

canadianspecial**events**



MEDIA KIT 2017

A Little About Us

Canadian Special Events Media Group is a boutique publishing and communications agency focused on supporting the special event and meeting industry in Canada. Online, in print and face-2-face, we work with you to create custom marketing campaigns that provide maximum exposure to your target market.

Our philosophy is simple and straightforward and is built on 19 years of experience helping Canadian event suppliers turn leads into paying clients; *Planners are inundated with supplier messages. In order to lead the pack you must be as visible as possible. We connect buyers to your brand, through multiple channels and a variety of platforms to create "frequency of exposure", maximizing your visibility to your target audience.*



PRINT

- Full Page Advertisements
- Sponsored Editorial
- Full Page Advertorial

DIGITAL

- Website Advertising
- High Impact Newsletter Ads
- Dedicated E-Blasts
- Social Media Posts
- Digital Magazine Ads

FACE-2-FACE

- CSE Live! Trade Show & Conference Exhibit Space and Sponsorship
- Canadian Event Industry Awards Sponsorship

Our Audience

REACHING MORE THAN JUST THE AVERAGE EVENT PLANNER

Our readers come from hundreds of different industry sectors and hold dozens of job titles. What they have in common is that their role, at some level, involves planning a special event.

You may already reach the industry's independent planners but are you connecting with the Corporate Secretary or the Marketing Manager? How about the Communication Professional, the Fundraiser, the Community Relations Manager, the bride, her mother, the Social Planner or the Alumni Relations Coordinator? These are the people we reach and this is what makes CSE unique. So while everyone else is selling to the industry, we take you direct to the "hidden planners" who collectively are your biggest target market.

12%

ACCIDENTAL PLANNERS

Plan events for their organization but are not Planners by trade (Secretaries, Admin, HR, ect...)

32%

INDEPENDENT PLANNERS

Independent Corporate, Social and Wedding Planners + Meeting & Incentive Planners

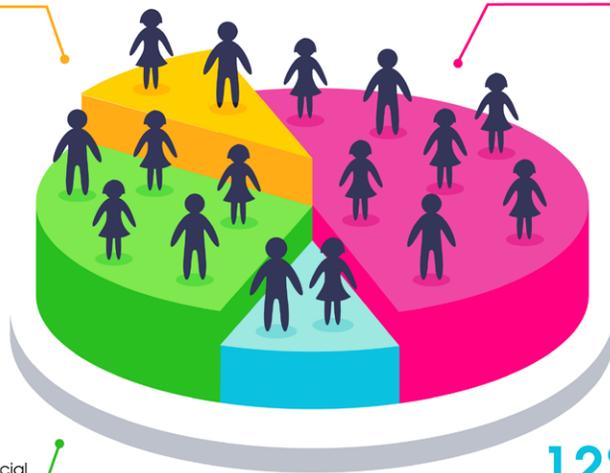
44%

IN-HOUSE PLANNERS

includes Corporate, Non-Profit and Association Planners

12%

MARKETING PROFESSIONALS



OUR AUDIENCE, YOUR MARKET

- Corporate Event & Meeting Planners
- Government & Municipal Planners
- Marketing and Activation Executives
- Senior Administrators
- Non Profit Social Planners
- Wedding and Social Event Planners
- Education, Medical, Association and Religious Conference Planners



Our readers have an influence over combined event budgets in excess of

\$200,000,000

62%

of subscribers have purchased a product or service from one of our advertisers or exhibitors



90%

are key purchasers

or decision makers

for their company

46%

have single event budgets in excess of

\$100,000

38,000

unique visitors to our digital sites each month



24,000

opt-in subscribers nationwide

onlinesolutions



canadianspecialevents.com
CONNECTING CANADA'S EVENT INDUSTRY

Event Design Inspiration



This Isn't Your Dad's Bean Bag Chair

Bean Bag Chairs Canada feature built-in audio speakers and luxury fabric seating for comfort and style at your next event. Move over chivan, there is a new chair in town and it's taking the conference scene by storm. The newest ...

[READ MORE](#)

Staging Supremacy



It all began in 1946 when the city of Regina needed a venue to host their first annual performing arts festival. The city did not have any theatres, but they did have a beautiful shoreline along Lake Constance and in ...

[READ MORE](#)

15 Ways To Raise The Bar At Your Next Event



How many ways can you raise the bar at a wedding or special event? We have built a collection of our favourites. From inside the **BAR** to do it yourself **BAR**igans... we think this is a hoor (pardon the pun)...

[READ MORE](#)

#LoveLentils - Behind the Mask Mardi Gras Theme Party



Harr & Galla Events, winner of the Canadian Event Industry Award 2016 for Best Decor 50K-250K, executed an exclusive New Orleans style Mardi Gras themed event for Saskatchewan Pulse Growers (Canadian Lentils) at the Blis/Dom Canada Conference at Blue ...

[READ MORE](#)

Seneca Students INSPIRE



There is something pretty special going on over at Seneca College. The passion, the creativity and the innovation is just bursting from the halls, and we couldn't help but find ourselves peaking over the fence to find out more. Since ...

[READ MORE](#)

Subscribe to our **Blog**

THINGS WE LOVE



FRESHLY BLOGGED

- Canadian Event Pros Recognize the Value of Awards
- Give Your Guests a Truly Unique Event at Regina
- This Isn't Your Dad's Bean Bag Chair
- Creative Club, Building on the Wings of Imagination
- Chocolate Experiences You Can't Ignore

ENTER TO WIN
\$10,000
YOUR BRAND. YOUR EVENT. **ENTER STAGE**
canadianspecialevents.com

EVENT AWARDS

INDUSTRY EXPERTS

SUBMIT ARTICLES

LUXE
modern events

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Advertise on the CSE Website

REACH YOUR TARGET AUDIENCE

Canadianspecialevents.com is the industry's favorite online destination for all things special events. Boasting over 37,000 unique visitors a month, this interactive online hub is the most visited industry related site in the country. Featuring ideas and inspiration, supplier recommendations, career advice, event calendars, award winning bloggers and a soon to be launched searchable suppliers guide, canadianspecialevents.com is packed with useable, relevant content.

- ★ **Over 37,000 Unique Visitors**
browse www.canadianspecialevents.com in any given month
- ★ **13,900 - 18,000 Ad Views**
is the average monthly impression rate for display ads per month
- ★ **Multiple Drivers**
Web traffic directed from several online platforms and weekly opt-in subscriber lists



SPONSORED CONTENT

Blend the purpose of an ad with the credibility of editorial content. Get your message just the way you want it.

★ SPONSORED JOB LISTINGS

Boost your job postings in our career column, located within the homepage sidebar.

LEADERBOARD AD

Prime positioned at the top of our site, it's the first thing that catches the readers eye.

BIG BOX AD

This 300 x 300 ad space stands out and appears on all pages.

SMALL BOX AD

Our value option, this 145 x 145 ad appears on the home page and interior pages.

Weekly E-News

The only publication in Canada dedicated to the creative solutions side of the Canadian event and meeting industry.

Connect with your target audience by marketing through our weekly digital version of the much loved Canadian Special Events Magazine. This high impact marketing tool has a 21.5 click to open rate and is our most powerful digital solution. We suggest a feature advertorial, 540 x 90 intersecting banner or a bold 300 x 300 box ad.

- Directly emailed an opt-in audience of over 24,000
- The most powerful tool in our digital suite
- A 21.5% click to open rate distributed nationally

SPONSORED CONTENT

Reach out with your own focused marketing message, crafted into an engaging article, designed to grab our readers attention.

HIGH-IMPACT ADS

Limited ads sold per issue means your message will stand on its own and is guaranteed to be seen.

★ VIP ACCESS

Paid advertisers jump the queue for job, event or news listings all free to advertisers while in campaign.





I Love it, read it cover to cover already!! Visually lovely, relevant content, I am a fan :-) Sharing it with the whole team at e=mc² events.

-- Keri Miller, Partner & Creative Director, e=mc² events



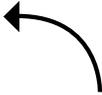
Your team should be proud of this publication it is packed with current and relevant info and lots of "wow" moments for even the most jaded event professionals.

-- Leslee Bell, Partner & Industry Icon, Decor & More Inc.



