

EXHIBITOR GROUP MEDIA KIT

EXHIBITOR magazine doesn't just lead the face-to-face marketing industry.

EXHIBITOR magazine shapes it.

For more than 40 years, EXHIBITOR magazine has remained the most widely read — and respected — industry publication, making it the first choice for advertisers. EXHIBITOR*LIVE*, EXHIBITOR Education Week, and EXHIBITOR eTrak register more marketing professionals from around the world than any other industry events. Our Certified Trade Show Marketer (CTSM) Program is the only university-affiliated certification program devoted to exhibit and event professionals. EXHIBITOR's award-winning web site, ExhibitorOnline.com, boasts more than 50,000 visitors & 125,000 views per month.

EXHIBITOR is the first choice for advertisers...because it's the first choice in the exhibition industry.

Learn more at www.ExhibitorOnline.com.

EXHIBITOR GROUP

SUBSCRIBER PROFILE

Qualified Decision Makers. Serious Budgets. Superior Reach.

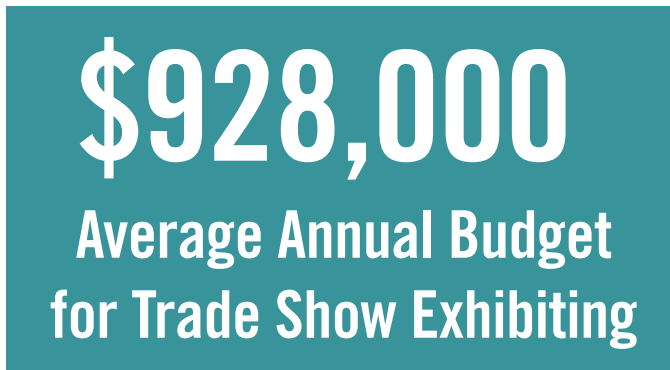
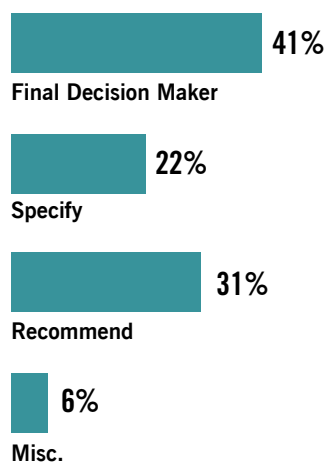
EXHIBITOR magazine subscribers represent an exclusive audience of trade show and event marketing professionals you can't reach anywhere else. The influence, activity, budgets and total number available to reach are unmatched. Here are the details.



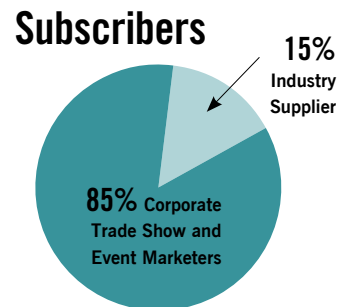
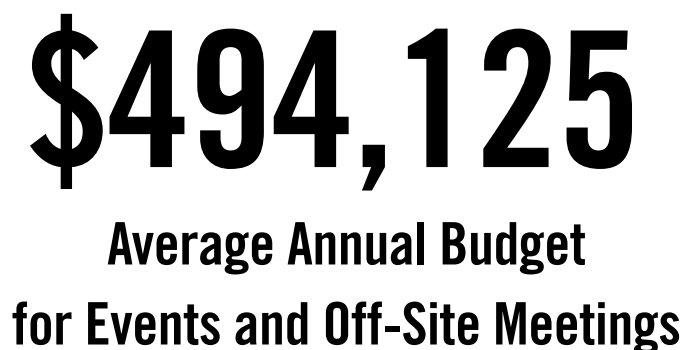
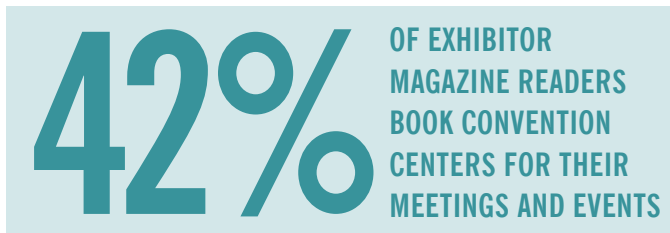
Subscriber Job Titles

Owner, President, SVP/VP, CEO, CMO, Director of Business Development, Marketing Director, Corporate Event Manager, Exhibit/ Tradeshow Manager

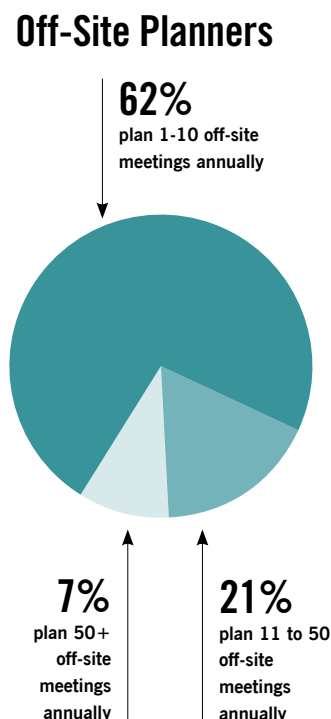
EXHIBITORLIVE ATTENDEE PURCHASING INFLUENCE



72% of EXHIBITOR magazine readers currently exhibit internationally.



Magazine Circulation
20,000+
Tradeshow and Event Professionals



SUBSCRIBER PROFILE

75%

of EXHIBITOR readers cite EXHIBITOR magazine as their number one resource used to stay current on trade show and event products, services, technologies or techniques.

Monthly Unique Visitors to ExhibitorOnline.com



50,000 Visitors 125,000 Views

90% OF EXHIBITOR SUBSCRIBERS ARE RESPONSIBLE FOR PLANNING OR EXECUTING THEIR COMPANY'S OFF-SITE MEETINGS AND EVENTS

EXHIBITOR SUBSCRIBERS EXHIBIT IN AN AVERAGE OF 46 TRADE SHOWS PER YEAR.



The average amount of time an EXHIBITOR subscriber spends reading each issue is 41.9 minutes.



86%

of EXHIBITOR subscribers have taken action within the past year as a direct result of reading an issue of EXHIBITOR magazine.

EXHIBITOR magazine's Fortune 1000, Multinationals, Mega-Brand Subscribers



2024 EDITORIAL CALENDAR

QUICK LOOK

MAGAZINE SCHEDULE

February/March 2024

EXHIBITOR/LIVE Preview, Trade Show Lingo, Case Study, Material Tracking, Working with Introversion, Convention Centers/Event Venues

AD CLOSE: 12/8

PRINT ISSUE – MATERIALS DATE: 12/22

April/May 2024

Best of CES, DEI, Book Recommendations, Time Management, EXHIBITOR/LIVE Review

AD CLOSE: 3/1

PRINT ISSUE – MATERIALS DATE: 3/29

June/July 2024

Salary Survey, Portable Modular Awards, One-on-One Meetings, Self Care While Traveling, Convention Centers/Event Venues

► **SPECIAL EDITION INSERT:** FindIt – Top 40

SPECIAL EDITION INSERT – AD CLOSE: 4/15

SPECIAL EDITION INSERT – MATERIALS DATE: 5/3

PRINT ISSUE – AD CLOSE: 4/26

PRINT ISSUE – MATERIALS DATE: 5/10

August/September 2024

Corporate Event Awards, Green Products, Thriving Under a Budget Cut, Food & Beverage, Gen Z's Workplace Needs

AD CLOSE: 7/5

PRINT ISSUE – MATERIALS DATE: 7/19

October/November 2024

Sizzle Awards, Survey: Cost of Labor Across the Nation, Getting to Know Show Organizers, Convention Centers/Event Venues

► **SPECIAL EDITION INSERT:** Centers Of Excellence

► **BONUS DISTRIBUTION:** Expo!Expo!, EDPA ACCESS

SPECIAL EDITION INSERT – AD CLOSE: 8/19

SPECIAL EDITION INSERT – MATERIALS DATE: 8/28

PRINT ISSUE – AD CLOSE: 9/5

PRINT ISSUE – MATERIALS DATE: 9/20

December/January 2025

FindIt Marketplace Buyers Guide, Exhibit Design Awards, Booth Selection, Technology Terms, Survey: Economic Outlook

► **SPECIAL EDITION INSERT:** EDPA Member Directory

SPECIAL EDITION INSERT – AD CLOSE: 10/7

SPECIAL EDITION INSERT – MATERIALS DATE: 10/25

PRINT ISSUE – AD CLOSE: 11/1

PRINT ISSUE – MATERIALS DATE: 11/15

COLOR KEY

- AWARDS PROGRAMS
- MAGAZINE PRINT ISSUES
- SPECIAL EDITION INSERT
- INSIGHT WEBINARS
- EXHIBITOR/NOW/PODCAST

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- 1/5, 1/12, 1/19, 1/26: EXHIBITORNow Podcast
- 1/10: FindIt Top 40 Awards Submission Deadline (1/3 Early Bird, 1/17 Late)
- 1/15: Portable Modular Award Submission Deadline (1/8 Early Bird, 1/22 Late)
- 1/17: Insight Webinar – Artificial Intelligence

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
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- 2/2, 2/9, 2/16, 2/23: EXHIBITORNow Podcast
- 2/3: Feb/March Print Magazine – IN-HOME DATE
- 2/14: Insight Webinar – EXHIBITOR/LIVE Preview

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
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24	25	26	27	28	29	30
						31

- 3/1, 3/8, 3/15, 3/22, 3/28: EXHIBITORNow Podcast
- 3/20: Insight Webinar – Portable/Modular Awards

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
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- 4/5, 4/12, 4/19, 4/26: EXHIBITORNow Podcast
- 4/12: Sizzle Awards Submission Deadline (4/5 Early Bird, 4/19 Late)
- 4/15: April/May Print Magazine – IN-HOME DATE
- 4/17: Insight Webinar – Best of CES

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
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- 5/3, 5/10, 5/17, 5/24, 5/31: EXHIBITORNow Podcast

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
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						30

- 6/7, 6/14, 6/21, 6/28: EXHIBITORNow Podcast
- 6/9: Exhibit Design Awards Submission Deadline (6/2 Early Bird, 6/16 Late)
- 6/12: June/July Print Magazine – IN-HOME DATE
- 6/19: Insight Webinar – Data and Analytics
- 6/20: Centers of Excellence Awards Submission Deadline (6/13 Early Bird, 6/28 Late)

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
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21	22	23	24	25	26	27
28	29	30	31			

- 8/7, 8/21: EXHIBITORNow Podcast
- 8/21: Insight Webinar – Corporate Event Awards
- 8/21: Aug/Sept Print Magazine + FindIt Top 40 Insert – IN-HOME DATE

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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- 8/7, 8/21: EXHIBITORNow Podcast
- 8/21: Insight Webinar – Corporate Event Awards
- 8/21: Aug/Sept Print Magazine + FindIt Top 40 Insert – IN-HOME DATE

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
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26	27	28	29	30		

- 9/4, 9/18: EXHIBITORNow Podcast
- 9/18: Insight Webinar – The Latest Virtual and Augmented Reality Technology

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
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- 10/9, 10/23: EXHIBITORNow Podcast
- 10/16: Insight Webinar – Sizzle Awards
- 10/28: Oct/Nov Print Magazine + Centers of Excellence Insert – IN-HOME DATE

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
						31

- 11/6, 11/20: EXHIBITORNow Podcast
- 11/20: Insight Webinar – Get to Know Show Organizers

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- 12/4, 12/18: EXHIBITORNow Podcast
- 12/8 Corporate Event Awards Submission Deadline (12/1 Early Bird, 12/15 Late)
- 12/18: Insight Webinar – International Exhibiting
- 12/27: Dec/Jan Print Magazine + EDPA Special Edition Insert – IN-HOME DATE

*SUBJECT TO CHANGE

6/18/24

PRINT OPPORTUNITIES

EXHIBITOR magazine

► Current Rates:

4-Color	1x	3x	6x
Full-Page	\$7,200	\$6,200	\$5,200
Full-Page Spread	\$10,000	\$9,000	\$8,000
1/2 Page	\$5,000	\$4,500	\$4,000
1/3 Page	\$3,750	\$3,500	\$3,000

Premium Positions	1x	3x	6x
Inside Front Cover	\$8,000	\$7,000	\$6,500
Inside Back Cover	\$8,000	\$7,000	\$6,500
Back Cover	\$8,500	\$7,500	\$7,000

Quoted upon request: inserts, bellybands, French gate covers, and more.

