

Celebrating 30 years!

1982-2012

**SPECIAL
EVENTS**

The international resource for special event professionals

2012

PLANNING

GUIDE

Welcome to the world of **SPECIAL EVENTS**

“the official premier magazine of the special event industry in North America”
–International Special Events Society (ISES)

Special Events is the leading information source for event professionals worldwide who plan or manage special events in hotels, resorts, clubs, banquet facilities, conference and convention centers, and other event sites.

Industry professionals depend on the *Special Events* integrated combination of products—our bimonthly print magazine, online services, weekly Eventline e-newsletter, and The Special Event Conference and Trade Show, the industry’s largest event—to help them make important buying decisions.

- *Special Events* subscribers hold senior-level positions within their organizations and have been in the event industry an average of 13.4 years.
- 58% of our readers have been involved in the event industry over 10 years.

These readers represent the experienced industry professionals who not only design and produce special events but control purchasing decisions for all event-related products and services:

Special Events has a primary circulation of **20,321**—and a total reach of **49,184** including pass-along readers

42% are company presidents, owners, VPs or general managers

They plan or manage an average of **193** special events per year—with an average attendance of **481**.

AS A RESULT OF READING *Special Events*:

66% 

Have learned about a new product or service

58% 

Have visited an advertiser’s website

57% 

Have filed the magazine for future reference

35% 

Have clipped/copied an ad for future reference

Each bimonthly edition of *Special Events* provides a comprehensive behind-the-scenes analysis of events from the professional's perspective—as well as solutions on event design, menu inspiration, sales-building strategies, business management tips and more. 100% of our subscribers are qualified event professionals who have directly requested their subscriptions or receive them as members of the International Special Events Society (ISES).

2012 Editorial Calendar

	SPECIAL FOCUS	ADDED FEATURES	DIVINE DECOR	ON TREND	FOOD FOR FÊTES	BONUS DISTRIBUTION
January/February Ad Close 12/09/11 Materials Due 12/16/11 Mail Date 01/06/12	<ul style="list-style-type: none"> • SPECIAL SHOW ISSUE • Annual Industry Forecast including Rental Forecast 	<ul style="list-style-type: none"> • 30 Years with <i>Special Events</i> Magazine • Profiles of Gala Nominees • 8th Annual List 25 Top DMCs 	<ul style="list-style-type: none"> • Spotlight on Decor Trends 2012 	<ul style="list-style-type: none"> • Hot Trends in Big Markets: New York, L.A., Chicago, Dallas, London, Florida (venue focus) 	<ul style="list-style-type: none"> • Cost- Effective Event Menus 	<ul style="list-style-type: none"> • The Special Event, January 24-27
March/April Ad Close 03/02/12 Materials Due 03/07/12 Mail Date 03/27/12	<ul style="list-style-type: none"> • ANNUAL WEDDING ISSUE 	<ul style="list-style-type: none"> • The Special Event Wrap story/Gala Award Winners 	<ul style="list-style-type: none"> • Spotlight on Centerpieces 	<ul style="list-style-type: none"> • Hot Trends in Event Occasions— which are growing, which are fading? 	<ul style="list-style-type: none"> • Wedding Reception Menus 	<ul style="list-style-type: none"> • HSMIA's Affordable Meetings Mid America, April 2012
May/June Ad Close 04/20/12 Materials Due 05/01/12 Mail Date 05/15/12	<ul style="list-style-type: none"> • ANNUAL "CATERED ARTS" ISSUE • 5th Annual Top 25 Catering Companies List 	<ul style="list-style-type: none"> • Tabletop Gallery recap from The Special Event 2012 	<ul style="list-style-type: none"> • Spotlight on Theme Decor 	<ul style="list-style-type: none"> • Hot Trends Entertainment 	<ul style="list-style-type: none"> • Appetizers/ Hors D'oeuvre 	<ul style="list-style-type: none"> • NACE, April 15-18 • HSMIA's Affordable Meetings West, June 2012
July/August Ad Close 06/18/12 Materials Due 06/28/12 Mail Date 07/12/12	<ul style="list-style-type: none"> • 25 YOUNG EVENT PROS TO WATCH • 11th Annual Corporate Event Study 	<ul style="list-style-type: none"> • Fabulous Festivals 	<ul style="list-style-type: none"> • Spotlight on Tabletop Design 	<ul style="list-style-type: none"> • Hot Trends In Branding Events 	<ul style="list-style-type: none"> • Stations/Bufets 	<ul style="list-style-type: none"> • Meeting Professional International, July 28-31 • ISES • HSMIA's Affordable Meetings National, September 2012
September/October Ad Close 08/22/12 Materials Due 08/29/12 Mail Date 09/17/12	<ul style="list-style-type: none"> • GALAS: FUNDRAISERS AND SOCIAL EVENTS • 11th Annual 50 Top Event Planning Companies 	<ul style="list-style-type: none"> • Exciting Exhibits and Trade Shows 	<ul style="list-style-type: none"> • Spotlight on Props 	<ul style="list-style-type: none"> • Hot Trends in Gala Decor 	<ul style="list-style-type: none"> • Desserts 	<ul style="list-style-type: none"> • Imex America, October 9-11
November/December Ad Close 10/25/12 Materials Due 11/06/12 Mail Date 11/20/12	<ul style="list-style-type: none"> • ANNUAL HOTEL & RESORT ISSUE • 15th Annual 30 Top Event Rental Companies 	<ul style="list-style-type: none"> • Great Tented Events 	<ul style="list-style-type: none"> • Spotlight on Lighting 	<ul style="list-style-type: none"> • Hot Trends in New Technology/ Software 	<ul style="list-style-type: none"> • Cocktails/Wine 	

