

meet

The leading UK meetings magazine

m&it
meetings & incentive travel



Industry leaders read m&it because...

“ I always find M&IT a good read - the case studies and destination information keep the magazine in our office all month. News is usually my first port of call and not just to see if Zibrant are in there! I also have a lot of time for all the good work M&IT does for charity. Keep up the good work! ”



Fay Sharpe, Managing Director - Sales and Marketing, Zibrant Ltd

“ M&IT has solid, well-researched editorial and opinion pieces that I believe offer insight in a cluttered market place, with passionate and committed editorial staff with good industry knowledge - and the best circulation in the business! ”



Richard Foulkes, Director, The Imagination Group



“ M&IT magazine and meetpie are essential tools in keeping up to date with our ever evolving business. There is a high level of awareness, knowledge, expertise and investigative journalism that shines through the publication and provides a professional and well researched insight into today's events industry ”

Nigel Cooper, Executive Director, Motivcom



“ M&IT is a really valuable resource for checking the latest news and events in the industry and learning of new initiatives and innovations across technology, venues and other event services ”

Lyn Simmons, Conference Manager, Specialist Schools and Academies Trust



“ I find M&IT brave and thought provoking as well as being a first class update on what's happening in our industry. The magazine is always in my must-read pile and woe betide you if you don't follow meetpie.com - you are seriously out-of-touch! ”

Debbie Donaldson, Global Development Director, Grass Roots



“ For me, M&IT is a trusted source of information - and an interesting read - with informative articles and comparative data ”

James Haslam, General Manager, UK Oracle User Group



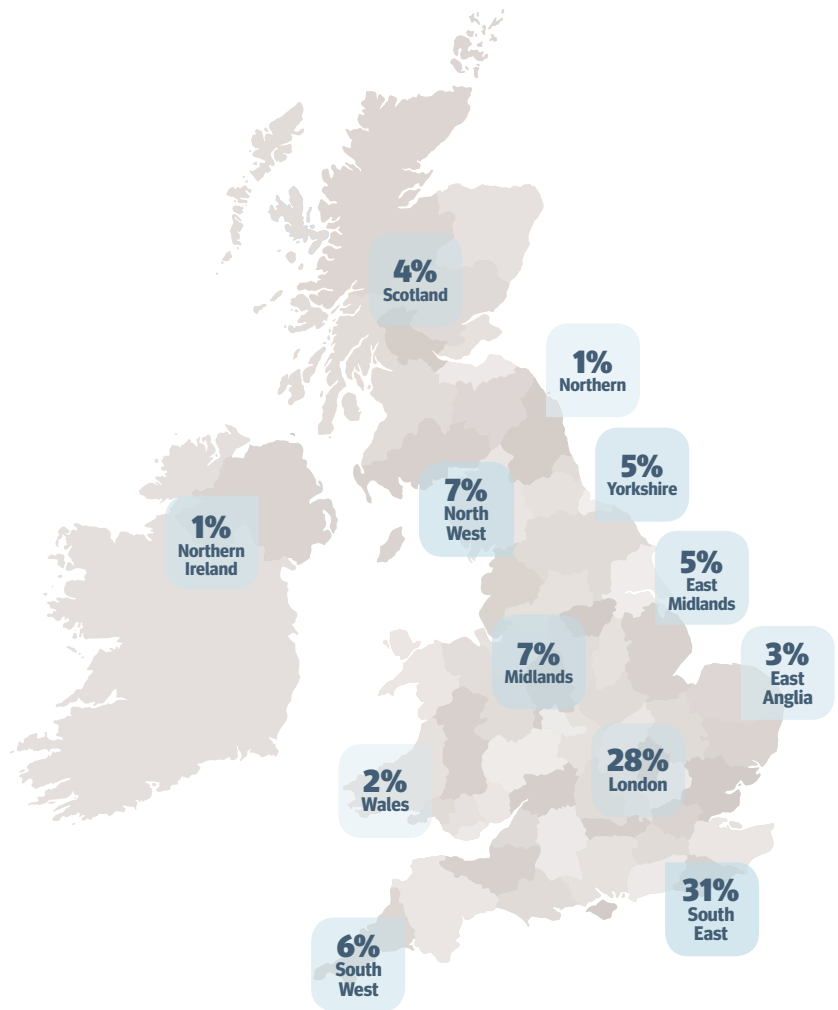
“ I have read M&IT magazine since my early days in the meetings industry and have always appreciated the breadth of content and the manner in which tough topics impacting our industry are addressed head-on. During the seven years that I lived and worked in North America I accessed meetpie.com regularly to get my 'fix' of UK industry news and the magazine is still on my 'must read' list now I'm back in the UK ”

Sue Potton, Director of New Business, George P. Johnson

Circulation profile

UK circulation

Meetings & Incentive Travel reaches a carefully targeted audience of corporate, association and intermediary event organisers throughout the UK. Each issue of the magazine is sent to requested readers — representing 85% of the total circulation. The balance of the circulation is rotated through the remaining sections of the database, totalling more than 30,000 named UK buyers. Unlike other meetings magazines, the printed copy of M&IT is not sent free of charge to SUPPLIERS or ADVERTISERS other than voucher copies, ensuring the highest quality buyer penetration.



