



2009-2010

AD PLANNING GUIDE

PUTTING YOUR COMPANY...

in touch with one of the fastest growing segments in the travel industry which represents 45% of the \$90 BILLION annual revenue generated from the total multi-cultural travel market, and putting this burgeoning market in touch with your company.



THE BM&T DIFFERENTIAL ADVANTAGE

Publishing for over 15 years, BM&T is the award winning TRADE publication that puts YOUR DESTINATION/VENUE in TOUCH with over 25,000 travel professionals, who include the Market GATEKEEPERS who deliver the numbers of travelers that make up this burgeoning market segment.

BM&T TARGET MARKET DISTRIBUTION

- 60% or 16,800 of BM&T's standard circulation of 28,000, is distributed to meeting, incentive and corporate travel planners.
- 35% or 9,800 of the distribution is sent to travel agents, tour operators and group travel leaders.
- 1,400 or the remaining 5% is sent to other hospitality & travel industry professionals.



Black Meetings & Tourism • 20840 Chase Street • Winnetka, CA 91306
Phone: (818) 709-0646 Fax: (818) 709-4753 • Website :blackmeetingsandtourism.com

ADVERTISING DEADLINES & CLOSINGS

MONTH	INSERTION	MATERIALS
Feb/Mar 2009	December 14, 2008	January 4, 2009
April/May 2009	February 15, 2009	March 5, 2009
June/July 2009	April 18, 2009	May 5, 2009
Aug/Sep 2009	June 11, 2009	July 7, 2009
Oct/Nov 2009	August 15, 2009	September 8, 2009
Dec 2009/Jan 2010	October 15, 2009	November 7, 2009
Feb/Mar 2010	December 14, 2009	January 5, 2010
Apr/May 2010	February 15, 2010	March 5, 2010
June/July 2010	April 16, 2010	May 5, 2010

STATE OF THE INDUSTRY

- Research from Benchmark Hospitality shows that the conference booking pace was up from 25% to 50% in 2004, depending on region, in comparison to the previous year.
- According to the Travel Industry Association of America (TIA), the African-American niche segment is one of the top three fastest growing markets in the travel industry.

ECONOMIC IMPACT

- The University of Georgia, Terry College of Business reports that the nation's Black buying power (disposable income) will rise from \$688 billion in 2002 to \$921 billion in 2008.
- The annual revenue generated by the African-American meetings and leisure travel market is \$40 billion plus.

NATIONAL MEDIA RESEARCH

- Magazines are the strongest media contributor to ROI regardless of budget, category, position, seasonality, and brand longevity.
- Half (50%) of magazine readers took action on ads or had a more favorable opinion about the advertiser.
- According to a survey by the American Business Press, 75% of business and professional respondents said that specialized business publications were the most useful in providing information about products and services they purchase for their companies.

MARKET RESEARCH INDEX

- Based on the travel Industry Association of America's (TIA) latest statistics, this portion of the U.S. population represents one of the fastest growing segments in the travel industry.
- African-Americans represent upwards of 36 million of the U.S. population and are expected to increase to 40 million by the year 2008.

MARKET PATTERNS, TRENDS

- Research from Gale's Encyclopedia of Associations reports the number of minority associations has jumped about 60 percent since 1999.
- Travel surveys indicate that the African-American market segment surpasses all others in the degree of stability and resiliency in "travel challenged" times..

RATIONALE

- Based on current economic research, the buying power of minorities and the differences in spending by race and/or ethnicity suggests that one general advertisement, product, or service geared for all consumers increasingly misses many potentially profitable marketing opportunities.
- Successful business principles indicate that as the U.S. consumer market becomes more diverse, advertising, products and media must be tailored to each market segment.

MARKET OVERVIEW

- 80% of all family reunions are African-American.
- The average convention attendee brings \$945.00 to a destination.
- African-Americans are 3x more likely to travel in groups than the general population.
- African-American population in the U.S. is projected to reach 40.1 million by 2010.
- 73% of African-American households reported taking a trip annually.

2009 ADVERTISING RATES

BLACK / WHITE

Size	1x	3x	6x
Full Pg	\$5,605	\$5,099	\$4,932
2/3 Pg	4,209	3,820	3,700
1/2 Pg	3,174	3,084	2,996
1/3 Pg	2,028	1,850	1,778
1/4 Pg	1,468	1,326	1,280
1/6 Pg	1,104	1,043	964

FOUR COLOR

Full Pg	\$7,198	\$6,542	\$6,316
2/3 Pg	5,488	5,039	4,869
1/2 Pg	4,082	3,709	3,588
1/3 Pg	2,569	2,336	2,253
1/4 Pg	1,842	1,739	1,670
1/6 Pg	1,431	1,300	1,253

TWO COLOR

Full Pg	\$6,402	\$5,820	\$5,624
2/3 Pg	4,745	4,444	4,174
1/2 Pg	3,691	3,355	3,233
1/3 Pg	2,298	2,091	2,010
1/4 Pg	1,682	1,526	1,468
1/6 Pg	1,262	1,140	1,103

COVER RATES 4/C

Second Cover	7,999
Third Cover	8,316
Fourth Cover	8,661

CENTER SPREAD

Black/White	11,924
Two Color	13,348
Four Color	14,015

BLEED RATES:

10% on earned rate

INSERTS:

Supplied or in-house produced inserts are accepted. Contact sales representative for quote.

