



BOARDROOM

THE BEST RESOURCE FOR ASSOCIATIONS

Media Kit 2025

TOOLS FOR YOUR PUBLICATION IN BOARDROOM MAGAZINE PRINT & ONLINE

Table of contents

I.	About us	03
II.	Readership & Coverage	04
III.	Partnerships & Testimonials	06
IV.	Boardroom in Numbers	08
PRODUCTS & RATES		
V.	Print & Digital Magazines	10
VI.	Boardroom Website	13
VII.	Newsletters	17
VIII.	Email Blasts	18
IX.	Social Media	19
X.	Contact	20

I. 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. 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.

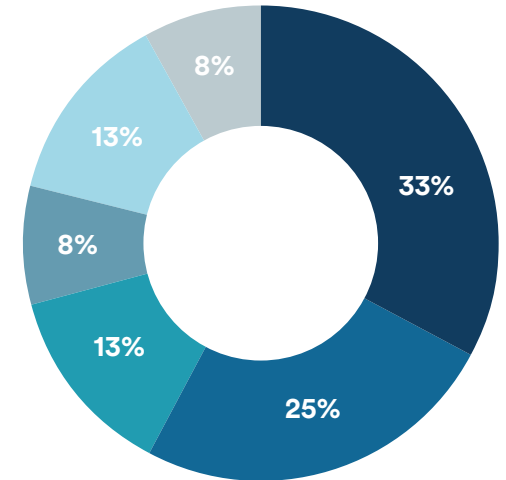
Boardroom offers journalistic services to convention bureaus, congress units and business event organisers to help them highlight their key assets and coach highly qualified leaders of associations through digital and print channels. The goal is to establish connections with the readership of Boardroom.



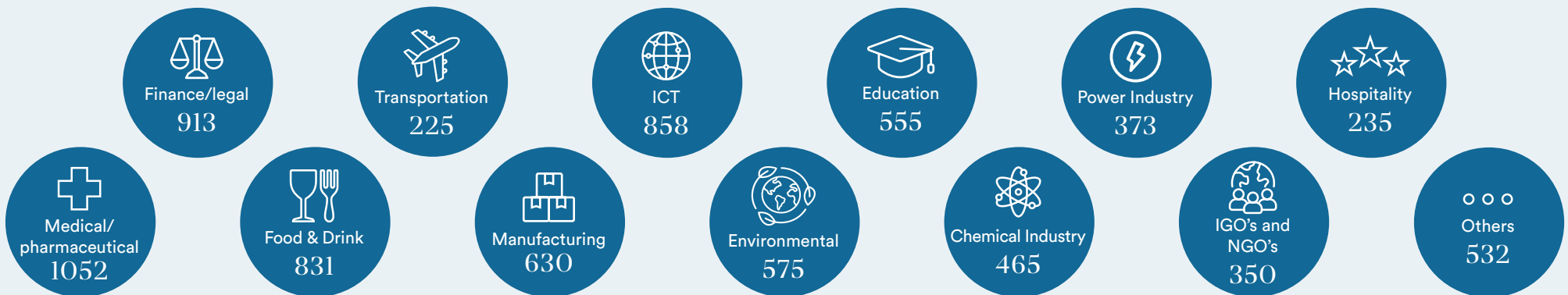
II. Readership & Coverage

Our audience

Boardroom's extensive and regularly updated database connects you to C-suite level executives of European and US-based associations with an international, regional or national reach, as well as congress directors and event professionals.



TOP INDUSTRIES



Coverage

A global reach of over 7,500 associations.

7,500

USA
524 associations
(Boardroom database)
ASAE members
PCO's /AMC's

EUROPE

5597 associations
(Boardroom database)
ESAE members
AC Forum members
ASSOCIATIONWORLD followers
PCO's /AMC's

LATIN AMERICA

PCO's /AMC's
IN PROGRESS*

MIDDLE EAST

31
PCO's /AMC's

AFRICA

AfSAE members
PCO's /AMC's

ASIA- PACIFIC

42
PCO's /AMC's

III. Partnerships & Testimonials

A. Our audience

Boardroom has established strong – and often exclusive – strategic partnerships with globally renowned association bodies, solidifying its competitive edge within the niche association market.