Buyer profile

Type of event

Conference/meetings	94%
Corporate hospitality	49%
Training	48%
Product launch	43%
Incentive travel	35%

Attendance of largest event

Less than 50	10%
51 – 100	14%
101 – 200	18%
201 – 500	21%
Over 500	36%

Attendance of smallest event

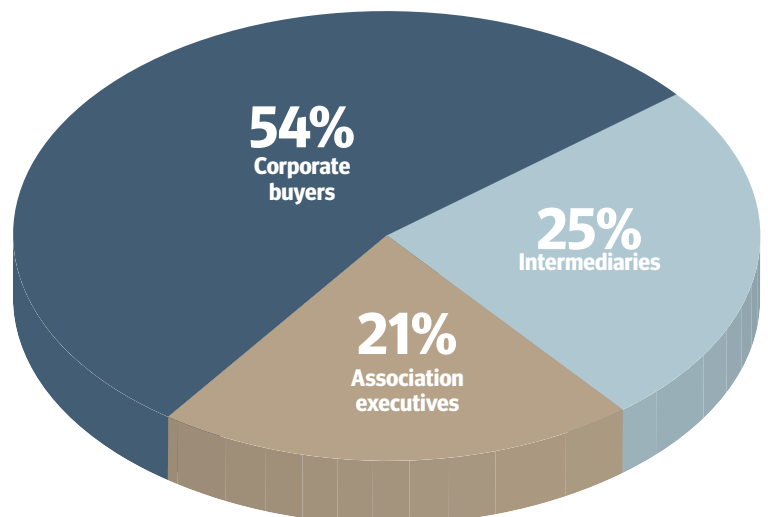
Less than 50	80%
51 – 100	12%
101 – 200	4%
201 – 500	2%
Over 500	2%

Where past events were held

UK	99%
Europe	42%
North America	24%
Africa/Middle East	22%
Asia	20%
South America	15%
Australasia	14%

Audited average circulation

(JULY'09 - JUNE'10) 19,774



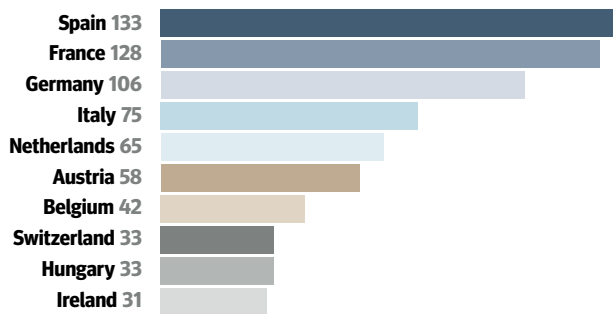
Source: Audit Bureau of Circulations (01/07/09-30/06/10)



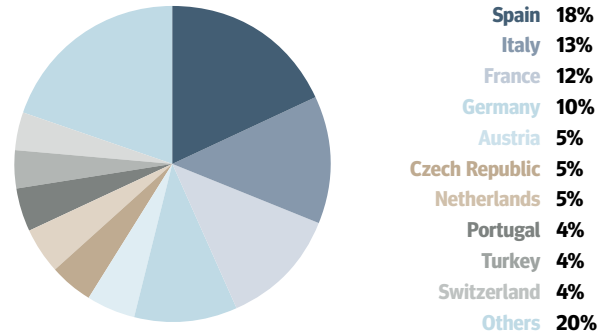
Trends and Spends

The *Meetings & Incentive Travel 2010 Trends and Spends Survey* is a study of destinations and traffic volume and reports the results of groups operated overseas by the UK's top agencies between January-December 2009.

