

CAT Media

High-impact digital opportunities



High-impact digital opportunities

mitmagazine.co.uk and amimagazine.global are part of the revamped meetpie.com hub, currently attracting more than 170,000 users/370,000 page views monthly across all platforms. They present a range of new promotional opportunities online to reach the valuable UK corporate, association and intermediary event planners, as well as international association congress organisers



m&it
mitmagazine.co.uk



ami
amimagazine.global



CAT has an unrivalled track record of 30 years in the events industry, innovating and leading the market in developing a wide range of services in digital, online and live events, in addition to publishing magazines

Fabric

The Fabric is the most prominent position on our websites

- Solus position for duration of the campaign
- The Fabric will appear on every single page of chosen website(s)



Position	Located at the top of each page of the website	
Duration	Weekly	
Size	Desktop 1920px x 400px	Mobile devices 720px x 400px
Prices	1 x week campaign	€4,200

Please note: You can include embedded video as part of the Fabric. The user can opt to close the Fabric. Once the Fabric has been closed, it will disappear from all pages for a period of 24 hours before it will appear again

Medium Square Banner (MSB)

The MSB is a prime position available across a number of our most popular pages

Medium Square Banner



Position	The MSB can be purchased to appear on one of the following pages
	Homepage x 2 positions (4 max per month per position on rotation)
	News Post x 1 position (4 max per month on rotation)
Duration	Monthly
Size	300px x 250px
Price	€2,995

Double Medium Square Banner (MSB) Expanding Double MSB

Larger versions of the MSB with the advantage of solus positioning on popular pages

In addition it is possible to select the expanding option that will take the Double MSB up to 600px x 600px. The Double MSB will expand when the mouse rolls over the Double MSB

Double MSB



Position	The Double MSB/Expanding Double MSB can be purchased to appear on the following page only
	News Post x 1 solus position
Duration	Monthly
Size	Double MSB 300px x 600px Expanding Double MSB 600px x 600px
Price	Double MSB €4,800 Expanding Double MSB €9,340

Please note: Double MSB's are Desktop friendly only and are not available on mobile devices

Billboard and Leaderboard

We can now offer the prominent Billboard and Leaderboards across various pages of our websites

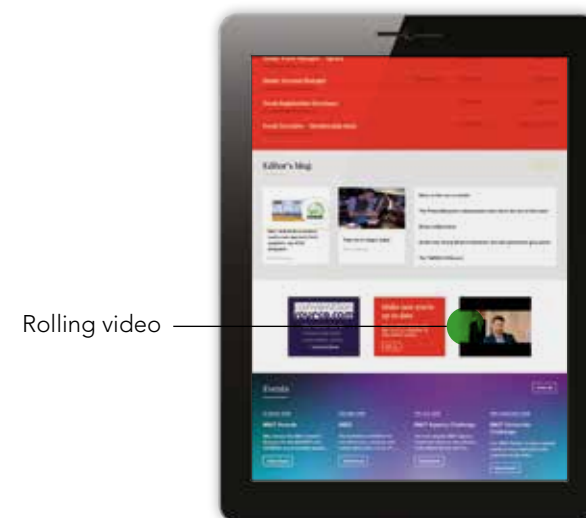


Position	Homepage	3 x positions (4 max per month per position on rotation)	
	News Listing	2 x positions (4 max per month per position on rotation)	
	News Posts	1 x position (4 max per month on rotation)	
Duration	Monthly		
Size		Desktop	Mobile devices
	Billboard	970px x 250px	320px x 100px
	Leaderboard	970px x 90px	320px x 50px
Price	Billboard	€5,995	
	Leaderboard	€2,995	

Rolling Video

This is your chance to include video content on our websites

The video will auto play as the video is displayed on the screen. The user will have the choice to turn on the sound to hear the video. In addition, the video will auto pause as the user passes the video and will commence playing when it emerges into view again



Position	Homepage	1 x solus position
	News Post	1 x solus position
Duration	Weekly or Monthly	
Size	300px x 250px	
Price	Weekly	€2,075

Note: Video file must be supplied as an HTML format file or Google approved third party tag – no YouTube/Vimeo links etc.

Sponsored Content

A new concept introduced by CAT Media. This is the chance to utilise mitmagazine.co.uk or amimagazine.global to place your own Sponsored Content news item. Sponsored Content allows you to capitalise on the trust and reputation of CAT acquired over 30 years and to encourage a greater number of our website visitors to view content written for you by our highly experienced team.

- Visible for a 1 month period via websites and newsletters, then held in the editorial news section of the nominated website indefinitely
- Written and designed on your behalf by CAT Media's experienced and skilled editorial and design team
- Enjoy high readership and engagement level with visitors to our websites
- Be visible to more than 170,000 visitors (370,000 page views) that use our websites each month

Your Sponsored Content Page will include the following:

Title

Synopsis

Picture 1 x picture, unrestricted size

Content Written on your behalf by our editors with up to 500 words

Key Words You can include up to 10 key words

Contact Include your full address, telephone number, email and website address

Price €5,995

News Story

Your Sponsored Content will be automatically loaded onto the home page's news section and will remain visible for one week. In addition, your Sponsored Content will be held in the editorial/news section of the website indefinitely.