What sets Boardroom apart?

- Distribution: directly to members of leading association bodies.
- Dissemination of knowledge and content through value-driven partnerships.
- Advisory Board of association executives.

Our partnerships with association bodies



Our partnerships with meetings industry bodies



B. Testimonials

“Boardroom is my trusted resource for valuable industry insights that align with our commitment to innovation and sustainability, while fostering meaningful connections with associations.”

Alison Gardiner

Director of Sales, Strategy & Partnerships

BRISBANE CONVENTION
& EXHIBITION CENTRE



“I am a regular reader of Boardroom. It’s a valuable source of information and inspiration for associations. The variety of topics it covers – governance, events, membership, etc– is very relevant for me and my colleagues.”

Mohamed Mezghani

Secretary General

UITP



“Boardroom is essential for associations, covering digital transformation, sustainability, governance, and leadership with expert insights and practical strategies. A must-read!”

Ben Goedegebuure

Chief Global Strategy Officer

MARITZ



IV. Boardroom in Numbers

A. The Website

+/- 5.000
monthly
users

+/- 2.000
monthly unique
users

+/- 11.000
monthly page
views

+/- 1'30"
average session
duration

Articles

+/- 300
average
views

+/- 1'30"
average time
spent

Pop-up videos

+/- 150
monthly
views

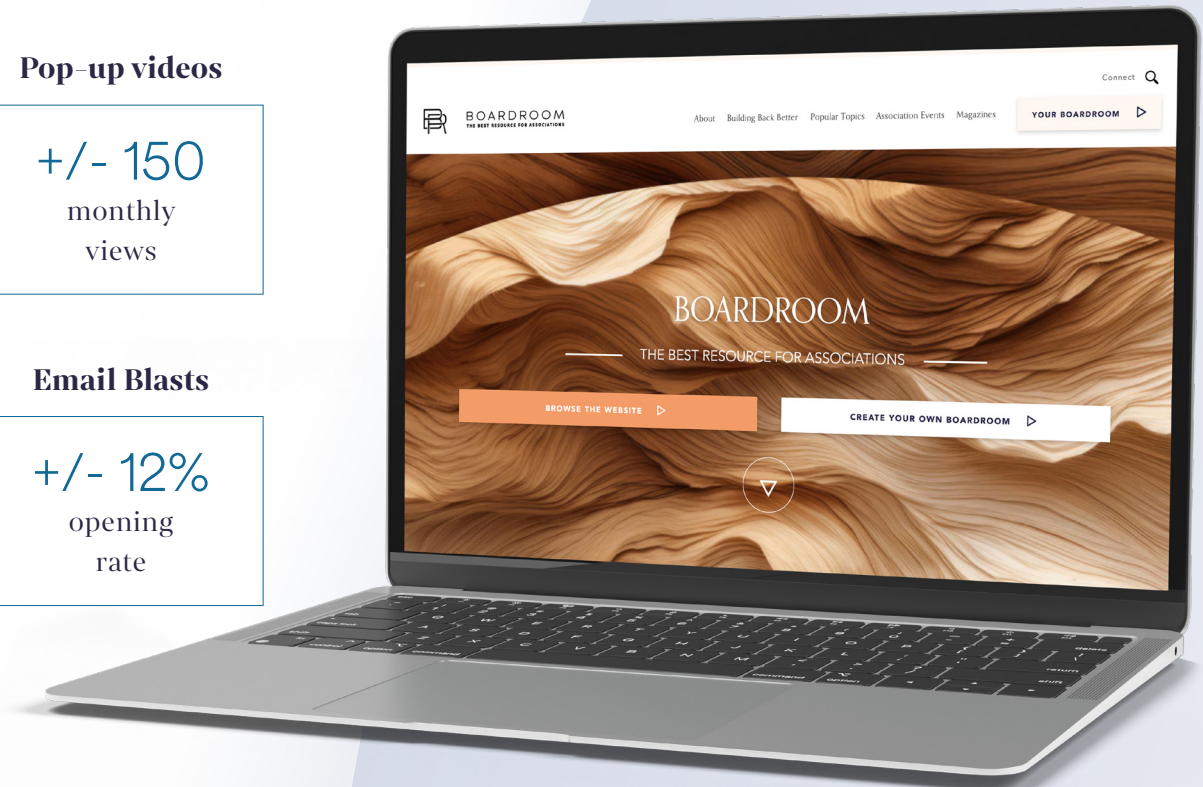
Banners

+/- 3.000
leaderboard banner
monthly views

+/- 2.500
square banner
monthly views

Email Blasts

+/- 12%
opening
rate



