



Media kit

2020

cit-world.com



Welcome



Calum Di Lieto, Editor

✉ calum.dilieto@haymarket.com

🐦 [@CalumDiLieto](https://twitter.com/CalumDiLieto)

A stylized, handwritten signature of Calum Di Lieto in black ink.

C&IT is the world's leading information portfolio serving the meetings, incentives, conferences & events industry, published by Haymarket Media Group.

The *C&IT* audience comprises senior level MICE event planners from the UK, Europe, Asia Pacific and North America markets, who engage with our award-winning MICE content on a daily basis through our leading content platforms.

Our platforms include cit-world.com, digital newsletters, in-depth industry reports and insights, and the *C&IT* live networking events, which keep MICE event planners informed, engaged and up to date with the latest news and developments in the global MICE events industry.



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In response to the Covid-19 crisis across the MICE industry, we have launched new ways of engaging with our global audiences, including reports, briefings, video and podcasts. The positive traction this innovation has received has led us to map out a new direction for the brand.

C&IT is going to focus on providing high-value, research-led reports, thought-provoking briefings and a more data-led approach to our content. And of course, our live events.

Our live and digital events stand out from any others due to the high level

of content production involved and the close connection to our data-led reports.

Our research goes deeper, due to our global reach and strategic partnerships. And our engagement is unparalleled due to the deeply-embedded personality of our brand. All of which will be given more focus and more investment.

I personally look forward to continuing to work closely with everyone within this amazingly creative and innovative industry, and I'm incredibly excited to deliver this next-level vision and fresh approach for *C&IT*.



Global audience stats



C&IT registered job titles: 46,775

C-suite: **8,214**

Senior management (director/
senior manager): **16,722**

Manager: **21,839**

Live event audience: 5,200

Monthly users: **58,400**

Europe: **27,000**

APAC: **10,000**

North America: **17,000**

Bulletin audience: 29,954

UK: **11,280**

APAC: **16,01**

US: **2,656**

Key audience group:

Event agency: **48%**

Corporate: **33%**

Association: **3%**

Other: **16%**



Live event audience stats

Why they attend

91% to meet new suppliers
82% industry content

86% networking with suppliers and planners

Job titles

71% director/manager
11% C-suite
18% executive

Types of buyer

68% final decision maker

32% senior influencer

Purchasing power of attendees

£1.4 billion

Number of pre-qualified appointments

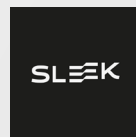
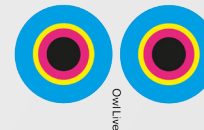
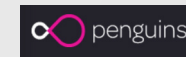
4,065

DATES

August Agency Forum
October C&IT Planner Forum
December Incentives Forum
January Corporate Forum
January Global Forum
March Northern Forum
May International Forum



Just some of the agencies who attended a *C&IT* forum in 2019...





...and a selection of the corporate planners who attended

Quilter



The Guardian



Deloitte.



HYPHEN



HS2



HOLLAND & BARRETT



INVESTORS
IN PEOPLE



Bird & Bird



CONDÉ NAST



emap



Amway



C&IT Live Forums – what's included

- A dedicated area for each supplier where your 1-2-1 meetings will take place
- Opportunity to bring branding/marketing collateral to display in your meetings area and give to delegates
- Two representatives to attend the full duration of each forum, inclusive of all accommodation and F&B costs
- Minimum of 10 to 15 guaranteed 1-2-1 meetings (dependent on event)
- Meetings are pre-arranged following a strict matching process to ensure buyer relevance
- Opportunity to attend all educational keynote speaker sessions, breakouts and content sessions
- Attendance at the *C&IT* dinner and all other networking opportunities throughout
- Branding on the *C&IT* Forum website including your company profile
- Profile inclusion in delegate handbook distributed to all attendees
- Copy of the event handbook containing contact details and profiles of all delegates
- Opportunity to submit wish list delegates you would like us to source on your behalf

Rate card starts at £8,950 All rates are subject to VAT



C&IT Digital Forums – what's included

- GDPR compliant contact details for all delegates to the *C&IT* Forum
- A dedicated event calendar and virtual room for all 1-2-1 meetings within the *C&IT* Forum software platform
- Two representatives to attend the full duration of each forum and hold meetings
- Minimum of 15 guaranteed 1-2-1 meetings – 20 minutes per meeting
- Meetings are pre-arranged following a strict matching process to ensure buyer relevance
- Opportunity to attend all educational keynote speaker sessions and content sessions
- Branding on the *C&IT* Forum website including your company profile
- Opportunity to submit wish list delegates you would like us to source on your behalf

Rate card starts at £3,950 All rates are subject to VAT



Praise for Agency Forum 2019

“Last year’s forum was great but to use Calum’s analogy, you guys really knocked it out of the park this year!”

THOSE TRAVEL GUYS

“If you do one industry event in the year – it should be this one.”

CRESCENDO

“Super event – very well organised from start to finish. The whole *C&IT* team should be very proud.”

CLIVE

“Brilliant! I met new people, met new suppliers, visited new venues, learnt a lot about the industry. Thank you for hosting – you and your team did an amazing job.”

LIVE GROUP



What is Content Labs?

You want to reach *C&IT*'s audience. We know how to do it. Content Labs delivers commercial, custom content that works.

Whether you're looking to generate leads, raise your company profile, re-position your business or network with the industry, we can help.

We can also amplify your presence at key global industry events including IBTM, IMEX and AIME.

A team of journalists, designers, editors, videographers, project managers and marketers are your internal *C&IT* resource, researching

how best to communicate your message, then creatively implementing it. We do this by:

- Researching your target audience to establish the most relevant and compelling content
- Delivering the live or digital project or execution
- Marketing across *C&IT* channels to hit agreed KPIs
- Reporting results quickly and compliantly





Content partnerships

THOUGHT LEADERSHIP: Speak at one of *C&IT's* industry-leading events. From **£10,000**



CELEBRATE: Partner with the *C&IT Awards*. From **£6,000**



OWN THE SECTOR: Sponsor one of *C&IT's* in-depth reports. From **£7,200**



HIT YOUR KPIs: Target the buyers you want with custom content. From **£3,900**





Customers we've worked with





Content partnerships rate card

	Rate*
Big Questions Live with 30 live studio audience participants, 300 leads, 3,000 video views	From £33,000
Breakfast panel 25 live, event write-up with 1,000 views	£25,000
Roundtable 10 live, event write-up with 500 views	£15,000
FAM trip delegates 15 delegates, all with pre-qualified interest	£15,000
C&IT Briefings webinar +1,000 audience +500 leads + speaking slot	£20,000
C&IT Reviews webinar +100 audience + 100 leads + speaking slot	£10,000
Custom webinar (with 100 leads)	£9,500
Podcast 1,000 subscribers - Four editions	£6,000
Expert report (with 100 leads)	£7,200
Audience survey (with 100 leads)	£6,100
Online partner content 200 views	£3,900
IBTM/AIME/IMEX Supplements Display & content marketing with distribution at international trade shows	£4,500
Third party email	£4,950 per send

* All rates are subject to VAT



Third party email bulletin sponsorship

C&IT has an opt-in email database of more than 32,000 MICE event planners in the UK, Europe, APAC and North America regions.

Email exposure to this database will ensure your offering is at the forefront of the minds of the most influential event planners around the world, and offer the opportunity for direct engagement and registration to give data capture.

The database can be filtered to reach niche sectors of event planners, such as brands/corporates, agencies, and associations, or by targeting event planners in regional markets including UK, Europe, APAC and the US.

In addition, all email campaigns provide the opportunity for performance results to be delivered to you by the Haymarket digital team.

	Rate*
Third party email (32,500)	£4,950 per send

* All rates are subject to VAT

