

# Association Management International

Media Pack 2013 / 2014

A direct route to not for profit leaders and decision makers across the UK, mainland Europe and globally

Association Management International is a quality, leading quarterly publication, in print and online, reaching 10,000 association leaders with each issue.

As the flagship publication for association leaders, we cover all the essential areas of interest to our readership. Technology, management, events, destinations, finance, careers, industry news, people moves, as well as in-depth features on key association issues, people, their organisations plus venues and destinations.

It is delivered through a controlled circulation list to the most important professional leaders working for membership organisations, trade associations and professional bodies, in the UK, mainland Europe, North America, Canada and Australasia.

Association Management International is your direct route to communicate with these decision-makers and budget holders to influence their spending behaviour and build your brand.

Our readers are uniquely positioned to influence the buying decisions of their organisation and that of their members, ensuring that a wide range of senior potential customers beyond association leaders can be targeted by marketing to our readers.

With quarterly publication dates in February, May, September and December and cost effective, value for money advertising rates, reaching this market couldn't be easier.



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[www.associationmanagement.co.uk](http://www.associationmanagement.co.uk)

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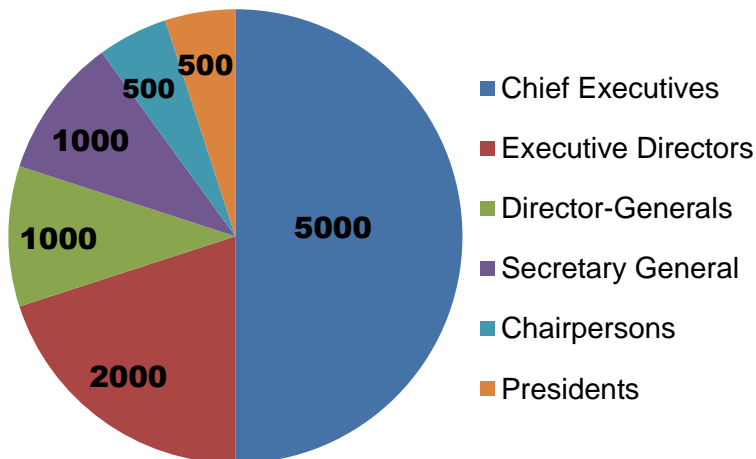
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# Our Readers Facts and Advertising opportunities

- Our readers are the senior executives and decision makers across the world's most influential associations and not-for-profit organisations.
- They purchase the products and services our advertisers offer.
- Distributed to **10,000** membership organisation leaders across the UK, Europe, USA, Canada and Australasia by post and electronically.
- 4 print and electronic issues a year.
- Kept for reference by 70% circulation.
- Available online and e-zine format for mobile digital access.



## Readership analysis



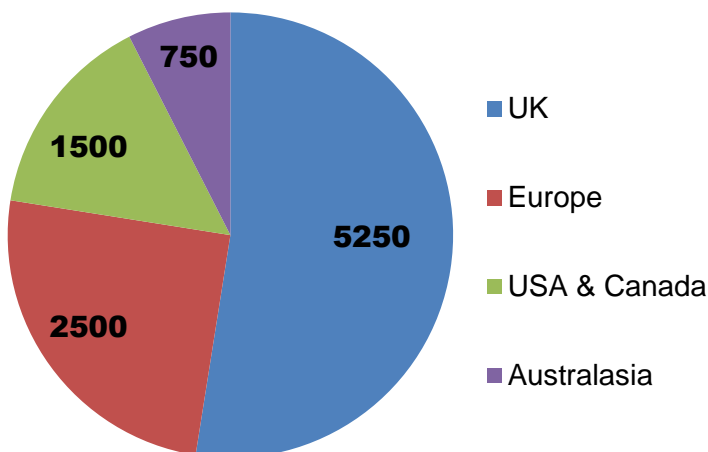
## Advertisement opportunities:

AMI provides advertisers with access to a unique and valuable audience who take their profession seriously.

- Print advertising
- Sponsored reports/case studies
- Supplements (lose and bound)
- Sponsored banners on website
- Creative inserts
- Event sponsorship

Please [email](mailto:info@associationmanagement.co.uk) for tailored creative packages.

