



# SPECIAL EVENTS MAGAZINE

28,000	Subscribers	\$150/M
24,771	Telemarketing	\$ +60/M
425	International	Inquire
Email Addresses Available		(See Email Datacard)

Special Events Magazine is the only international publication that covers all aspects of the special events industry. It serves as a resource for event professionals who design and produce special events (including social, corporate and public events) in hotels, resorts, banquet facilities and other venues. This publication offers a comprehensive, behind-the-scenes analysis of events from the professional's perspective while providing solutions on design and menu inspiration, sales-building strategies, business management tips and more.

Special Events Magazine reaches event professionals who provide products and/or services for events in hotels/resorts/inns, clubs, independent/off-premise catering, restaurants, institutions, event sites, banquet facilities, party rental & sales, independent planning companies, entertainment services, decorating/floral/props, lighting/sound/special events, ISES members and others allied to the field.

Penton Media, Inc. is the largest independent business-to-business media company in the U.S., serving more than six million business professionals every month. Penton's objective is to connect and enhance business communities, helping the customers we serve to grow through our market-leading media products and services. The company's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences, and more than 500 information data products.

**Their diverse portfolio of properties can help you reach your target audience.**

Source: Controlled Circulation

**Note: All orders are approved on a reciprocal rental. Orders cancelled prior to mail date are subject to a \$50 cancellation fee plus any applicable production and shipping charges. Orders cancelled after the mail date, will incur charges in full.**



### ADDRESSING:

Cartridge:	\$35.00 Flat Fee
Diskette:	\$75.00 Flat Fee
P/S Labels:	\$10.00/M
E-Mail:	\$75.00 Flat Fee
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Run Charges	\$10.00/M
Keying	\$ 3.00/M
4UP Cheshire	N/C

### SELECTS:

State/SCF	\$10.00/M
Zip	\$10.00/M (min. \$75/F)
SIC Codes	\$15.00/M
Gender	\$10.00/M
Primary Business	\$15.00/M
Job Title	\$15.00/M
Employee Size	\$15.00/M
Sales Volume	\$15.00/M
Telemarketing	\$60.00/M

20% Commission to Recognized Brokers  
 Sample Mailing Piece Required  
 Minimum order 7,500  
 Reuse or mailing with phone follow-up  
 \$5/M off base rate.

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from Penton Media, Inc

17,448 Total Email \$300/M

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### EMAIL FEES:

- \$120/M transmission
- \$50 Flat HTML charge
- \$25/M Personalization
- \$200 Flat suppression <100,000 records

### SELECTS:

- State/SCF/ Zip \$15.00/M
- SIC Code \$15.00/M
- Primary Business \$15.00/M
- Job Title \$15.00/M
- Employee Size \$15.00/M
- Sales Volume \$15.00/M
- SIC Codes \$15.00/M
- Telemarketing "please inquire"

20% Commission to Recognized Brokers  
Minimum order 5,000

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