► Centers of Excellence Supplement

Honoring the world's best convention centers for trade shows and events, the Centers of Excellence awards (produced by EXHIBITOR magazine and FindIt Marketplace, the buyer's guide to trade show products and services) recognize the best large and small trade show venues based on a variety of criteria within five different categories.

Exclusive offer to the Top 30 winners.

► Rate: \$4,000

1 Full page ad with 1 page content

► FindIt Top 40 Supplement

Honoring the industry's top exhibit producers, the FindIt Top 40 (produced by EXHIBITOR magazine and FindIt Marketplace, the buyer's guide to trade show products and services) recognizes the best exhibit houses based on a variety of criteria within five different categories.

Exclusive offer to the FindIt Top 40 winners.

► Rate: \$4,000

1 Full page ad with 1 page content

► EDPA Membership Directory

The Experiential Designers and Producers Association (EDPA) is THE network for leaders in the customer experience industry. Its members combine marketing, design and production leadership to help organizations create effective face-to-face customer experiences & environments for tradeshow, events, corporate environments, museums, retailers, education and entertainment.

Exclusive offer to EDPA members.

► Rate: \$4,500

Full page ad

► Corporate Profile Series

EXHIBITOR magazine's Corporate Profile series provides an in-depth look at some of the industry's most experienced and respected vendors, suppliers, and strategic partners. Inserted into one issue of your choice (based on availability) you will reach all 20,000+ subscribers!

► Rate: \$8,000

\$500 + Shipping - Additional 1,000 copies

► Convention Center Bundle

Your opportunity to reach an exclusive audience of trade show & event planners who plan their meetings and events.

This year alone, 10,250 EXHIBITOR magazine readers will book a convention center for their user group conferences, private trade shows, sales meetings, VIP customer events and related corporate events.

► Rates: Full Year

\$7,500 - Full Page ad and FindIt Marketplace listing

\$5,800 - Half Page ad and FindIt Marketplace listing

\$2,250 - FindIt Marketplace listing

DIGITAL OPPORTUNITIES

ExhibitorOnline.com

► Banners (Homepage, News, Topics & Digital Magazine)

ROS Top Leaderboard & Square	\$125 CPM impressions
Homepage Super Leaderboard/Expandable*	\$940 per week
Homepage Super Leaderboard/Expandable with video or slideshow*	\$1,190 per week
Homepage Sticky Square*	\$1,190 per two weeks

► Weekly E – Newsletter

Top Leaderboard*	\$1,000 per newsletter
Middle and Bottom Leaderboard*	\$600 per newsletter

► Social Media Pinned Post

Get noticed using EXHIBITOR's social media Facebook, Instagram, or LinkedIn	\$900 per post
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► EXHIBITOR *Insight* Series Webinar

The EXHIBITOR *Insight* Series comprises one-hour webinars on myriad topics, from exhibit design to measurement and budgeting (and everything in between). Sponsors enjoy lead-gen opportunities from highly engaged viewers.

► **Rates:**
\$1,800 per webinar:
Chat, Panels, Sessions, & Reports
\$8,250 per webinar: Innovations*

► Sponsored Content

Your message, our audience. Put your content in front of our readers where it will be read, shared, and discussed, providing thought leadership and an exponential awareness boost.

► **Rates:**
\$2,500 per article

GET LISTED IN FINDIT MARKETPLACE



EXHIBITOR MAGAZINE'S

FindIt » Marketplace

The Buyer's Guide to Trade Show Exhibiting

EXHIBITOR magazine's FindIt Marketplace, "The Buyer's Guide to Trade Show Exhibiting" is recognized as the industry's most comprehensive and reliable source for purchasing event products and services.