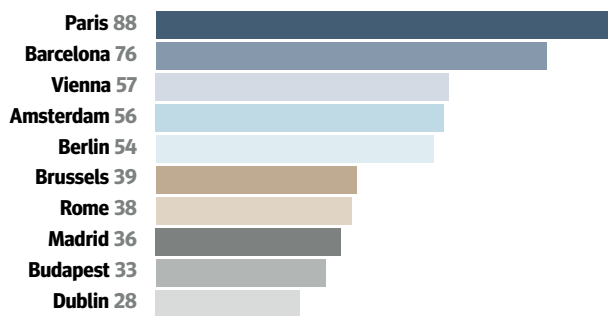
Short haul by country - number of groups



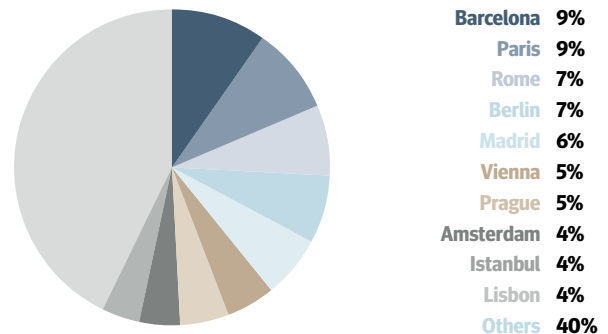
Short haul by country - delegate nights



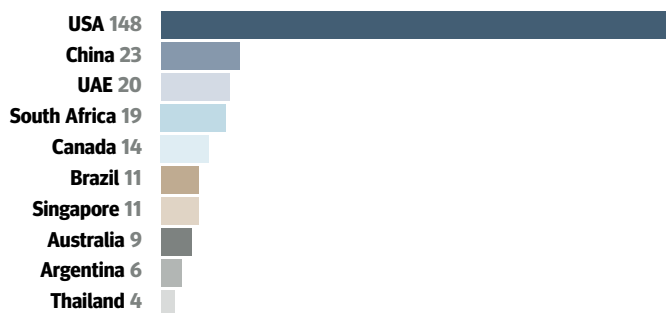
Short haul by city/state/resort - number of groups



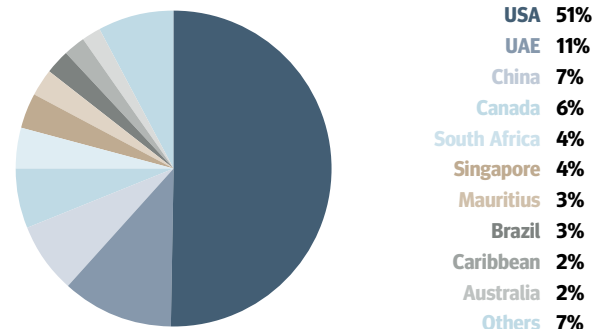
Short haul by city/state/resort - delegate nights



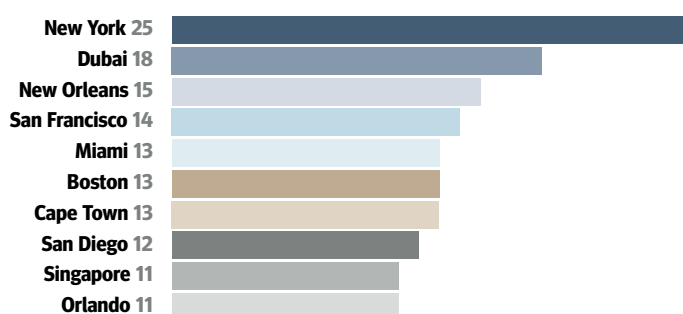
Long haul by country - number of groups



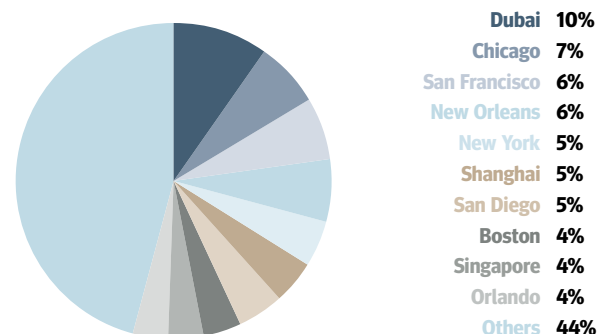
Long haul by country - delegate nights



Long haul by city/state/resort - number of groups



Long haul by city/state/resort - delegate nights



Participating UK agencies

Aventura
 Adding Value
 Banks Sadler
 BCD Meetings and Incentives
 BI Worldwide
 BSI Meetings and Events
 Business Travel Team
 Carlson Marketing
 CMM
 Confab Consulting
 Creative Direction
 drpGroup
 Euro RSCG Skybridge
 FMI (formerly Oxford Motivation)
 FSL Events
 George P Johnson
 Grassroots
 Jack Morton Worldwide
 Jarvis Woodhouse Events
 MCI UK
 Oxford International
 PAREXEL Medcom Meeting Services
 Principal Promotions
 Roantree Incentive Marketing
 The Turner Agency
 The Ultimate Event Company
 Vannes Event Management
 Top Banana Team
 W&O Events
 World Events
 WorldSpan Group
 Zibrant



