' channels created.

We've changed too, over the years. We have a much-admired (and pirated) daily online news service (available in 50+ languages), a double opt-in weekly e-newsletter whose subscription list is growing, plus e-magazines available in a variety of formats including downloadable PDF files... These can be accessed by desktop computer, tablet, smartphone, social media channels (we're also active on Facebook and Twitter).

Many of our readers save stories to file or – paper lives on, just! – print them off for themselves and colleagues.

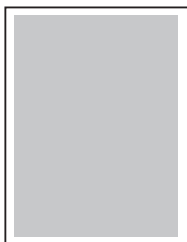
This multi-channel service is driven 24/7 by an experienced team based in several time zones, identifiable by name and proven over the years. We have a personal as well as corporate reputation and work hard not only to maintain but also strengthen it.

## SAVINGS & EXPANDED DISTRIBUTION

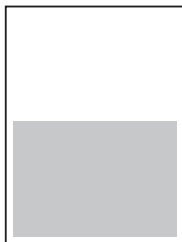
Now we've gone entirely digital, we have been able to significantly reduce advertising costs. That means we can deliver extra value for our partners' dollars on multiple platforms, quickly reaching the targeted readers our supporters want to keep up to date.

Readership distribution has been increased to 16,500+. The magazine is sent to subscribers in boxes with links to be read in two options - PDF or virtual as well as being accessible in smart phone format.

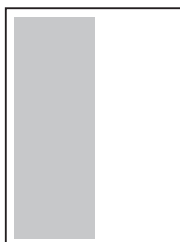
## ADVERTISING RATES MICEBTN EZINE Preferred and favoured sizes



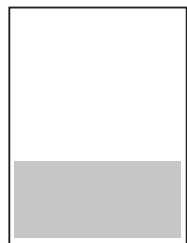
FULL PAGE COL (depth first)  
Size: 305mm X 215mm (Bleed)  
\$1200 (US\$895)



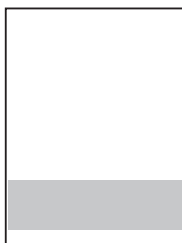
HALF PAGE COL  
Size: 139mm X 185mm  
\$750 (US\$560)



HALF PAGE COL (vertical)  
Size: 260mm X 90mm  
\$750 (US\$560)



THIRD PAGE COL (horizontal)  
Size: 90mm X 185mm  
\$650 (US\$485)  
Rates in AUD (USD conversions shown)



QUARTER PAGE COL (depth first)  
Size: 70mm X 185mm  
\$550 (US\$410)



QUARTER PAGE COL (depth first)  
Size: 130mm X 90mm  
\$550 (US\$410)

\* All prices subject to GST if applicable

# MICEBTN

**MICEBTN ONLINE:**

MICEBTN website -

[www.impactpub.com.au/micebtn](http://www.impactpub.com.au/micebtn)

now achieves more than a million clean hits (excluding robots, spiders and worms).

Current news items are posted **daily** and the best stories are included in MICEBTN's weekly online newsletter - delivered each Friday to subscriber's in boxes.

With MICEBTN's online options advertisers can reach industry professionals in a product-focused direct response environment. Readers can use 'click through' functions and links to access our supporters' landing page and/or email addresses.

**WEBSITE HITS:** Website hits on MICEBTN average more than 1,000,000 clean hits per month with unique visitors of around 56,000.

**E-NEWS:** Simple and cost effective, the MICEBTN newswire is distributed to more than 16,000+ subscribers each Friday.

**COMPETITIVE ONLINE BANNER ADVERT RATES**

E-NEWS	WEBSITE
1 week \$ 150	N/A
1 month \$ 500	1 month \$ 500
3 months \$1200	3 months \$1200
6 months \$2200	6 months \$2200
12 months \$4000	12 months \$3950

\* Buy one online option and you may purchase a second at 50% discount.

\* All prices subject to GST if applicable

**WEBSITE ... DAILY  
WEEKLY ... E-NEWS**



**EXPANDED BANNER AD SIZE**

Banner Size: 200 X 300 pixels  
(width first and max size of 90k)  
Files to be supplied in gif for E-news and Swf for website.