Editorial calendar and bonus distribution are subject to change. Submissions for editorial consideration must be made at least 12 weeks in advance of publication date.

IN EVERY ISSUE

EDITOR'S PAGE: Editor Lisa Hurley helps readers put industry trends into perspective.

ON TREND: Expert forecasts on what's coming next in special events.

RENTAL ESSENTIALS: Successful party rental dealers share their insights on solving business challenges.

DIVINE DECOR: The hottest looks in events today.

CONFETTI: Tips, trends and tidbits.

FOOD FOR FÊTES: Focuses on planning menus, presentation of the food, and the tools necessary for the presentation.

CLASSIFIEDS: The one-stop source for employment, business and equipment opportunities.

THE LAST WORD: The last page profiles professionals who are shaping the industry.

The Special Events website (specialevents.com) includes exclusive editorial, extensive product information, links to industry resources, searchable archives, and more.

Online

ONLINE DISPLAY ADS (BANNERS AND BUTTONS):

A variety of ad placements, strategically positioned for maximum impact.

TARGETED CONTENT SPONSORSHIPS (CONTEXTUAL ADVERTISING):

Target readers who are interested in your market segment, and own that category.

Custom Interactive Marketing Solutions

E-MAIL BLASTS/E-POSTCARDS:

Send your message to a customized, targeted list of special event professionals.

WEBINARS/WEBCASTS:

Sponsor educational and informative multimedia presentations, and capture quality leads from industry decision makers.

WHITE PAPERS/RESEARCH:

Share your unique research/data with *Special Events*' audience, strengthen your brand and generate leads via registrations.

TOOLS OF THE TRADE:

Educate decision makers with a custom e-newsletter on market trends or developments.

BLOGS:

Capture a dominant presence during industry events with a show blog sponsorship featuring breaking news, key sessions, new products, parties and onsite events.

ASK THE EXPERT:

Position your company as a thought leader—have your company expert answer category-specific questions from *Special Events* website visitors.

AUDIO AND VIDEO PODCAST:

Cut through the clutter with a unique way to reach your prospects and position your company as a cutting-edge industry leader.

JOBZONE

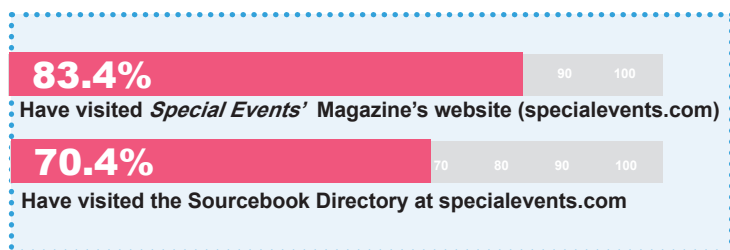
Find qualified industry professionals by using the job bulletin available on specialevents.com

SPECIAL EVENTS EVENTLINE E-NEWSLETTER

This weekly e-newsletter reaches a targeted list of special event professionals with up-to-date news and information from the editors of *Special Events*. Sponsorship opportunities are available.

SPECIAL EVENTS SERVICES SOURCEBOOK

Available on specialevents.com and a network of sister sites, the Services Sourcebook is a complete resource for event-related services. Make sure buyers find your company through cost-effective listing packages.



Events

THE SPECIAL EVENT: In partnership with *Special Events Magazine* and sister publication *Corporate Meetings & Incentives*, The Special Event Conference and Trade Show takes place January 24-27 in Tampa, Florida. Thousands of event professionals representing millions of dollars of buying power gather to view the latest innovative event services, meet with suppliers and gain industry insights. For information on sponsorships, exhibits and attending, visit the specialeventshow.com.