## Geographical analysis



**Association Management**  
International

Autumn 2013 – Vol 13 Ed 2		
Main Features:	Social Media. UK Exporting. Transport & Freighting to Events. Empowering Managers.	Publication date: 30 <sup>th</sup> September '13
Destination focus:	Vienna, Barcelona, Beijing, Singapore.	Copy deadline: 16 <sup>th</sup> August '13
Events featured:	UK National Association Congress, Access Austria, CIBTM, EIBTH.	

Winter 2013 – Vol 13 Ed 3		
Main Features:	CRM Systems, Going Mobile, Meetings/Event Technology, Virtual Conferencing/webinars. Public Relations: Campaigns and lobbying.	Publication date: 29 <sup>th</sup> November '13
Destination Focus:	London, Melbourne, Brussels.	Copy deadline: 1 <sup>st</sup> November '13
Events featured:	Chase 2014. AIME 2014.	

Spring 2014 – Vol 14 Ed 1		
Main Features:	Mobile Apps for Associations. Wireless and Paperless systems. Interpretation & translation. Managing Committee's.	Publication date: 28 <sup>th</sup> February '14
Destination Focus:	Destination focus: Frankfurt, Abu Dhabi, Edinburgh, Paris.	Copy deadline: 30 <sup>th</sup> January '14
Events featured:	Confex 2014. GIBTM 2014. IMEX 2014.	

Summer 2014 Vol 14 Ed 2		
Main Features:	Surveying tools, Membership retention & development. Meeting strategies. Growth strategies. Making your Association International.	Publication date: 30 <sup>th</sup> May '14
Destination Focus:	Orlando, Cambridge, Seoul.	Copy deadline: 2 <sup>nd</sup> May '14
Events featured:	AIBTM '14, The Meetings Show UK.	

Autumn 2014 – Vol 14 Ed 3		
Main Features:	CRM systems. Member services. Affinity schemes and Loyalty Programmes. Sponsorship techniques. Volunteer management.	Publication date: 5 <sup>th</sup> September '14
Destination focus:	Barcelona, Tokyo, Geneva.	Copy deadline: 8 <sup>th</sup> August '14
Events featured:	EIBTM '14, CIBTH '14.	

Winter 2014 – Vol 14 Ed 4		
Main Features:	Strategic Finance. Identifying Alternative Income Streams. Governance issues. Communicating with members. Sustainability.	Publication date: 5 <sup>th</sup> December '14
Destination focus:	Madrid, Berlin, Hong Kong.	Copy deadline: 7 <sup>th</sup> November '14
Events featured:	CHASE 2015.	

# Rate card ~ Display and Online

We can tailor to individual campaign aims and budgets

	Frequency discounts		
Display	1 issue	3 issues	6 issues
Double page spread	£4000 / €4660	£3600 / €4193	£3200 / €3727
Full Page	£2000 / €2330	£1800 / €2096	£1600 / €1863
Half Page	£1000 / €1165	£900 / €1048	£800 / € 932
Quarter Page	£500 / €583	£450 / € 524	£400 / € 466
Inside Front Cover	£2400 / €2795	£2160 / €2515	£1920 / €2236
Back cover	£3000 / €3494	£2700 / €3145	£2400 / €2795
Inside Back Cover	£2500 / €2912	£2250 / €2620	£2000 / €2329
Online listing	One month	Three months	<p><b>Publication Profile:</b> AMI contains a mix of editorial for senior membership executives.</p> <p><b>Circulation:</b> 10,000</p> <p><b>Frequency:</b> 4 print &amp; electronic issues a year.</p>
Button Advert with hyperlink.	£99 / €115	£250 / €291	
Banner Advert with hyperlink	£99 / €115	£250 / €291	
e-newsletter alert	One issue	Three issues	
Banner advert with hyperlink	£99 / €115	£250 / €291	
Quarterly Directory Advert	£250 / €291	£600 / €699	

**To discuss specific commercial opportunities please call Phil Slinger on 01625 664502**

## Artwork specifications

		Technical Details
Full Page - Bleed	303mm x 216mm width	<p>All advertisements must be supplied as high resolution print ready pdf files.</p> <p>Print images should be placed as CMYK eps, tiffs or jpeg files at a resolution of 300 dpi at actual size, not gif or RGB</p>
Full Page - Trim	297mm x 210mm width	
Full Page - Type area	287mm x 200mm width	
Half page – vertical	287mm x 95mm	
Half page – horizontal	130mm x 200mm	
Quarter page	103mm x 95mm	
Classified Directory entry	80mm x 95mm	