



BOARDROOM

THE BEST RESOURCE FOR ASSOCIATIONS

BOARDROOM MAGAZINE
MEDIA KIT 2024

— 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.

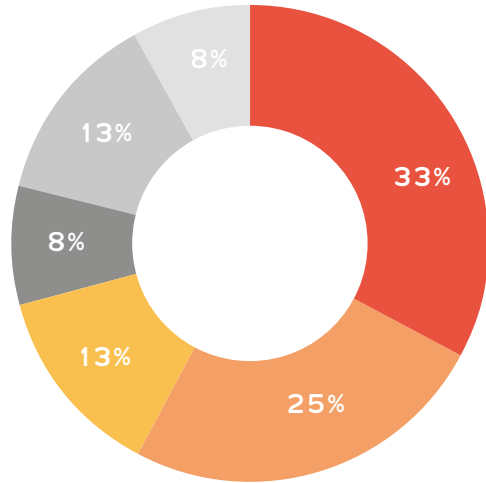
- Financial Contributor to the Net Zero Carbon Events Initiative
- Use of recycled paper for print copies (FCS)
- Vegetable ink



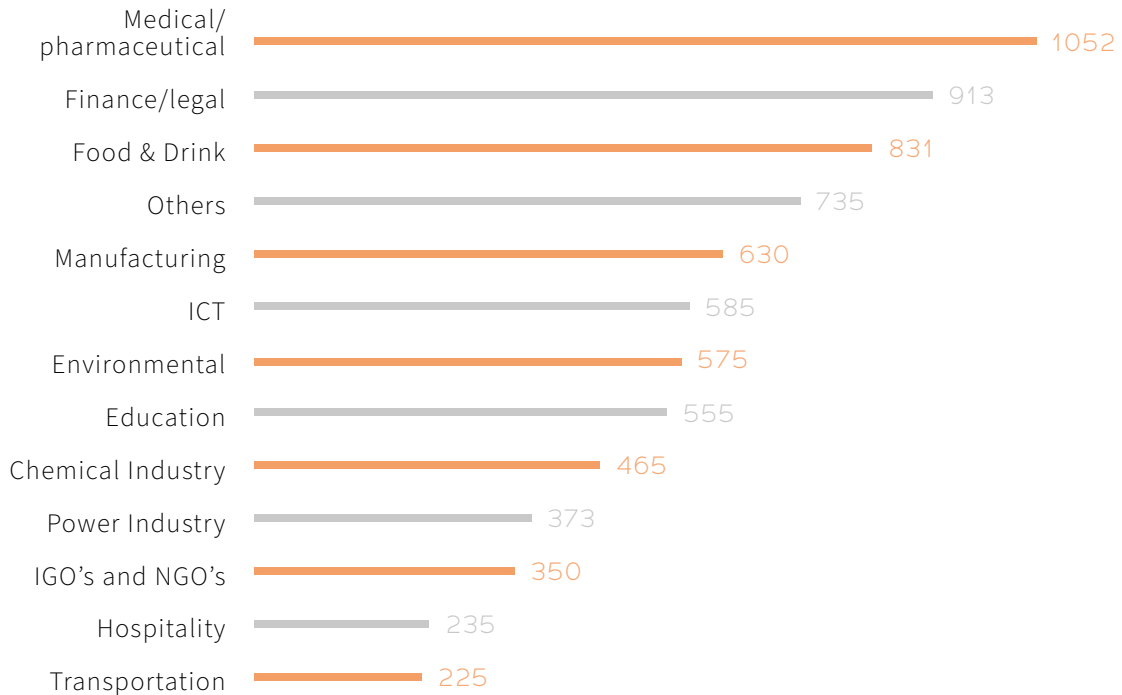
Our Readership Profile

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

Boardroom 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 (**7,500 contacts in total, as of November 2023**)

This database was acquired in 2017 (UIA) and is therefore the youngest in the Meetings Industry. In 2024 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 (**500 contacts in total**)
- 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
 - **Number of print copies distributed:** 5050 (4850 in Europe / 200 in the US)

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
- Member of BestCities Strategic Thinkers

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*



3,100
followers



1,400
followers



478
followers

LinkedIn average monthly
impressions

+/- 6,000

X/Facebook/Instagram
average monthly impressions

+/- 2,500

Average impressions for one
LinkedIn post

+/- 250

Average impressions for one
X/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 2024.*

