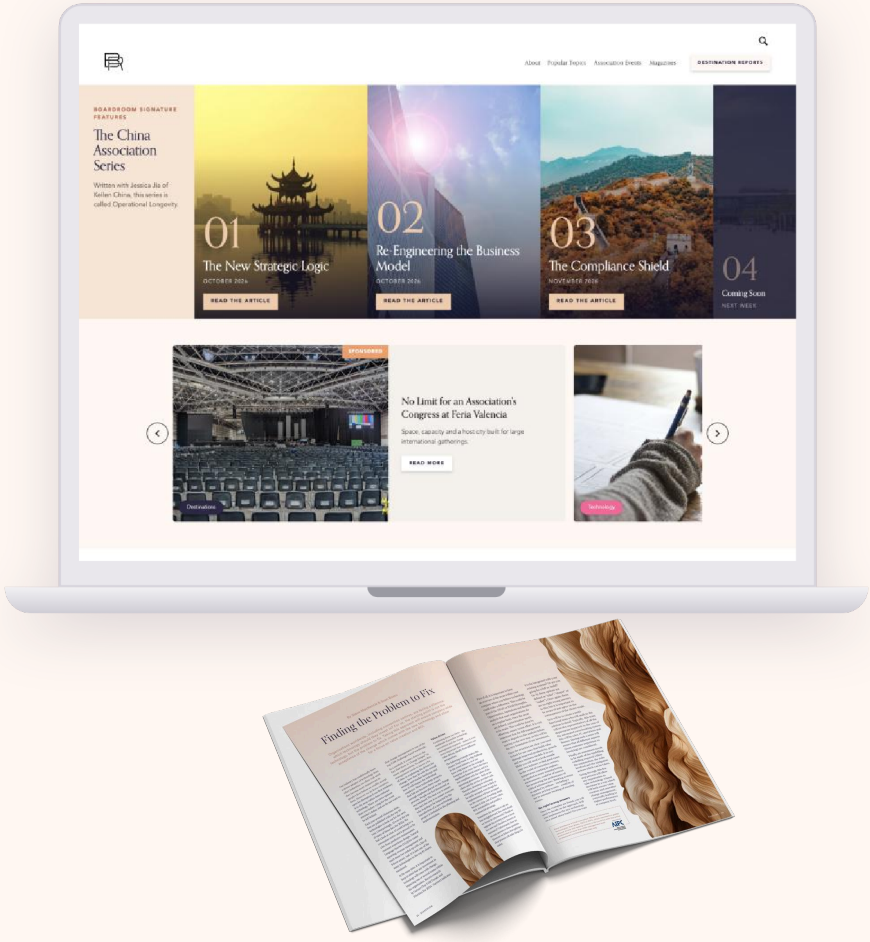
BOARDROOM.GLOBAL

THE BEST RESOURCE FOR ASSOCIATIONS



MEDIA KIT 2027

Reach the people who decide where associations meet.

Independent editorial for association leaders, in print, online, in the weekly newsletter and on LinkedIn.

DESTINATION REPORTS PRINT ONLINE NEWSLETTER LINKEDIN

WHY BOARDROOM

Independent editorial, read by the people who decide.

Since 2017, Boardroom has covered what international associations actually deal with: governance, membership, finance, congresses and the destinations that host them.

01

Independent

A publication, not a supplier. We sell no PCO, event or consultancy services to our clients.

02

Governed by associations

Our topics are shaped with an advisory board of serving association executives.

03

Read by decision-makers

71% of our readers are Secretaries General, CEOs or Executive Directors.

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 (NATA, WFSA)

WHO READS US

Our audience

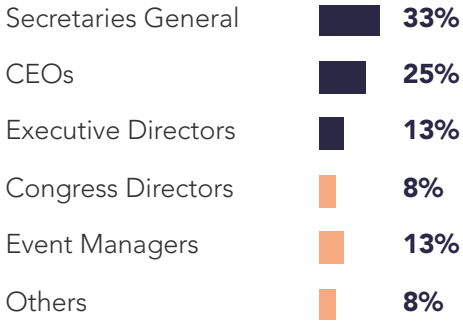
71%

of our readers are Secretaries General, CEOs or Executive Directors.

Boardroom's database connects you with C-suite executives of international, European and US-based associations, as well as congress directors and event professionals.

Source: Boardroom database, November 2026

READERS BY ROLE



TOP INDUSTRIES (share of contacts)

Medical / Pharmaceutical	14%
Finance / Legal	12%
ICT	11%
Food & Drink	11%
Manufacturing	8%
Environmental	8%
Education	7%
Chemical industry	6%
Power industry	5%
IGOs & NGOs	5%
Transportation	3%
Hospitality	3%
Others	7%

WHERE THEY ARE

Global reach

7,500+

associations reached worldwide

Through our own database and the members of our partner organisations.