FULL PAGE ADS

We want your message to stand out, be bold and be read so every ad in CSE magazine is always full page - full color.



ADVERTORIALS

A paid advertorial gives you control over layout and message, allowing you to say and display exactly what you want.

Online Monthly E-Mag

FRESH, RELEVANT & FABULOUS

CSE digital magazine is published on all the CSE brand websites and is available on issuu.com, our facebook page, is emailed to 24,000 event professionals and is sent direct to all our advertisers as a shareable PDF. Our editorial team and renowned industry experts collaborate to curate unique and engaging content, covering everything from the latest trends to industry news, design inspiration, event technology, food, entertainment, venues, professional development and much more.

Get Social With CSE Readers

We believe that every opportunity you have to push out your content and increase your visibility is valuable. Social media is a place where brands can act like people do, and this is important because people like doing business with other people.

When we place your brand and products alongside quality content, followers are more likely to engage. Strong social media posts on CSE get HUGE response rates. We feature your company's expertise by referencing content from your blog, sharing photos of your recent event, doing a product post or just talking about who you are and what you do. Our team of experts will assist you every step of the way to ensure your story is shared.



Reaching over 21,000 post views monthly with approx. 95% of followers residing within Canada.



Followed by more than 4,000 of Canada's leading event industry professionals and suppliers.



Receiving more post engagement and shares than most North American industry publication pages.



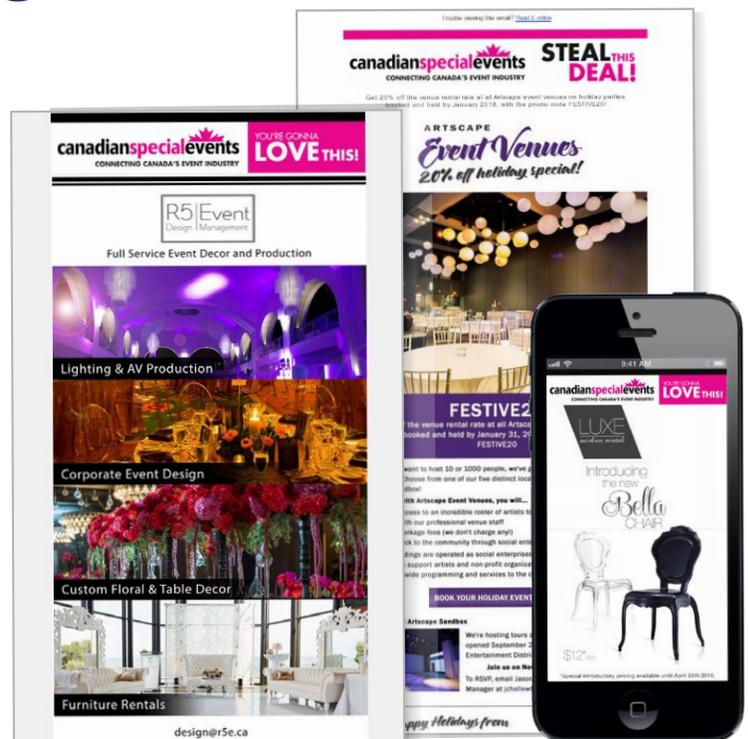
Pinning quality content boards weekly that show up on canadianspecialevents.com's sidebars



Customizable Dedicated E-Blasts

**YOUR MESSAGE, OUR READERS,
A PERFECT MATCH!**

- Single advertiser emails are perfect when you want 100% of the focus to be on you
- Perfect for one time offers, promotional messages or new product launches
- Strong analytics make it easy to track your progress and follow up on click throughs
- CSE boasts the largest opt in e mail database in the Canadian event industry with 24,000 readers
- E-mail database is cleaned bi-annually so it is always effective and qualified
- Click-to-Open rates ranging from 14 - 24.5%