Rates

ARTICLES, NEWSLETTER & SUPPLEMENTS

Articles

	PRINT	ONLINE	PACKAGE (online +print)
KEY FOCUS ARTICLE (900 words + images)	5,250€ (2 pages)	4,250€	7,500€
IN-DEPTH ARTICLE (1800 words + images)	9,000€ (4 pages)	8,000€	13,000€

Newsletter

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

Supplements

	PRINT	DIGITAL
12 PAGES	16,000€	14,000€
16 PAGES	18,000€	16,000€

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

Rates

ADVERTISEMENTS

Print

1/1 PAGE	4,250€
2/1 SPREAD	6,350€

Online

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

Banners

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

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

Editorial Planning

Print

EDITION	TOPIC	DEADLINE
Q1	<p>Association focus: Latest Trends in Conference Design More interactive and immersive experiences, incorporating new technologies, an ever-growing focus on sustainability and impact... what are the latest trends in conference design?</p> <p>Destination focus: Helping Associations Achieve their Mission & Vision</p> <p>Additional distribution: AIME, ESAE workshops, ASSOCIATIONWORLD workshops, IMEX Frankfurt, European Association Summit</p>	25 January
Q2	<p>Association focus: Strategies for Member Attraction & Retention How to implement targeted marketing campaigns, personalized member experiences, and value-added services to attract new members to an association while fostering engagement, satisfaction, and loyalty among existing members, thereby creating a sustainable and thriving membership community?</p> <p>Destination focus: Sustainability & Beyond</p> <p>Additional distribution: ESAE workshops, ASSOCIATIONWORLD workshops, IMEX Frankfurt, The Meetings Show, Geneva International Associations Forum (GIAF)</p>	25 March

Editorial Planning

Print

EDITION	TOPIC	DEADLINE
Q3	<p>Association focus: Developing High-Impact Products & Programs</p> <p>Whether the goal is capacity building or professional development, attracting the younger generation requires associations to consistently innovate in developing novel products and programs. This innovation is essential to maintain a competitive edge.</p> <p>Destination focus: Meeting With Maximum Impact</p> <p>Additional distribution: IMEX America, IBTM world, BestCities Global Forum, PCMA EMEA Forum, ESAE workshops, ASSOCIATIONWORLD workshops</p>	15 August
Q4	<p>Association focus: The Technology Issue</p> <p>What factors should organizations consider when incorporating technology into their strategic planning and daily operations? From AI to conference technology, from data analysis for growth, social media to cybersecurity, Boardroom's special issue on technology will explore what matters.</p> <p>Destination focus: Cooperation & Collaboration: Key Factors for Success</p> <p>Additional distribution: IBTM world, ESAE workshops, AIME, ASSOCIATIONWORLD workshops, BestCities Global Forum, AIME, Brussels International Associations Forum (BIAF)</p>	21 October

Editorial Planning

Digital

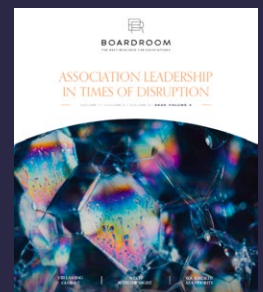
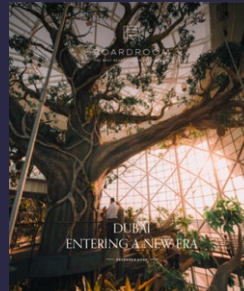
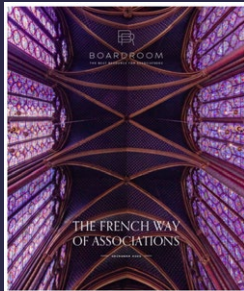
MONTH	TOPIC
January	ESG is the new normal
February	The end of legacy as we know it?
March	What makes a good association leader?
April	The ideal association workplace
May	The Do's and Dont's of Good Governance
June	Strategies for member attraction & retention
July	Growing Globally: If You Don't, Somebody Else Will
September	Back to the Basics of Legacy: Where to Start
October	How to Build a Better Workplace Culture
November	The End of Membership as We Know It
December	The New Rules of Sponsorship

Deadlines: All online articles and banners should be ready by the 25th of the month prior to online publication.



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