Source: Boardroom database, November 2026

EUROPE

5,597

associations in the Boardroom database, plus ESAE and AC Forum members

USA

524

associations in the Boardroom database, plus ASAE members

GLOBALLY

121

PCOs and AMCs, based all over the world and organising events everywhere

CREDENTIALS

Exclusive media partner to ESAE and AC Forum

We are proud to be the only publication in the association and meetings sector to hold a media partnership with ESAE and AC Forum. Both organisations kindly approached us themselves, and through each partnership our editorial content reaches their members directly.

ESAE

EXCLUSIVE MEDIA PARTNER

European Society of Association Executives · Yearly contract

- All ESAE members receive Boardroom through an exclusive partnership
- Exchange and publication of articles
- Partner with both Boardroom and ESAE and receive a 20% discount and a tailored package from each

> "We greatly cherish Boardroom's contribution to the Association Management Community. Their content is tailored to the needs of Association professionals, offering relevant case studies and ideas our members can draw on in their daily work. We're excited to continue a partnership with many touchpoints and great potential to elevate the profession of Association Management."
>
> **Ioannis Palas, Managing Director, ESAE**

AC Forum

EXCLUSIVE MEDIA PARTNER

Association and Conference Forum · Yearly contract

- Promotion of AC Forum activities to Boardroom readers

> "We selected Boardroom to be the ideal amplifier for our initiatives since it is so well established and reputable in the association arena. We have a wide range of activities and projects and Boardroom reflects this breadth of activity across associations."
>
> **Finola Quinn, Association Manager, AC Forum**

FURTHER PARTNERSHIPS

ICCA

International Congress and Convention Association

OFFICIAL MEDIA PARTNER

ASAE

American Society of Association Executives

ASAE members receive our content.

ONGOING COLLABORATION

IAPCO

International Association of Professional Congress Organisers

IAPCO members receive our content.

YEARLY CONTRACT

Net Zero Carbon Events

JMIC initiative for a sustainable meetings industry

Boardroom is a sponsoring contributor (Green level).

SPONSORING CONTRIBUTOR

The Iceberg

JMIC initiative on the lasting impact of business events

Boardroom is a sponsoring contributor.

SPONSORING CONTRIBUTOR

NOVEMBER 2026

Boardroom in numbers

Print, online, newsletter and LinkedIn: one senior audience, reached across four channels.

LINKEDIN

183,566

impressions, January to November 2026

4,412

followers, the most of any single magazine in our industry

WEBSITE

11,743

page views per month, on average

5,764

users per month, on average

NEWSLETTER

7,638

contacts, every week

Weekly

editions, plus IMEX and IBTM specials

PRINT

5,050

copies per issue

2

issues a year, sent to our readers and also distributed at IMEX and IBTM

Plus the members of our partner organisations

Through our partnerships with ESAE, AC Forum, ASAE and IAPCO, the content we produce is also shared with their members, so your campaign reaches further than the figures above.

BOARDROOM SIGNATURE FEATURES

One big subject every quarter, given the room it deserves.

Each quarter we publish one Signature Feature: a series of three or four articles on a question international associations keep asking. Every series is written with a partner who is a recognised expert in the subject, working with our Chief Editor, and one part is published each week.

SIGNATURE FEATURES IN 2027

Accessibility

Making events and associations open to everyone

Cyber risk and risk management

Protecting members, data and events

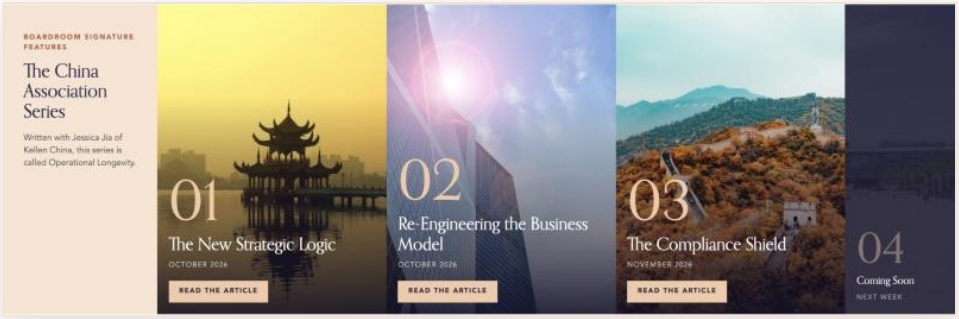
Association Leadership

How to lead with purpose? Is your association governance up to date? What about the hidden dynamics of your association board?