2010 Trends & Spends Survey Statistics Summary

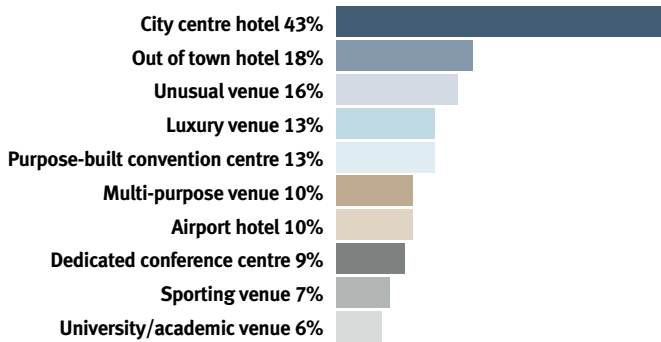
	Groups	Participants	Delegate nights in sample
Long haul	296	18,415	55,864
Short haul	889	66,794	151,691
Total	1,185	85,209	207,555
	Average group size	Average duration	
Long haul	62	3.0 nights	
Short haul	75	2.3 nights	

The British Meetings and Events Industry Survey

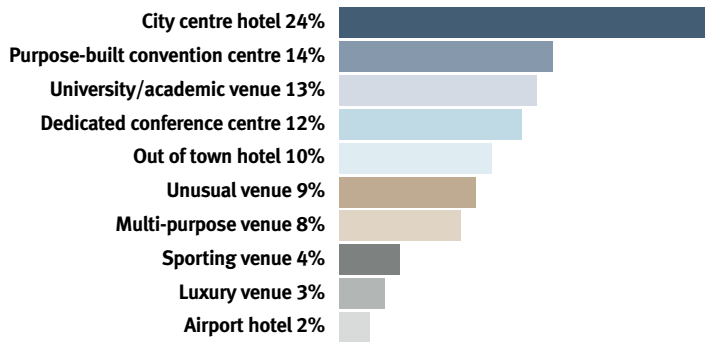
Carried out by The Right Solution – and sponsored by the Confex Group, Jersey Conference Bureau, the Scottish Exhibition + Conference Centre and Visit London – this survey focuses on the buying trends of event organisers from the corporate and association sectors. The results are based on telephone interviews or on-line completions among 314 national (UK) association organisers and 318 corporate organisers for events held from July 2009 through to June 2010.

	Corporate sector	Association sector
Average number of events organised	35	22
Average number of delegates: at main event	345	305
at other events	129	119