EXHIBITOR's aggressive web promotion and search-engine optimization ensures you'll get superior online traffic unmatched by any other industry website.



8,000+

Listings viewed
over 8,000+
times a month



130,000

online users
per year



20,000

subscribers

EXPAND YOUR REACH, ELEVATE YOUR BRAND

► Category Listing

► Rate: **\$2,995**

ONLINE:

- 12-Month Presence on Exhibitoronline.com/findit
- Product/Service Category Page
- Company Page
- Comparative Buying Information
- Photo Gallery with up to 10 photos
- Social Media and Blog Links
- Testimonials

- Company News, Twitter or RSS Feed
- Video on Your Product/Service Category Page
- Corporate Video on Your Company Page
- PDF of your Company Catalog, Brochure, or White Paper

IN PRINT:

- 1/3 page listing in the Dec./Jan. issue of FindIt Marketplace section
- FindIt Index Listing in EXHIBITOR magazine for 5 Issues (1 year)

NEW ADVERTISERS WILL RECEIVE ONE MONTH IN THE CATEGORY SPOTLIGHT FREE - A VALUE OF \$1,875

► Available Index Categories

Audiovisual Equipment	Event Management	Exhibit Equipment Rental	Event Insurance	LED Panels	Promotional Products
Audiovisual Production	Event Marketing	Experiential Agency	Interactive Multimedia	Lighting	Shipping & Transportation
Backdrops & Banner Displays	Event Registration	Flooring	International Exhibit Producers	Mobile Marketing Manufacturers	Software/Applications
Convention Centers	Event Data Analytics	Furniture	Kiosks	Modular Exhibit Systems	Staffing & Talent
Digital Signage	Exhibit Components	Graphics	Lead Retrieval	Photography	Sustainability
	Exhibit Producers	Installation & Dismantle			Traffic Builders
					Virtual Event Platforms

► Optimized Viewing

DESKTOP. MOBILE. PRINT.

- In-Depth Product and Service Description
- Company Feature Page
- Comprehensive Search
- Expanded Photo Gallery
- Video and Catalog
- And more!

EXHIBITOR GROUP

ExhibitorOnline.com



Industry's Only
University-Affiliated
Professional
Certification Program

EXHIBITOR EDUCATION WEEK

FONTAINEBLEAU HOTEL LAS VEGAS, NV
JULY 15 – 19, 2024

ExhibitorEducationWeek.com



EXHIBITOR GROUP PRESENTS

EXHIBITORLIVE

THE CONFERENCE FOR TRADE SHOW
AND CORPORATE EVENT MARKETING

CONFERENCE: MARCH 16 – 20, 2025
EXHIBIT HALL: MARCH 18 – 19, 2025

ExhibitorLive.com



EXHIBITOR MAGAZINE'S
FindIt Marketplace
The Buyer's Guide to Trade Show Exhibiting



University-Affiliated eLearning for Trade Show and Corporate Event Professionals

SERIES PRESENTED BY EXHIBITOR GROUP



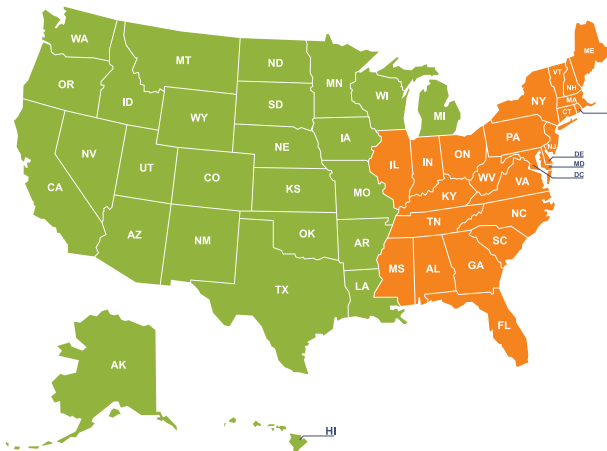
CHATS | PANELS | SESSIONS | REPORTS | INNOVATIONS



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