Fourth topic

To be announced soon

Topics are not listed in publication order.



The latest series on the boardroom.global homepage: The China Association Series, written with Jessica Jia of Kellen China. All four parts are now published.

EVERY SERIES INCLUDES

- The homepage hero for the length of the series
- A separate Signature Features newsletter, sent on its own for every part, in addition to our weekly edition
- A LinkedIn carousel for every part

BECOME A SERIES PARTNER

Are you an expert in a related subject? Email us if you would like to write a Signature Feature with us.

editor@boardroom.global

OUR SIGNATURE PRODUCT

Online Destination Reports

An interactive, horizontally scrolling microsite on boardroom.global that tells your destination's story in chapters, with video, data and editorial written by our team.



EXPLORE SWITZERLAND →



EXPLORE SCOTLAND →

One chapter For cities that can't stretch to a full report	**€8,900**
Three chapters	**€14,900**
Four chapters	**€18,900**
Five chapters, with video and a year of promotion For national bureaus	**€24,900**
Renewal of last year's report	**€6,950**

EVERY REPORT INCLUDES

- Launch with a solo newsletter feature
- Repurposed across our channels after launch
- Editorial writing and design by the Boardroom team

BOARDROOM ONLINE

Sponsored articles

Written for you by our journalists and published on boardroom.global. Editorial services are included in every rate, and every article comes with one free newsletter inclusion.

SPOTLIGHT

€2,750

450 words + images

KEY FOCUS

€5,750

800 words + images

IN-DEPTH

€7,000

1,800 words + images

RECENT PARTNER STORIES



SPONSORED DESTINATIONS

No Limit for an Association's Congress at Feria Valencia

READ THE STORY →



SPONSORED LEGACY

IPVS in Marseille: A Congress With a Mission

READ THE STORY →



SPONSORED DESTINATIONS

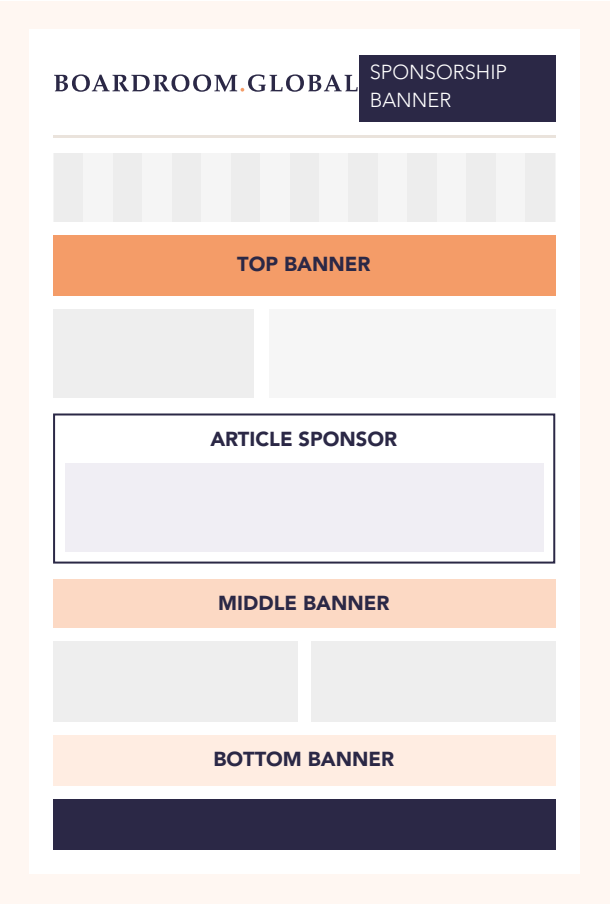
When Chemistry Leaves the Conference Room: 10th EuChemS Chemistry Congress in Antwerp

READ THE STORY →

EVERY WEEK

The newsletter

Our weekly newsletter goes to **7,638 association contacts**. The diagram shows where each placement appears.