B. The Print Magazine

5050 copies



4.850
in Europe

200
in the US



C. The Newsletter

4 Newsletters /month



17%
average
opening rate

12%
average click-
through rate

THAT DIRECTLY REACH 7500 CONTACTS

D. Social Media

3559 followers



+/- 8.500
average monthly
impressions

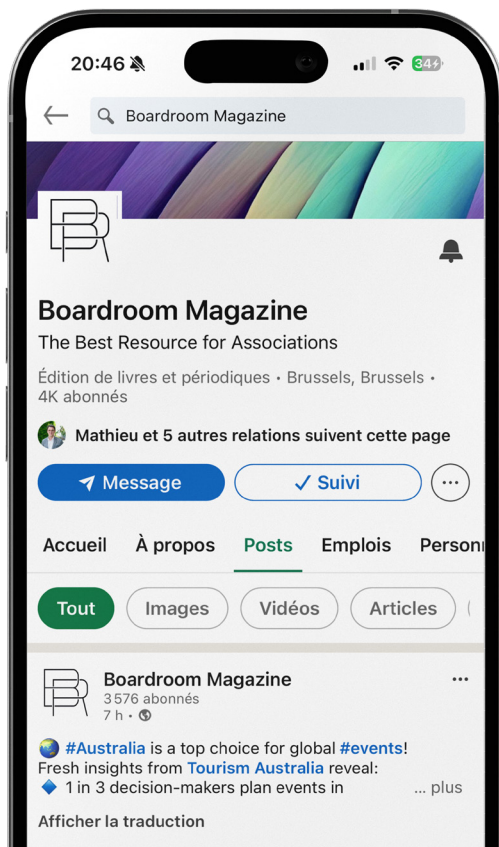
+/- 250
average impressions
per one post

350 followers



+/- 250
average monthly
impressions

+/- 100
average impressions
per one post



V. Print & Digital Magazines

Print Magazine Opportunities

The Boardroom print magazine edition is written and produced by our expert team of editors. It is published 4 times a year and sent out to 5050 contacts in Europe and the US. Tell your story, advertise your brand or dive deep with a destination supplement.

SPONSORED ARTICLES

Key Focus Article

2 pages/ 800 words + images

5.750 €



In-Depth Article

4 pages/ 1800 words + images

7.000 €



ADVERTISING

Promote your brand with captivating images.

1/1 page
5.750 €



2/1 page
6.550 €



SUPPLEMENTS

The ideal way to present your offerings in depth through interviews, case studies and features on new developments, all under one dedicated umbrella edition.

8 pages
14.000 €

12 pages
16.000 €

16 pages
18.000 €

PRINT EDITORIAL PLANNING

Edition	Topic	Deadline
Q1 (digital only)	Global Leadership Strategies	20 January 2025
Q2 (digital + print)	Advocacy & Public Policy	1 April 2025
Q3 (digital only)	Financial Management & Fundraising	11 August 2025
Q4 (digital + print)	Future Trends in Association Management	20 October 2025

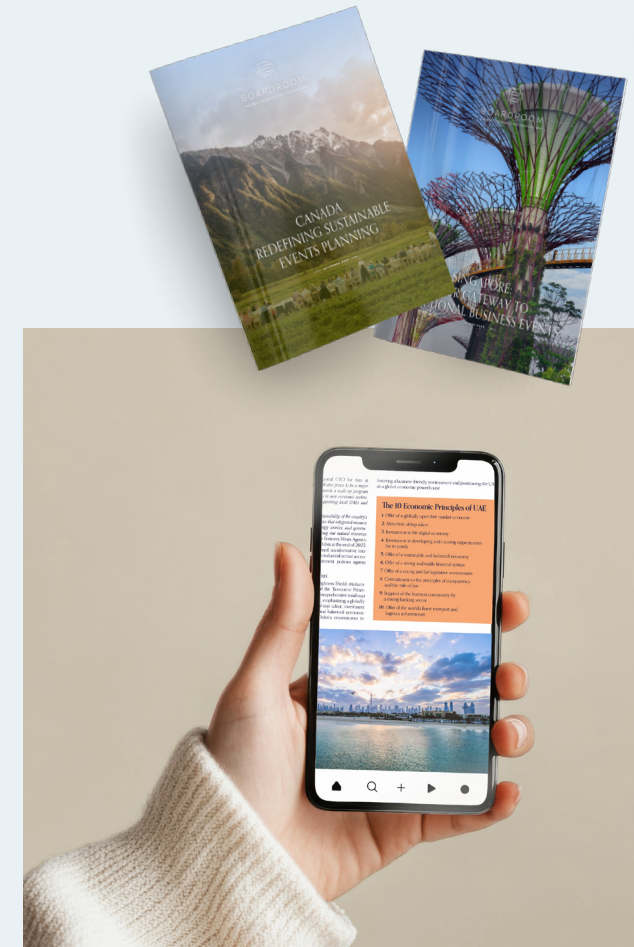
Digital Magazine

The digital version of Boardroom's esteemed print version. Every print issue is also available on your screen in PDF format for easier access to the high-quality content of Boardroom.



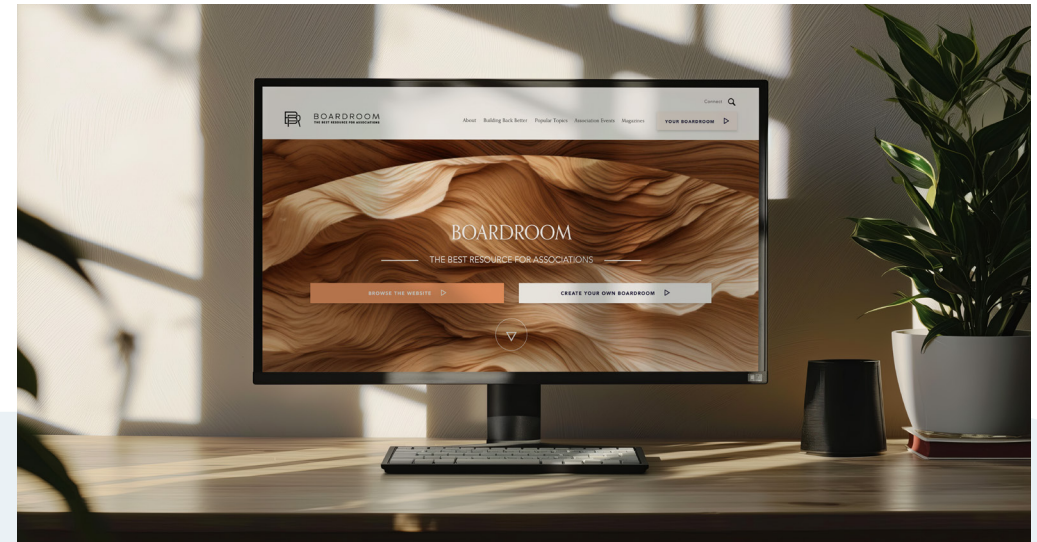
Digital Supplements

The digital version of BR's print supplements in a downloadable PDF format.



VI. Boardroom Website

Boardroom.global is your go-to platform for association and meetings industry insights. Engage with exclusive videos, sponsored content and impactful digital advertising options to reach a targeted audience of decision-makers.



Online Sponsored Articles (+/-300 views)

Spotlight Article
+
1 newsletter inclusion

450 words + images
2.750 €

Key Focus Article
+
1 newsletter inclusion

800 words + images
5.750 €

In-Depth Article
+
1 newsletter inclusion

1800 words + images
7.000 €

Online Destination Report

An immersive way to present your offerings in different sections directly on our website.