SUBMISSION ON DISC FOR OFFSET REPRODUCTIONS:

Please send materials via email as a high resolution PDF to soljr@bmtmag.com and tourisman@aol.com or by mail to Black Meetings & Tourism, Attn: Art Department. If sending on disk use InDesign or a PDF and be sure to include a match print, fonts and a directory of the disk's contents.

COMMISSION & DISCOUNT:

Commission applies to space, color, bleed and special position charges. Other charges are not commissionable. 15% to recognized agencies, if paid within thirty days of invoice date. Terms net 30 days. Interest on past due balances is charged at the rate of 1.5% per month.

BM&T ONLINE ADVERTISING

BM&T's website provides useful news and information for meeting, convention, tradeshow, group and incentive travel planners as well as for leisure & business travelers.

Materials

- materials due two weeks prior to beginning campaign date
- send ad materials and/or inquiries to.....
Victoria Head, Online Director, Victoria@bmtmag.com

Format

- gif or jpg only
- no animation
- one frame

Publishers reserve the right to reject any material deemed inappropriate

MECHANICAL SPECIFICATIONS

Trim size.....	8-3/8 x 10-7/8"
Page.....	7-5/8 x 10"
Two pages facing.....	16 x 10"
2/3 page vertical.....	4-7/8 x 10"
1/2 page horizontal.....	7-1/2 x 4-7/8"
1/2 page vertical.....	3-3/4 x 10"
1/2 page horizontal (spread).....	16 x 4-7/8"
1/3 page vertical.....	2-1/2 x 10"
1/3 page horizontal.....	7-5/8 x 3-1/4"
1/3 page square.....	4-7/8 x 4-1/4"
1/4 page square.....	4-5/8 x 3-3/4"
1/4 page vertical.....	3-3/4 x 4-5/8"
1/6 page horizontal.....	4-5/8 x 2-1/2"
1/6 page vertical.....	2-1/4 x 4-7/8"

Bleed Sizes:

Page.....	8-5/8" x 11-1/8"
Two pages facing.....	17 x 11-1/8"
Two pages facing gutter bleed only.....	16 x 10-1/4"
1/2 page horizontal (spread).....	17 x 5-1/8"

GENERAL

Advertisers and advertising agencies are jointly and severally liable for payment. Advertisers and advertising agencies also assume liability for content, including text, representations and illustrations of advertisements printed as well as responsibility for any claims arising and there from made against the publisher. The publisher reserves the right to reject any advertisement which he feels is not in keeping with the publication's standards. All copy is subject to the publisher's approval.

ISSUANCE CLOSING DATES:

Published bi-monthly; issued 15th of month preceding publication date. Closing date for space reservations 6 weeks preceding publication date. Complete camera-ready art or reproduction proofs can be accepted 4 weeks preceding publication date. No cancellations accepted after closing date for space reservation.

SCREEN:

For run of magazine and covers: Black and white, and two color #133 Four color #133

CLIENT DEVELOPEMENT SERVICES:

(DETAILS UPON REQUEST)

- Sponsorship In The Magazine
- BM&T Travel Specials
- BM&T Event Representation & Workshop Presentation
- BM&T Online
- Added Value
- BM&T Television

Description

(monthly) RATES

HORIZONTAL/Top Banner	468w x 60h pixels (max file size: 15k)	\$795.00
VERTICAL/Side Banner	120w x 240h pixels (max file size: 15k)	\$730.00
SKYSCRAPER	120w x 600h pixels (max file size: 30k)	\$825.00

Requirements

- \$175 additional **ONE TIME ONLY** set up fee
- 3 month minimum campaign
- **PRE-PAID** for all campaigns

2009/2010 EDITORIAL CALENDAR

FEB/MAR '09

- African-American Guide to Meeting & Traveling in the WEST
- Black History Month Focus: Historic Sites and Venues
- How to Deal With Negative Feedback and Criticism in a Positive Way
- FLORIDA SPECIAL ADVERTISING SECTION
- Are All-Inclusives Right For Your Group?
- Is it Racism or Just Insensitivity?
- Preparing For Power
- Cultural Festivals

AREA GUIDES: Washington, DC, West Virginia, Mississippi, Fiji, Kansas, Georgia, Kentucky, Barbados, Puerto Rico, Trinidad & Tobago, Turks & Caicos, Indiana, Minnesota, Ethiopia, **Alberta, British Columbia**

APR/MAY '09

- NCBMP Spring Conference Issue
- African-American Guide to Meeting & Traveling in the SOUTH
- TEXAS GOLD SPECIAL ADVERTISING SECTION
- Island Guide
- Beachfront Resorts Make For Memorable Meetings
- Risking Your Job, or Losing Your Soul?
- Who Will Be The Next Black CVB President/CEO?

AREA GUIDES: Colorado, So. California, New Jersey, Missouri, China, Martinique, Cayman Islands, Dominican Republic, Belize, St. Kitts & Nevis, Aruba, North Dakota, Antigua & Barbuda, **Manitoba, New Brunswick**

JUN/JUL '09

- Cost Conscious Destinations
- Canadian Connection
- Trimming the Fat From Meeting Budgets
- Black-Owned Hotels a Growing Phenomenon
- Africa, Our Ancestral Home
- How to Complain in a Way That Gets Results
- ANNUAL PREFERRED HOTELS SUPPLEMENT

AREA GUIDES: Michigan, Nevada, New York, Oregon, Hawaii, