



BOARDROOM

THE BEST RESOURCE FOR ASSOCIATIONS

BOARDROOM MAGAZINE  
MEDIA KIT 2023

— ARTICLES — NEWSLETTERS — ADVERTISEMENTS — SOCIAL MEDIA — BANNERS —

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## About Us

# THE BEST RESOURCE FOR ASSOCIATIONS

Driving the conversation on the most important topics on association management, Boardroom is considered the global reference point **both for the world of associations and within the meetings industry** at large. The articles are written by the sector's most experienced professionals and the magazine is endorsed and supported by the members of its Association Advisory Board.

Additionally, Boardroom offers journalistic services to convention bureaus, congress centres, and business event organisers to help them highlight their key assets and reach highly qualified leaders of associations through both online and print channels. The goal is to establish connections with the readership of Boardroom.

The majority of these associations are Europe based organisations, with European and/or international activities. Boardroom also boasts a fine selection of US based associations who organise global events.

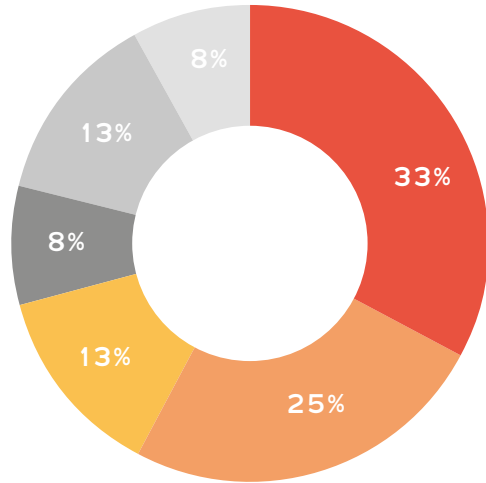
Kode Publishing & Services, owner of Boardroom Magazine, is established in Brussels, the European hub of associations, and its founding partners are senior meetings industry professionals.



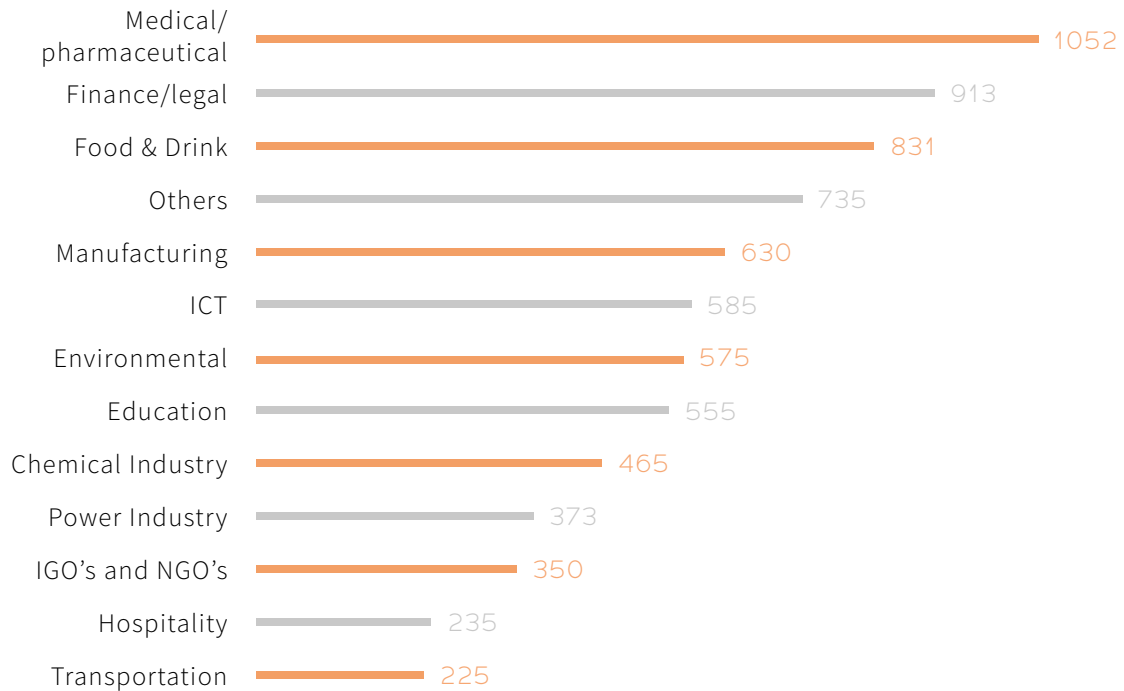
# Our Readership Profile

## Profile of Readership

- SECRETARIES GENERAL
- CEO
- EXECUTIVE DIRECTOR
- CONGRESS DIRECTORS
- EVENT MANAGERS
- OTHERS



## Top Industries Represented In Our Database



# Distribution and Reach

Reach over **10.000** associations, based all over the world

Boadroom has a truly global and extensive reach through:



our own association  
database



strategic partnerships with  
association bodies

## I. Boardroom Association Database

- A tailor-made selection of associations listed in the database of the Union of International Associations (total of the database as of 2023 : 7,500)

This database was acquired in 2017 (UIA) and is therefore the youngest in the Meetings Industry. In 2023 a new updated database was acquired from UIA and has been merged with the existing database.

### **Criteria of selection:**

- › Associations based in Europe, both European and international
- › Associations with a minimum of 200 pax at their events
- A highly qualitative selection of **US** based international associations (total of 500 associations)

These associations organise their congresses worldwide.  
This list was acquired in 2018 from an American agency.

- Associations Management Companies (AMC's) and Professional Congress Organizers (PCO's)
- Associations that have registered to the Boardroom website or that have personally requested a subscription

## 2. Strategic Partnerships

Strong - and often exclusive - strategic partnerships with renowned global association bodies have strengthened Boardroom's competitive position within this niche association market.

What makes Boardroom's global reach unique and unparalleled?

- Distribution of digital editions of Boardroom to the association bodies' members
- Distribution through knowledge and content sharing partnerships

### **Our partnerships with association bodies:**

Multiple markets dissemination through Boardroom's unique global database :

- European Society of Association Executives (ESAE)
- American Society of Association Executives (ASAE)
- African Society of Association Executives (AfSAE)
- ASSOCIATIONWORLD
- AC Forum
- Union of International Associations (UIA)
- The Iceberg

### **Our partnerships with meetings industry bodies:**

- IAPCO, the International Association of Professional Congress Organisers
- World PCO Alliance
- AIPC, the International Association of Convention Centres
- Global Associations Hubs

# The Stats

## Boardroom Website

**Monthly users**  
+/- 5,000

**Monthly unique users**  
+/- 2,000



**Monthly page views**  
+/- 11,000

**Average session duration**  
+/- 2min30

### Articles

Average view: +/- 300

Average time spent: 1min30

### Banners

Leaderboard banner monthly views: +/- 3,000

Square banner monthly views: +/- 2,500

### Landing Page

Monthly views: +/- 300

### Pop-up videos

Monthly views: +/- 150

### Boardroom MiniCourse

Average views: +/- 150



# The Stats

## Boardroom Newsletter



Sent out twice a month to

10,000  
direct contacts

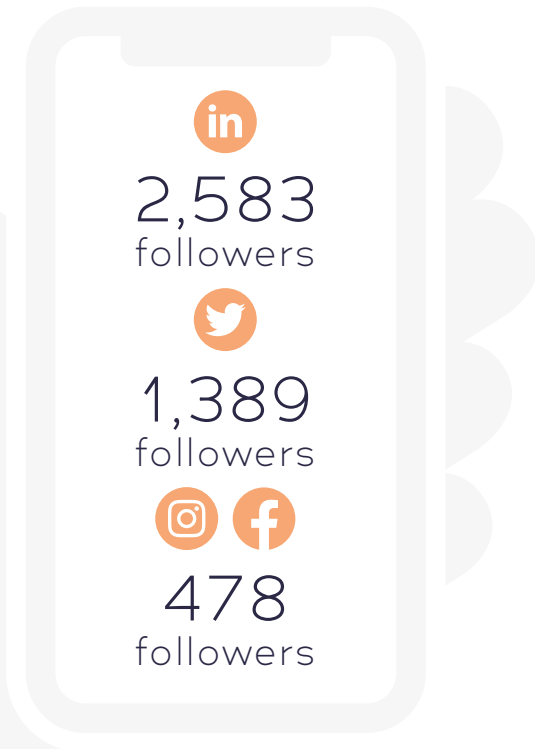
Opening rate average

17%

Click-through rate average

12%

## Boardroom Social Media\*



LinkedIn average monthly impressions

+/- 6,000

Twitter/Facebook/Instagram average monthly impressions

+/- 2,500

Average impressions for one LinkedIn post

+/- 250

Average impressions for one Twitter/Facebook/Instagram post

+/- 150

*\*The numbers account for Boardroom's dedicated social media profiles. There are no combined numbers with other accounts belonging to the similar groups (magazines, fairs, trade shows) or partners. As of January 2023.*



# Rates

## ARTICLES, NEWSLETTER & SUPPLEMENTS

### Articles

	PRINT	ONLINE	PACKAGE (online +print)
<b>KEY FOCUS ARTICLE</b> (900 words + images)	5,250€ (2 pages)	4,250€	7,500€
<b>IN-DEPTH ARTICLE</b> (1800 words + images)	7,500€ (4 pages)	6,500€	10,500€

### Newsletter

<b>NEWSLETTER ARTICLE (400 words + image)</b>	
if repurposed from print	950€
if new article (500 words + images)	2,750€
<b>NEWSLETTER BANNER</b>	950€

### Supplements

	PRINT	DIGITAL
<b>12 PAGES</b>	16,000€	14,000€
<b>16 PAGES</b>	18,000€	16,000€

*All editorial and lay out services are inclusive of the above mentioned rates.*

# Rates

## ADVERTISEMENTS

### Print

<b>1/1 PAGE</b>	4,250€
<b>2/1 SPREAD</b>	6,350€

### Online

<b>BOARDROOM MINICOURSES</b> (Knowledge Capitals section)	1,950€ p/month
<b>LANDING PAGE</b> (Pop up window every 2 articles. Can include video, text, CTA, etc.)	1,950€ p/month

### Banners

<b>LEADERBOARD BANNER</b> (rotating with other banners – 4 max)	1,950€ p/month
<b>SQUARE BANNER</b>	650€ p/month

*All editorial and lay out services are inclusive of the above mentioned rates.*

# Editorial Planning

## Print

EDITION	TOPIC	DEADLINE
Q1	<p><b>Association focus:</b> The Do's and Don'ts of Good Governance</p> <p>Good governance ensures the overall direction, effectiveness, supervision, and accountability of an organisation. It demonstrates a willingness and ability to act in the best interests of the association, ensuring the operation of effective, open and ethical processes which adhere to the law and stand up to scrutiny. But what does that mean practically speaking?</p> <p><b>Building Back Better Series:</b> It's a Woman's World – the role of women and their inclusion in society to build a better world</p> <p><b>Destination focus:</b> Conference Design in the New Normal</p> <p><b>Additional distribution:</b> ESAE workshops, Brussels International Associations Forum, European Association Summit, IMEX Frankfurt</p>	20 January
Q2	<p><b>Association focus:</b> Rethinking Your Business Models: From Membership to Products</p> <p>Association business models that relied heavily on revenue from in-person events and sponsorships have taken a toll. Organizations are now creating new, more crisis-resistant revenue streams.</p> <p><b>Building Back Better Series:</b> Where are we standing regarding ESG (Equity, Social, Governance)?</p> <p><b>Destination focus:</b> Helping Associations Achieve their Mission &amp; Vision</p> <p><b>Additional distribution:</b> ESAE workshops, Geneva International Associations Forum, IMEX Frankfurt, ASAE Annual Meeting</p>	21 March

# Editorial Planning

## Print

EDITION	TOPIC	DEADLINE
Q3	<p><b>Association focus:</b> Go Global or Someone Else Will</p> <p>Global positioning could be part of your long-term strategy, not only to enhance your visibility and influence within your industry but also to expand your membership as well as increased philanthropic income and corporate sponsorship.</p> <p><b>Building Back Better Series:</b> An update on the New Intent Initiative</p> <p><b>Destination focus:</b> Cooperation and Collaboration: Key Factors for Success</p> <p><b>Additional distribution:</b> IMEX America, IBTM world, BestCities Global Forum, PCMA EMEA Forum, ESAE workshops, ASSOCIATIONWORLD workshops</p>	15 August
Q4	<p><b>Association focus:</b> How to Develop Partnerships to Expand Impact</p> <p>Strategic partnerships multiply your efforts and expand your visibility and platform. Partnership done right will also increase your impact and influence.</p> <p><b>Building Back Better Series:</b> A focus on the winners of ICCA and BestCities' Incredible Impacts Programme</p> <p><b>Destination focus:</b> Impact, Sustainability &amp; Beyond</p> <p><b>Additional distribution:</b> IBTM World, ESAE workshops, AIME, ASSOCIATIONWORLD workshops</p>	21 October

# Editorial Planning

## Digital

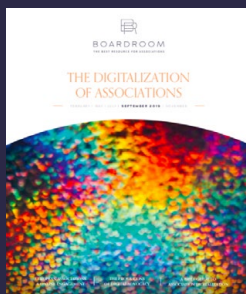
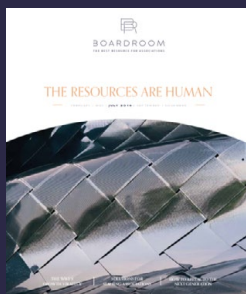
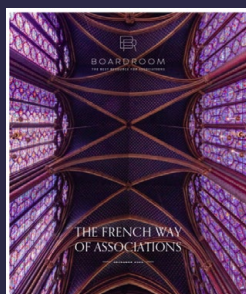
MONTH	TOPIC
<b>February</b>	Develop Partnerships to Expand Impact
<b>March</b>	The Remote Working Megatrend: What Does It Mean for Associations?
<b>April</b>	ESG Is the New Normal
<b>May</b>	How to Set Up An Efficient Board
<b>June</b>	A 365 Engagement Model?
<b>July</b>	Growing Globally: If You Don't, Somebody Else Will
<b>September</b>	Back to the Basics of Legacy: Where to Start
<b>October</b>	How to Build a Better Workplace Culture
<b>November</b>	The End of Membership as We Know It
<b>December</b>	The New Rules of Sponsorship

*Deadline of delivery of material 2 weeks prior to desired publication planning'*



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