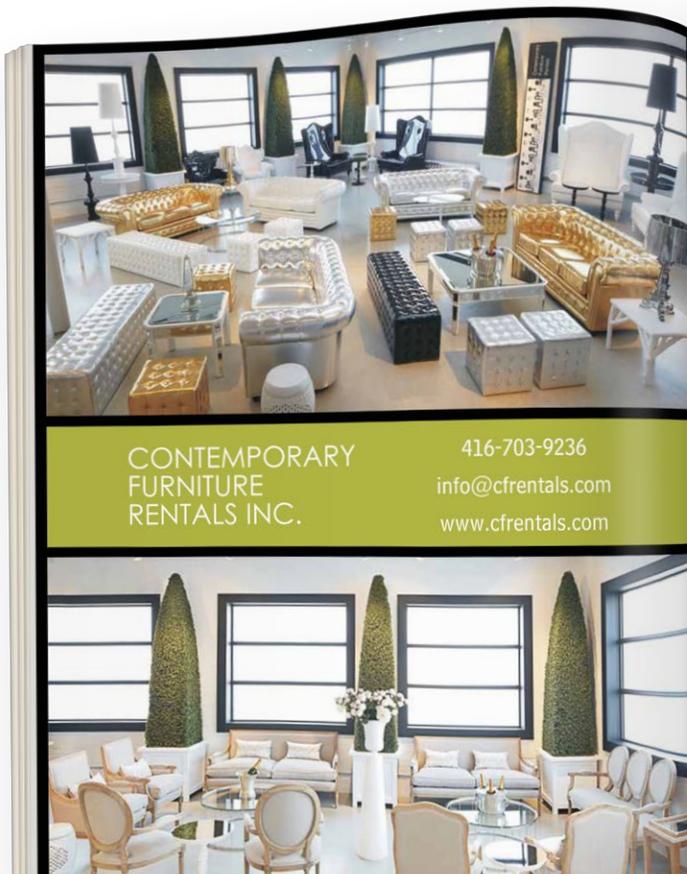


printsolutions

Our Magazine

Canadian Special Events Magazine is designed exclusively for people who plan events. This high gloss, stylish publication is an important part of your event marketing campaign, putting your ad in the hands and on the desks of your target market.

- Published in the Spring and Fall as a specialty issue, Canadian Special Events stays on the shelf year after year as a resource for great, one of a kind idea.
- Captive audience for showcasing your company's newest ideas and unique message to a verified mailed readership of over 10,000 independent, corporate, association and nonprofit planners.
- We want your message to stand out, be bold and be read so every ad in CSE magazine is always full page - full color.
- Targeted advertorial or featured editorial offers an effective add-on to optimize your digital and face-2-face campaigns



CONTEMPORARY
FURNITURE
RENTALS INC.

416-703-9236
info@cfrentals.com
www.cfrentals.com

foodart

Not everyone's a fan. Indeed many chefs shy away from terms they consider almost clinical. They prefer instead to describe themselves as "modernist cuisine specialists" or "experimental chefs" creating "avant-garde cuisine" but in the end it's the same thing. Driven by a desire to create new flavours, break new ground and create without the shackles of the traditional kitchen, today's forward thinking chefs are pushing the definition of food every day. The possible is only limited by imagination and inspiration.

Serving sizes are small allowing for multi-course meals that tell a story - many chapters capturing the palate like a delicious novel. This is not comfort food and it's definitely not your mother's kitchen. Creativity combined with a technical understanding of food, married to unique flavours are the rule.



Carrot Air
with Tagarone Granita

Raw Oysters
with vinegar and shallot
flavour beads



Rose & Gold

flavour beads. Try molecular gastronomy at home, even if you don't have a lab. Get them imported from France at christinelevesnier.com



Aperol & Scotch
Cocktail Gel
with rosemary and honey



Mango Coconut



Liquid Pea
Ravioli
with sea salt and
white truffle oil



livesolutions

Meet Clients

Face-2-Face

Conference & Trade Shows



CSE Live is a conference and trade show that brings all the things you love about CSE Magazine to life for three days of networking, sharing, idea building and of course... selling. CSE delivers the same pre qualified audience in an interactive, live experiential marketing event. Attendees come, year after year to find creative ideas, fresh resources and affordable solutions to help them solve their event challenges.

- Celebrating 20 years, CSE is the only show in Canada offering this kind of live experience for event planners
- 1,500 + qualified planners of events, meetings and corporate functions attend
- Show floor features limited supplier categories so exhibitors stand out
- Attendees have a combined influence of event budgets in excess of \$200,000,000
- 90% of attendees have the decision making influence in their organization
- 46% have budgets in excess of \$100,000 per event

THEY ATTENDED





The Most Prestigious **Industry** **Event** *of The Year*

GAIN EXCLUSIVE ACCESS TO CANADA'S MOST INFLUENTIAL EVENT AND MEETING INDUSTRY LEADERS

CEIA is a national award program recognizing outstanding achievements in Canadian special events, meetings, conference planning and exhibition management.

The gala ceremony and celebration dinner is attended by the industry's top event and meeting professionals representing some of the country's largest and most successful corporate, nonprofit, marketing and social events. Past attendees include performers Chantal Kreviazuk and André Phillip Gangon; planners from Fifth Element Group, POP Kollaborative, and e=mc² Event Management; project managers from agencies such as Black Chalk Marketing, Solutions with Impact and Mandell; along with producers of prestigious events including the Daffodil Ball, Ontario HealthAchieve, Molson Indy and Pride Toronto.

On March 30, 2017, they will return to celebrate the 20th Anniversary CEIA Gala, to cheer on their peers, reward their teams and applaud the vision of the people who make the magic happen.

Supporting the Canadian Event Industry Awards provides a unique opportunity to align your brand with the very best in the industry. All sponsorships are customized to maximize your unique message.

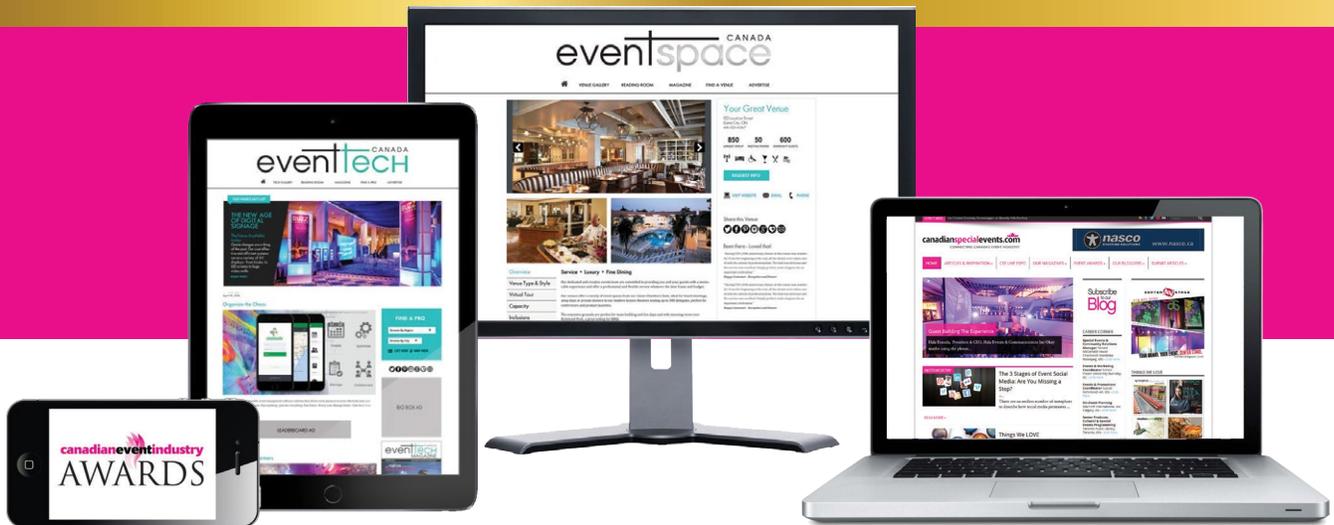


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MEDIA GROUP
a division of national event marketing group inc.

Canadian Special Events Media Group is a niche publishing and communications agency focused on supporting the special events and marketing industry in Canada.

IN PRINT • ONLINE • FACE2FACE



1-877-212-3976
info@canadianspecialevents.com

CONNECTING PLANNERS WITH INFORMATION, RESOURCES, SERVICES AND IDEAS WHILE CONNECTING ADVERTISERS TO THEIR TARGET MARKET THROUGH COST EFFECTIVE MARKETING CHANNELS THAT ARE INNOVATIVE, EFFECTIVE AND FOCUSED