2 chapters
6.500 €

3 chapters
9.500 €

4 chapters
12.000 €

*Product under development. Get in touch with sales@boardroom.global

Podcasts

Boardroom podcasts explore key topics in association management, featuring engaging discussions with association executives, in collaboration with the European Society of Association Executives (ESAE). With six episodes annually, these thought-provoking conversations provide unique insights into the industry and can be the perfect sponsored opportunity

Your brand will be highly visible thanks to the ongoing promotion on our website, social media platforms, newsletter, etc.

For more information contact sales@boardroom.global



Digital Advertising

Promote your brand with captivating images, messages, videos and drive associations to your website.

**Pop-up videos
every 2 articles**

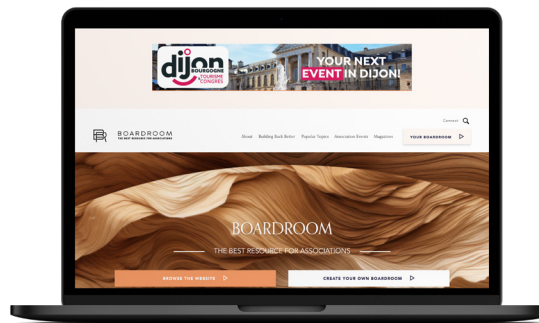
**Size: ratio 16/9
Quality: 720px**



+/- 150 monthly views
1.950 €/month

**Leaderboard banner
ROTATING WITH OTHER BANNERS – 4 MAX**

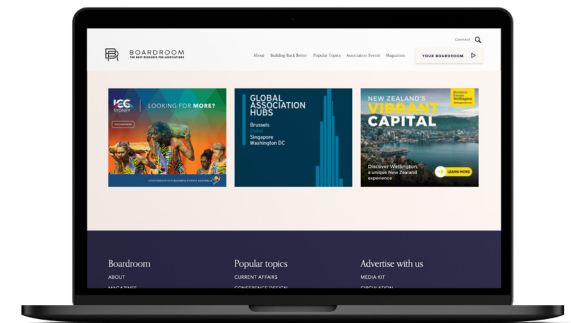
**Size: 840px x 150px
+ quality: + @2x (for retina)**



+/- 3.000 monthly views
1.950 €/month

Square banner

**Size: 300px x 250px
+ quality: + @2x (for retina)**



+/- 2.500 views
950 €/month

Special Offers

BR 360* Package

Take advantage of our 360° package, carefully curated to maximise exposure and engagement.

Key Online Focus Article

+

Newsletter inclusion

+

Email blast

+

Social Media

7.800€

Online In-depth Article

+

Newsletter inclusion

+

Email blast

+

Social Media

9.500€

Print and Online Sponsored Article Package

Expand your reach with our Print and Online Sponsored Article package. Share your message in our prestigious print edition and engage a global audience through our website.

Key Focus Article (800 words + images)

+

Print

+

Online

8.500€

In-depth Article (1.800 words + images)

+

Print

+

Online

11.000€

OTHER COMBINATIONS ARE AVAILABLE UPON REQUEST.

VII. Newsletters

Delivered directly to our 7500 readers once a week, our newsletter is a fast way to get access to industry updates, strategic insights and destination news.