Marketing Services

PENTON MARKETING SERVICES: Penton Marketing Services offers a full range of marketing services that leverage our deep industry knowledge and customer relationships. We work closely with clients to analyze their business needs and develop strategic marketing solutions to realize their goals. Our services include: Advertising, Content, Website Development, SEO, Social Media and eListening, Lead Generation and Lead Nurturing, Research, Mobile and Video.

CUSTOM PUBLISHING: Our custom publishing capability can be an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. We offer turnkey custom publishing services, providing content and distribution strategies.

MARKET RESEARCH: To help make informed marketing and media decisions, our Marketing Research team provides industry-related data to our advertisers and agency counterparts. Our emphasis is on providing actionable market information that is accurate, ethical and timely.

MARKETPLACE ADVERTISING: Economically reach buyers and make your company easy to find for more than 60,000 special event professionals any time they search for a supplier. 85% of readers say they always or occasionally read our Marketplace section.

LISTS AND DATABASES: Achieve targeted, high-response communication in your market by selecting from a database of over 3.2 million recipients and buyers of products and services. Postal, telemarketing and e-mail lists are available to rent from

THE GALA AWARDS: For more than 25 years, the Gala Awards have defined and recognized excellence for the most innovative and outstanding work in the special event industry. Each year, the awards are presented at The Special Event Conference and Trade Show.

our qualified subscriber lists, trade show attendees and book buyers. Pick the demographic and geographic selection that is right for your promotion. **For more information, contact our list manager, Marie Briganti at 877-796-6947 or mbriganti@meritdirect.com**

AD REPRINTS: Your sales representative will be happy to provide quotes on reprinting your advertisement for additional distribution.

ARTICLE REPRINTS: Our custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. You can add your company's logo, an advertisement, or brief marketing copy to create a one-of-a-kind promotional piece that will impress your clients and prospects. Paper and electronic versions are available at attractive rates. Reprints make ideal collateral for direct mail campaigns, tradeshow handouts, investor relations materials, and media kits. Posters, plaques, and postcards can also be created to feature your coverage. **For more info, contact Penton Reprints at 888.858.8851 or email reprints@pentonreprints.com**

PRINT/ONLINE CLASSIFIEDS: Use *Special Events Classifieds* package to find qualified industry professionals—online and in print.

RELATED PENTON MEDIA PUBLICATIONS:

- **MARKETING:** DIRECT, Multichannel Merchant, Retail Traffic
- **MEETINGS & EVENTS:** *Association Meetings, Corporate Meetings & Incentives, Medical Meetings, Religious Conference Manager*
- **ENTERTAINMENT TECHNOLOGY:** Live Design

2012 Rates

(Gross Rates- Effective January 2012)

PRINT

4 COLOR	1x	3x	6x
Full Page	5,995	5,225	4,115
2/3 Page	5,000	4,305	3,400
1/2 Page	4,285	3,720	2,940
1/3 Page	3,435	2,980	2,355
1/4 Page	2,750	2,385	1,885
1/6 Page	1,890	1,525	1,295
2 Page Spread	11,990	10,600	8,230

BACK COVER: add 20%

2ND & 3RD COVER: add 10%

MARKETPLACE 4-COLOR NET RATES

Column Inch	1	2	3	4
3x Annual Rate	805	1,300	1,825	2,350
6x Annual Rate	1,170	2,000	2,885	3,750

AD CREATION SERVICES: Add \$220



ONLINE (Gross Rates- Effective January 2012)

Home Page & Article Pages

Leaderboard (ROS)	728x90	3 Rotating Sponsors Available	\$ 995
Right Large-Home Page	300x250	3 Rotating Sponsors Available	\$1,200
Left Small Button (ROS)	125x125	Exclusive Sponsorship	\$1,050
Half Tower	120x240	Exclusive Sponsorship	\$1,050

Content Categories

Large Button	300x250	Exclusive Sponsorship	\$ 500
Half Tower	120x240	Exclusive Sponsorship	\$ 350
Small Button	125x125	Exclusive Sponsorship	\$ 350

Video E-postcard	\$3,530
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Eventline

Top Text Ad	468x60 (50 words of text)	2 Editions per Month	\$1,480
Middle Text Ad	180x150(50 words of text)	2 Editions per Month	\$1,205
Bottom Text Ad	180x150(50 words of text)	2 Editions per Month	\$1,070
Tower Ad 1	120x240(25 words of text)	2 Editions per Month	\$1,205
Tower Ad 2	120x240(25 words of text)	2 Editions per Month	\$ 950
Tower Ad 3	120x240(25 words of text)	2 Editions per Month	\$ 805



Mechanical Specifications

MECHANICAL SPECS—THE MAGAZINE

Special Events Magazine is manufactured CTP (Computer-To-Plate). Your advertising materials must arrive in an electronic format. Magazine Trim size: 7³/₄" x 10³/₄"