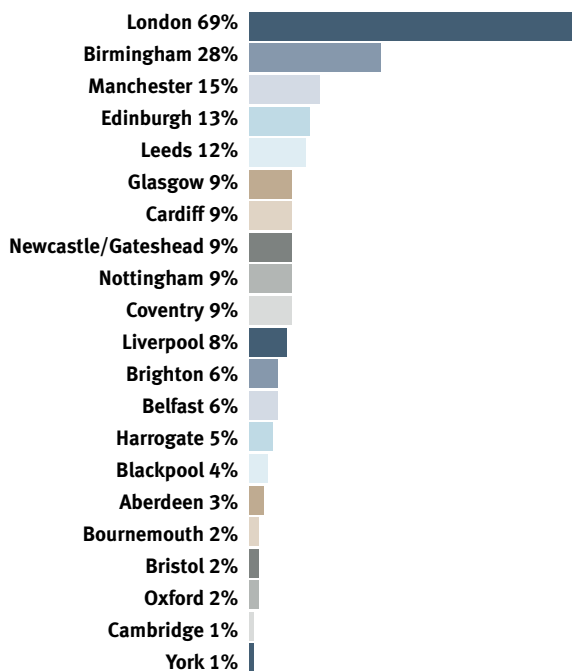
Corporate sector
Type of venue used



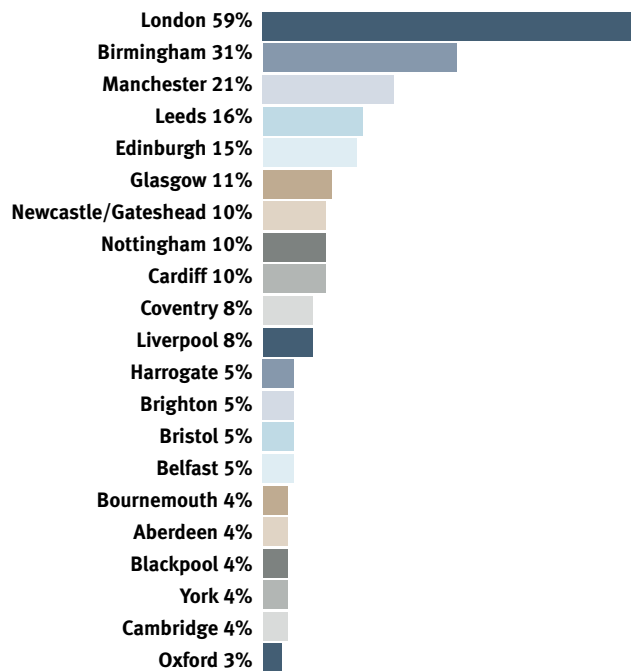
Association sector
Type of venue used



Destinations used



Destinations used

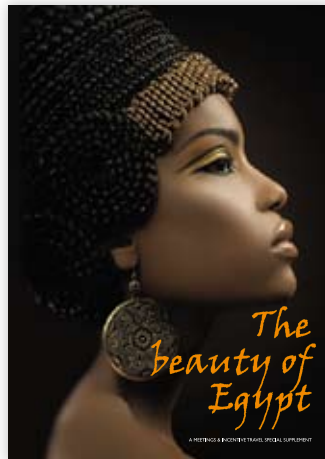


Delegate rates: Corporates - average daily delegate rate £59.80 (inc VAT), average 24-hour delegate rate £160.30 (inc VAT).
Associations - average daily delegate rate £47.40 (inc VAT), average 24-hour delegate rate £135.60 (inc VAT).

The leaders in design and quality editorial

Supplement package

- Minimum size eight pages, increasing in multiples of four pages
- Distributed to the 19,774 readers of Meetings & Incentive Travel
- Uploaded in a digital format to meetpie.com



A stunningly different destination

Combining the cutting-edge technology of a vibrant, developing country with the beauty and majesty of an historic nation, the Czech Republic has much to offer for events

Prague
One of the most romantic cities in Europe, the Czech Republic's Prague is a UNESCO World Heritage site. The 1,000-year-old Prague Castle dominates the skyline.

Spas and wellness retreats
One of the best places in Europe to relax and unwind is in the Czech Republic. The country is home to numerous spas and wellness retreats, offering a range of relaxation and health services.

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Editorial

- An experienced member of the M&IT team will be commissioned to write the supplement
- Introductory briefing meeting with a journalist to determine which aspects of the destination should be covered
- Result is high-quality, purpose-designed sales message, written to sponsor's requirements

Vancouver & Whistler

Vancouver is a world-class city whose natural attractions remain its main awards time and again.

WHISTLER
Whistler is a world-class destination for winter sports and outdoor recreation. It offers a range of activities and services for visitors, including skiing, snowboarding, and hiking.

VANCOUVER
Vancouver is a vibrant city with a rich cultural scene and a variety of outdoor activities. It is a great destination for business and leisure travel.

Visitors love it!

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Advertising

- M&IT undertakes to sell additional advertising in the supplement in order to increase the final size and impact. For each additional advert page sold, M&IT will offer one free additional page of editorial
- For example, for a basic 8 page sponsorship, with an additional 4 advertising pages sold, M&IT will offer the sponsor an additional 4 free extra editorial pages, leading to a 16 page final supplement size

Advertorial

- Advertorials are designed to look like an editorial page with colour photographs
- Client has full editorial control
- Copy can be written by the client or by a member of the experienced M&IT editorial team

HiC

Getting better and better!

Homagote International Centre prides itself on its loyal relationship with its clients. And, as requested, it is investing millions in two new halls.

EXPERIENCED PROFESSIONALS
Our team of experienced professionals is dedicated to providing the highest quality service to our clients.

EXCELLENCE IN SERVICE
We are committed to providing the highest quality service to our clients, ensuring that every event is a success.

THE IDEAL CITY FOR MEETING
London is the ideal city for meeting and events, offering a range of facilities and services for visitors.

WONDERFUL WINTER EXPERIENCE
Experience the magic of winter in London with a range of activities and services for visitors.

WHITE NORWAY

The natural place to meet

Norway Caravelle Events

Gateway to the Fjords
Experience the beauty of the Norwegian fjords with a range of activities and services for visitors.

Unforgettable itinerary
Discover the best of Norway with a range of activities and services for visitors.

Gateway to the Arctic
Experience the magic of the Arctic with a range of activities and services for visitors.

Where your Arctic adventure begins
Discover the best of the Arctic with a range of activities and services for visitors.