[www.micebtn.com](http://www.micebtn.com) or [impactpub.com.au/micebtn](http://impactpub.com.au/micebtn)

the key to daily news in the meetings and corporate industry

**ON LINE, ON TARGET, ON US**



# MICEBTN FRONT COVER

## PREMIUM ADVERTISING SPOT



The Front Cover of MICEBTN is the best advertising/promotional opportunity we offer clients. Not only is it the first thing people see, but there is the added benefit that it is promoted for a full 3 months on both MB website and MB e-news. All people need to do is click through to access further information.

Cover option includes:

- Front Cover (the image or ad need to accommodate MICEBTN masthead)
- plus 2 page advertorial pages (includes option to run an advert on these pages - we are more than happy to prepare the layout of the editorial pages providing text and images are supplied and a suitable brief is given.)

**Total cost \$1995+ gst if applicable (US\$1495)**

\*This premium position is in high demand, so bookings need to be made early

# MICEBTN

## Who and where we go to...

With Digital, MICEBTN readership distribution has been increased to 16,000+. The e-magazine is sent to subscribers in boxes with links to be read in two options - PDF or virtual as well as being accessible in smart phone format.

### BREAKDOWN BY COMPANIES

**CONFERENCE 42%**  
PCOs (personal conference organisers), convention venues, events/exhibition organizers, tourist bureaux, venues, market research, hotels & resorts, casinos, associations, attractions, destination management companies and sporting clubs.

**BUSINESS 33%**  
Architects, automation, banks, business councils, computer-IT companies, corporate, engineering, franchise holdings, insurance brokers, law firms, management consultants, mining companies, wine merchants.

**TRAVEL & TOURISM 17%**  
Corporate Travel agencies, cruise operators, hotel representatives, apartment operators, rail and coach services, restaurants, training a/educational, travel & tourism companies, airlines & airports.

**SUNDRY 8%**  
Advertising agencies, colleges, golfing, PR/marketing, government organization, individual and uncategorized.

# The benefits of becoming a

## **MICEBTN** Media partner

Every day hundreds of thousands of press releases are issued by companies, governments, organisations and associations around the world. Quite probably millions.

Many are straightforward, informative and useful. Some are hype, others pompous, a few downright lies or even dangerously manipulative.

Fortunately our industry sector veers hugely towards informative, honest and helpful. Like all media organisations we welcome these releases as foundation stones for news and feature reports, along with our own research, industry contacts and hard-won knowledge/experience

But the information business has been changing as the internet matured and an increasing number of 'news' channels evolved, some of them professional and sector-specific but many simply clearing houses for bulk news on which advertising could be sold.

We've changed too, over the years. We have a much-admired (and pirated) daily online news Service (available in several languages), a double opt-in weekly e-newsletter whose subscription list is growing, e-magazines available in a variety of formats including downloadable pdf files....

These can be accessed by desktop computer, tablet, phone, social media channels (we're active on Facebook and Twitter). Many of our readers save stories to file or – (paper lives on, just!) print them off.

This multi-channel service is driven 24/7 by an experienced team based in several time zones, identifiable by name and proven over the years. We have a personal as well as corporate reputation and work hard at not only maintaining but also strengthening it.

Now that we've gone entirely digital, saying a slightly sad farewell to the print magazines which have remained part of the mix long beyond making economic sense, we have been able to reduce advertising costs.

That means we can deliver extra value for your dollar on multiple platforms, cutting through quickly to the people you need to keep up to date.

OK, so you have a company newsletter. A website which takes a lot of work to keep current.

Social media, ditto. All good, but you need us too to deliver arm's length, credible messages that motivate current and new customers.

**An annual package – as you can see from the rates within this media kit – is not only genuinely cost-effective but can also be tailored exactly to your needs.**

And we'll back up every dollar of advertising with your news. We see advertisers as genuine partners – always have, always will. Just let us know what's happening and we'll do a story (or two).

With our e-books the ads live on for months – not only for the current edition but also archived editions which many people refer back to. Click-throughs galore.

**And if you'd like us to print your press releases verbatim, we're happy to do that, too.**

So we've come up with a special rate which can give you coverage in all our formats. It's a bargain, adding massive value to your releases. We'll follow those up editorially, too, at no extra cost.

Thanks for considering this. We'd be delighted to discuss this personally in more detail.