Full Page	LIVE AREA	7 x 10
	BLEED	8 x 11
Spread	LIVE AREA	14 ³ / ₄ x 10
	BLEED	15 ³ / ₄ x 11
	TRIM AREA	15 ¹ / ₂ x 10 ³ / ₄
² / ₃ Page		4 ⁵ / ₈ x 10
¹ / ₂ Page Island		4 ⁵ / ₈ x 7
¹ / ₂ Page Horizontal		7 x 4 ⁷ / ₈
¹ / ₂ Page Vertical		3 ¹ / ₂ x 10
¹ / ₃ Page Square		4 ⁵ / ₈ x 4 ⁷ / ₈
¹ / ₃ Page Vertical		2 ¹ / ₄ x 10
¹ / ₄ Page		3 ¹ / ₂ x 4 ⁷ / ₈
¹ / ₆ Page Vertical		2 ¹ / ₄ x 4 ⁷ / ₈

Space Unit Size In Inches: Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

GENERAL SPECIFICATIONS

Printing Method: Web Offset

Binding: Perfect bound

Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood finish

Ink: SWOP standard and four-color process

Shipping Instructions: Send all contracts, orders, insertion instructions, advertising material, and correspondence to: Kylee Adams, Ad Production Manager, Special Events Magazine (Issue Date) 9800 Metcalf Ave., Overland Park, KS 66212

Clearly mark: "SE Advertising Materials"; tel. 913-967-1773 fax. 913-514-7182; Kylee.Adams@penton.com.

Advertising materials must be shipped prepaid to publication to arrive by the materials due date.

DIGITAL AD SPECIFICATIONS

PDF Format: Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines: PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentonads.com. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

- **Preferred Applications:** Ad layouts should be created using either QuarkXPress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- **Proofs:** Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e.

Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be achieved without an accompanying SWOP-certified proof.

- **Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.
- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
- **Media:** Mac or IBM CD, Zip 100, floppy.
- **Inserts:** Contact advertising representative for rates, production specs and shipping instructions or visit www.pentonads.com.

ONLINE AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request

Formats currently accepted: GIF, Animated GIF, JPEG, Flash, Unicast, PointRoll, Eyeblaster, Enliven

Will accept for testing: DHTML, Audio, Real, Shoshkeles, Tomboy

Non-accepted formats: Java, Java Applet, Video 3rd Party Ad Serving (3PAS): Include DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

Dimensions/file sizes: 120x240: 12K; 468x60: 15K; 250x250: 15K

Frames and looping: Maximum Frames=4; Looping=3 times
Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

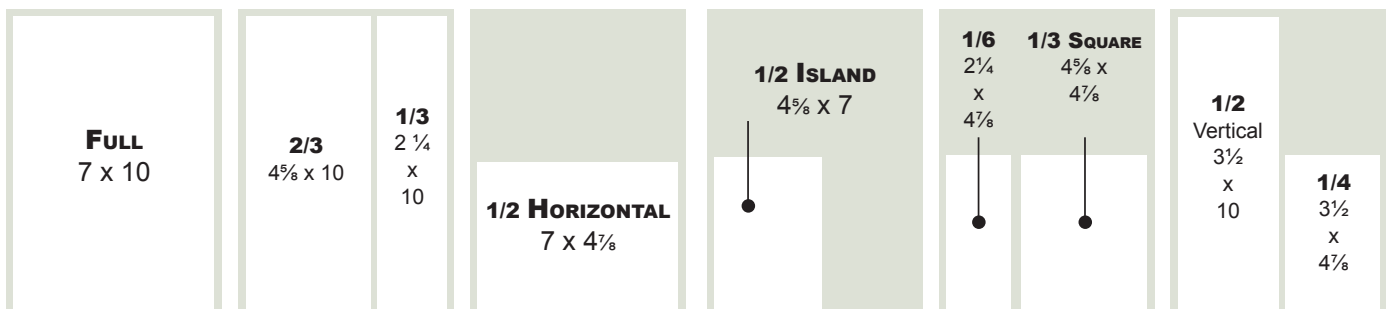
Cancellation policy: Banners, sponsorships, and e-newsletters require a 2-week written cancellation notice.

E-NEWSLETTERS

Formats accepted: GIF, Animated GIF or JPEG files only. No Rich Media or Flash.

Dimensions and file sizes: 468x60 full banner, 15-20k; 120x60 logo, 8-10K; 125x125 square, 120x240 half-tower, 20K; 120x600 tower, 25K. Frames and Looping: Max Frames = 4, Looping = 3times
3rd Party Ad Serving (3PAS): most 3rd party ad tags accepted. 3PAS tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials due 2 business days prior to e-newsletter blast.

Send all materials for online/e-newsletters to Sarah Rapp at sarah.rapp@penton.com



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2012

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