Newsletter article

450 words + images

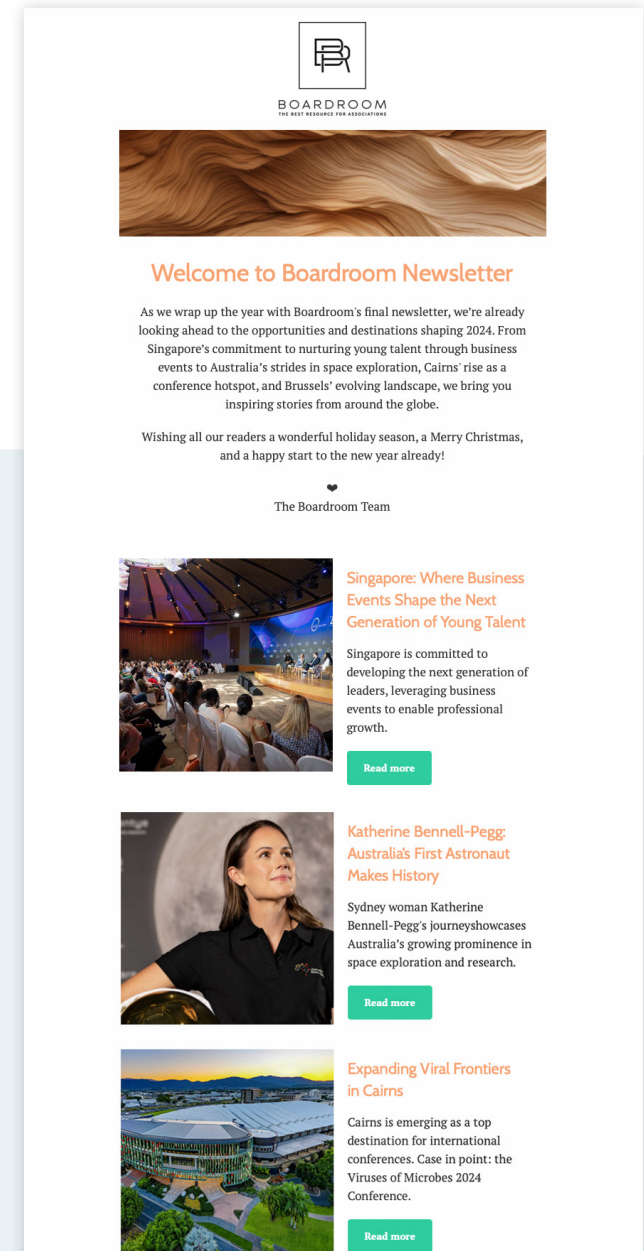
2.750 €

if repurposed from an existing online article inserted in the newsletter

1 time FREE	2 times + 450 €	3 times + 550€	4 times + 650€
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Banner

950 €



VIII. Email Blasts

Amplify your message with our targeted email blast service, reaching a curated audience of 7500 contacts worldwide.

Your message – designed by you in HTML – will land directly in their inboxes delivering exposure and engagement.

2.950 €

Business
Events
Wellington

Connect with changemakers in Wellington, New Zealand



New Zealand's capital, **Wellington**, is a hub for knowledge exchange, research, and innovation.

Though compact, Wellington is at the heart of New Zealand's decision-making and is often described as the nation's knowledge hub.

It is home to **Te Herenga Waka–Victoria University of Wellington**, which boasts the highest proportion of academics conducting high-quality research in New Zealand and ranks in the top 2% of universities worldwide.

Otago University's Wellington campus specialises in medical and health sciences, with its prime location providing direct access to government. This makes it a leader in sharing research and clinical insights with policymakers, agencies, and communities.



Largest

National research, science

1st

for high-quality research
in New Zealand



OTTAWA

From Oh! to Ah!

Connect, then escape

Ottawa is a business events destination that combines world-class meeting spaces and accommodations with cultural discovery and adventure in the great outdoors.



Making Ottawa more accessible

Last spring, Ottawa Tourism launched its Tourism Accessibility Fund to address gaps in the visitor experience. Since then, a dozen projects have done just that. [Read More >](#)



Getting here is getting easier

Ottawa International Airport continues to add new international connections, with Air Canada's re-introduction of direct flights from London-Heathrow and the direct service from Paris with Air France. [Read More >](#)



Keeping food on the table

Ottawa Tourism recently partnered with La Tablée des Chefs, an organization devoted to fighting food insecurity, to launch Canada's first destination-led event-sector food recovery program. [Read More >](#)