Newsletter Promotion

Your Sponsored Content will be promoted on each newsletter for a month (4 x M&IT Newsletters or 2 x AMI Newsletters)



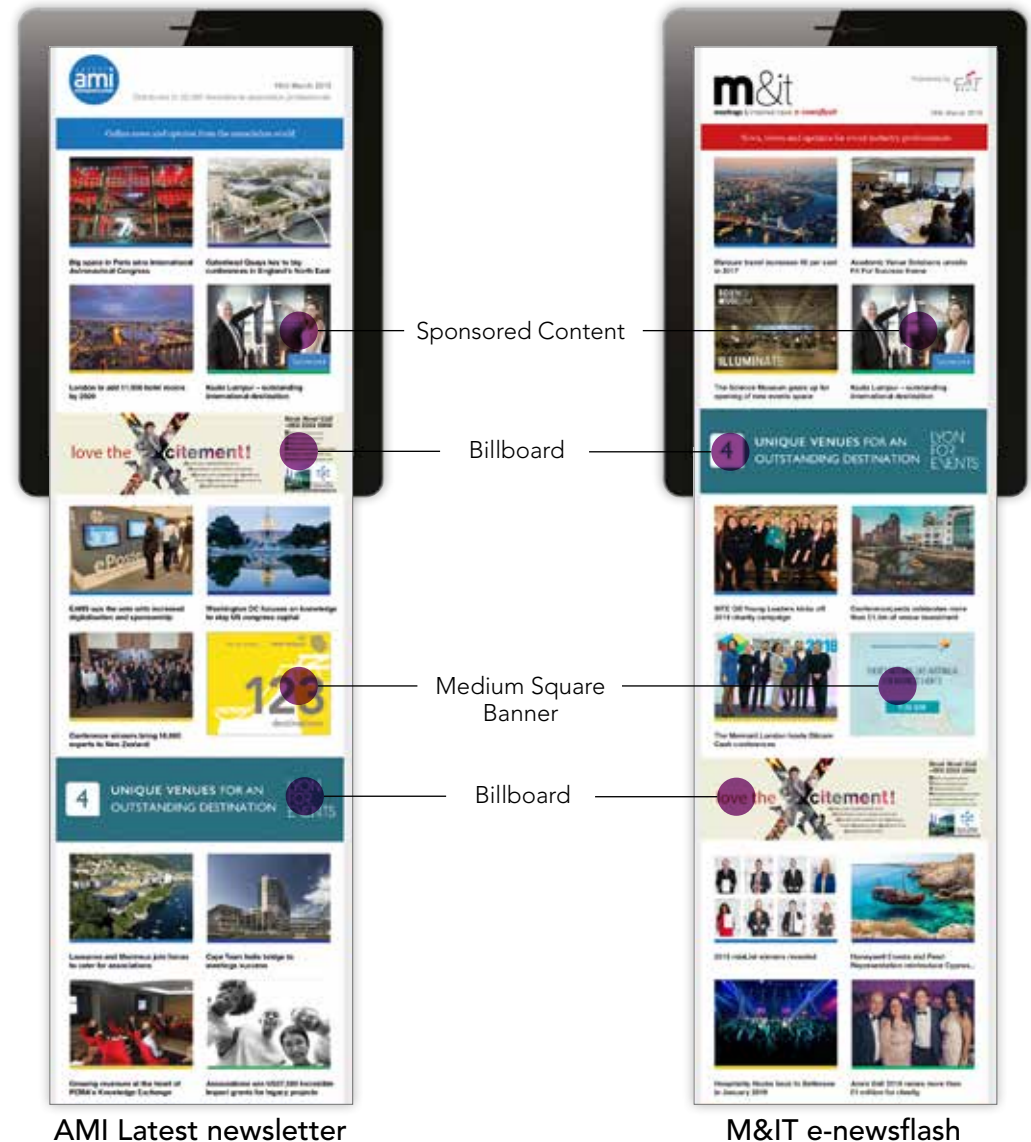
Email Newsletters

- Our M&IT and AMI readers lead busy lives – organising meetings, attending trade shows, selling sponsorships or promoting memberships.
- Our fortnightly AMI Latest (the new AMI E-newsletter) and weekly M&IT e-newsflash helps to keep them up-to-speed. They include a round-up of news, editors blogs, reader forums – and links to other promotional channels such as www.conventionsource.com and www.virtualfamtrip.co.uk.
- AMI Latest is distributed twice a month to more than 16,000 meetings industry professionals and M&IT e-newsflash is distributed weekly to 26,000.
- For suppliers looking to target buyers via the new CAT E-Newsletters, there are various digital and other new promotional options such as Sponsored Content.

	AMI Latest (x2 per month)	M&IT e-newsflash (x4 per month)
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Billboard	700px x 200px	€2,995	€5,995
Medium Square Banner	300px x 250px	€1,495	€2,995
Sponsored Content package		€5,995	€5,995

Please note, artwork dimensions differ slightly for email newsletter advertisements. Full specifications will be provided on booking.



AMI Latest newsletter

M&IT e-newsflash

For more information, contact: sales@CATMedia.global

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