1 · SHOW YOUR BANNER

Top banner — €650
At the top of the newsletter, the first thing readers see
or 3 for €1,650

Middle banner — €500
Halfway down, between the main articles
or 3 for €1,250

Bottom banner — €350
At the end of the newsletter
or 3 for €900

2 · SPONSOR THE WHOLE ISSUE

Sponsorship banner — €750
"Brought to you by" with your logo at the very top of the issue
or 4 for €2,500

3 · FEATURE YOUR ARTICLE

Solo article — €750
Your article or destination report alone in the main featured spot, with a large image
per issue

Shared article — €350
Your article shown side by side with two other partners
per issue

IMEX and IBTM issues — €950
Your banner or article in our special issue sent just before IMEX or IBTM
per placement

4 · SEND YOUR OWN EMAIL

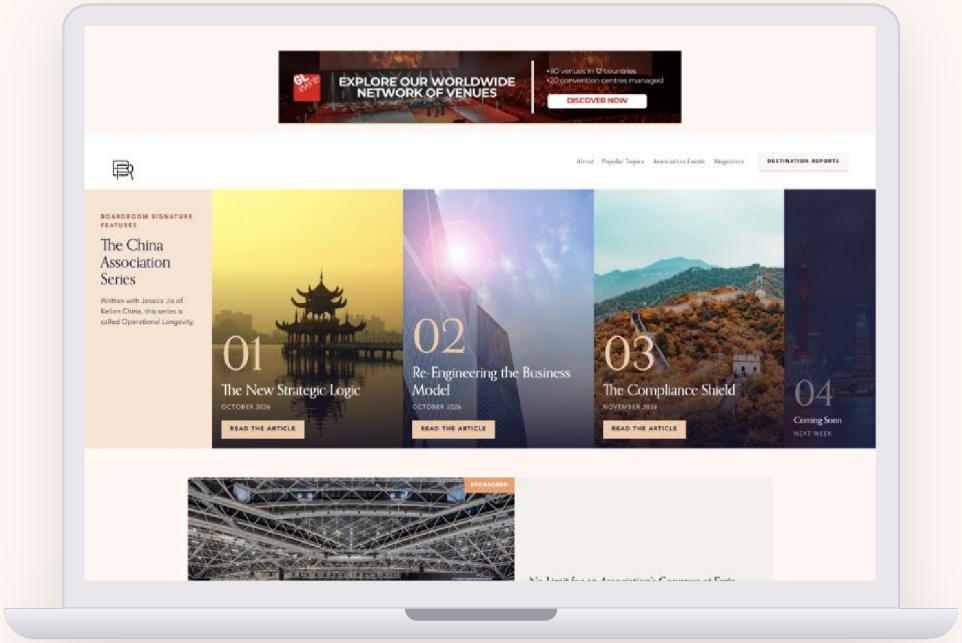
Dedicated email — €1,950
An email only about your report or article, written by us and sent to our full list

Email blast — €2,950
Your own designed email (HTML), sent to our full list of 7,638 contacts

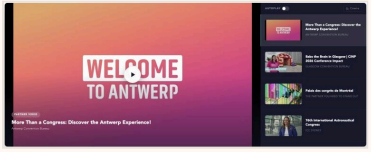
BOARDROOM.GLOBAL

The website

On average **11,743** page views and **5,764** users per month



The boardroom.global homepage, November 2026, with the leaderboard banner at the top



SHOWCASE VIDEO NEW €2,750

Your destination or venue video, featured in the video library on the boardroom.global homepage, alongside partners such as Antwerp, Glasgow and Switzerland Tourism.

LEADERBOARD BANNER

The first thing every visitor sees, above the Boardroom header.

Leaderboard, shared

Rotates with up to 3 other banners

€1,950 per month

Leaderboard, exclusive

Your banner only, no rotation

€2,950 per month

TAKEOVER BANNER

Takeover banner NEW

A full-screen ad that appears on top of the site as visitors arrive. Ideal around IMEX and IBTM.

€4,950 two weeks

HOW THE TAKEOVER BANNER WORKS

- Your message is the first thing visitors see.
- It appears over the whole screen on whichever page visitors land on first, not only the homepage.
- Visitors click your ad to go to your site, or close it with a button to continue to Boardroom.

SPECS

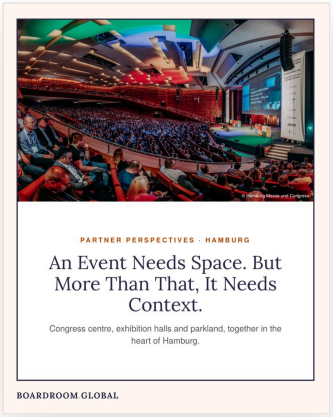
Leaderboard	840 × 150 px, plus @2x for retina
Takeover banner	1920 × 1080 px for desktop and 1080 × 1920 px for phone
Files	JPG, PNG or GIF, with your click-through link