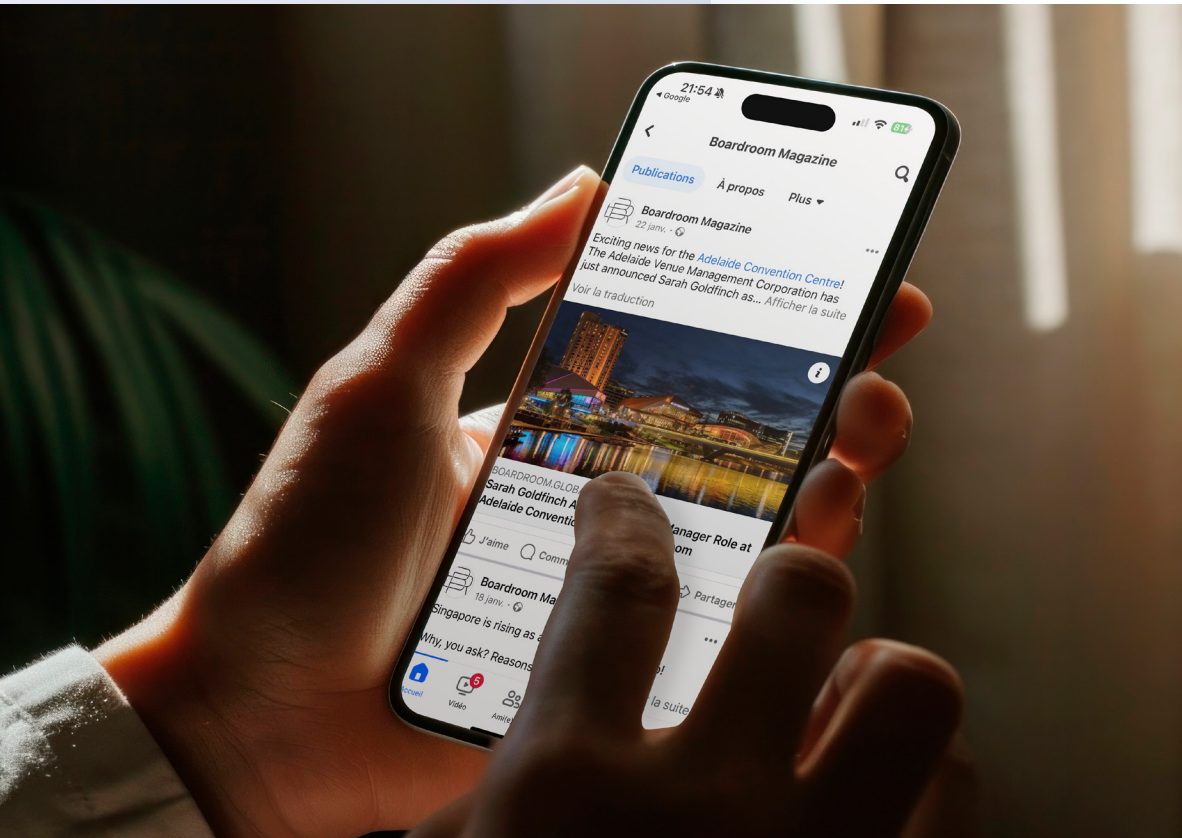
10 things you should know about Ottawa

You've probably heard of Ottawa, Canada's capital and perhaps you've met with Ottawa Tourism team members at USAE events. But here are 10 things you probably don't know. [Read More >](#)

OTTAWA

From Oh! to Ah!

IX. Social Media



LinkedIn



Instagram



Threads



X

Curated by Boardroom's community manager
250 €/post

X. Contact



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Credentials of Boardroom

NET ZERO CARBON EVENTS

Official (paying) supporter

COLLABORATION WITH ASSOCIATION SOCIETIES

- PRESS PARTNER of ESAE (European Society of Association Executives)
- STRATEGIC PARTNERSHIP with ASAE (American Society of Association Executives) and AfSAE (African Society of Association Executives)
- UIA (Union of International Associations)

MEDIA PARTNERSHIPS

- ICCA
- WWAA (Women Who Advance Associations)
- THE ICEBERG
- IAPCO
- GLOBAL ASSOCIATION HUBS

BOARD PRESENCE

- BestCities Strategic Thinkers
- #MEET4IMPACT

JURY MEMBER

- ESAE Association Awards
- WWAA (Women Who Advance Associations) Awards
- GDS Awards
- ABPCO Awards (sponsor for the Best International Conference Award)

The Advisory Board



PETER VAN DAELE

Secretary General

International Union of
Radio Science (URSI)



CARLOS LEE

Director General

European Photonics Industry
Consortium (EPIC)



ARIANE BRUSSELMANS

Director of Conferences

International
AIDS Society



SUSAN DE BIEVRE

Association Consultant

@ Advisor

Network for the Advancement of Patient
Blood Management, Haemostasis and
Thrombosis (NATA) & World Federation of
Societies of Anaesthesiologists (WFSA)



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