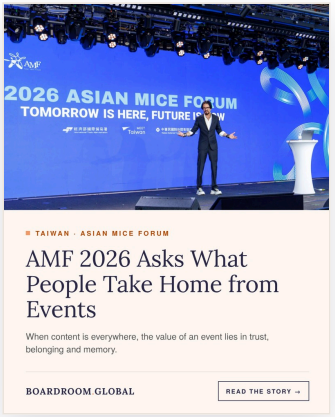
WHERE OUR AUDIENCE TALKS

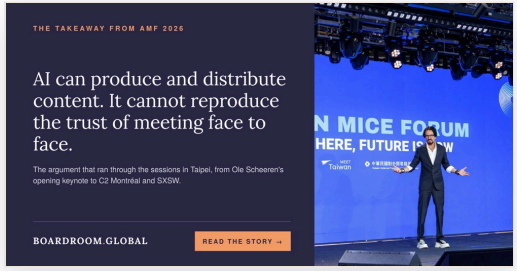
LinkedIn

With 4,412 followers, Boardroom has the largest LinkedIn following of any single magazine in the association and meetings industry. Paid campaigns take your content to association decision-makers well beyond it.











Recent Boardroom posts in portrait and landscape formats, covering Signature Features, partner perspectives, event takeaways and key figures.

Single post	**€350**
Monthly package Three separate single posts and one carousel post	**€1,250** per month
Short remote video interview, posted on our page	**€1,950**
Paid campaign under the Boardroom name	**€2,950** per campaign

HOW THE PAID CAMPAIGN WORKS

- We run a sponsored LinkedIn campaign for your content from the Boardroom page, so it carries our editorial credibility.
- It is targeted by job title, seniority and region.
- It reaches association decision-makers well beyond our own followers.
- At the end you receive a report with impressions, clicks and the audience reached.

4,412
followers, the most of any single industry magazine

183,566
impressions, Jan–Nov 2026

TWO ISSUES A YEAR

Boardroom in print

5,050 copies per issue, sent to our readers and also distributed at IMEX Frankfurt and IBTM World



ADVERTISING

Full page	**€5,750**
Inside front cover	**€6,950**
Inside back cover	**€6,500**
Back cover	**€7,500**

EXTRA OPTIONS

Gatefold (fold-out cover)	**€7,950**
Cover wrap or belly band One per issue	**€4,500**
Insert You supply the printed flyers	**€2,500**

Premium positions are first come, first served.

EDITORIAL

Sponsored article, 2 pages 800 words + images	**€5,750**
Sponsored article, 4 pages 1,800 words + images	**€8,750**

SUPPLEMENTS

Your destination in depth, with interviews, case studies and new developments, all in one dedicated edition.

8 pages	**€14,000**
12 pages	**€16,000**
16 pages	**€18,000**

COMBINE AND SAVE

Packages

Each package is about 15% or more below the price of the same items bought separately. The saving is shown on every one.

Digital starter

- Online Spotlight article
- Two middle newsletter banners
- A month of LinkedIn

€4,250

YOU SAVE €750

Print and digital

- One print page
- Online Spotlight article
- Newsletter sponsorship banner

€7,500

YOU SAVE €1,750

Thought leadership

- Online Key Focus article, featured solo in the newsletter
- LinkedIn video
- Newsletter sponsorship banner

€7,450

YOU SAVE €1,400

International Event edition

- A placement in our pre-IMEX or pre-IBTM newsletter
- Online takeover banner
- Print page
- A month of LinkedIn

€10,950

YOU SAVE €1,950

Destination showcase

- Three-chapter online destination report
- Two-page print article
- Email blast
- LinkedIn paid campaign
- Online takeover banner

€26,500

YOU SAVE €5,000

LET'S TALK

A word from our founders



Cecile Koch

Co-founder & Managing Partner

cecile@boardroom.global

+33 6 72 78 72 37

THE PARTNERSHIP PROMISE

"

Our partners get a senior readership, editorial services included in every rate, and a results report at the end of every campaign. Your story travels across print, online, our newsletter and LinkedIn, so it reaches the people who decide where associations meet. If you have a story the association world should hear, I would love to talk.

Cecile



Remi Deve

Co-founder & Chief Editor

editor@boardroom.global

+33 771 89 43 99

THE EDITORIAL PROMISE

"

We write about what international associations actually deal with: governance, membership, finance and the congresses that bring them together. An advisory board of association executives helps us choose the topics, and that keeps us honest. It is also why association leaders trust what they read in Boardroom, and why the partner stories we publish are read with the same attention.

Remi

BOARDROOM.GLOBAL

THE BEST RESOURCE FOR ASSOCIATIONS

Plan your 2027 with us.

Tell us what you want to achieve and we will build the right campaign with you.

SALES & ADVERTISING

sales@boardroom.global

Bookings, rates, packages and partnerships

EDITORIAL

editor@boardroom.global

Story ideas, interviews and press releases

BOARDROOM.GLOBAL

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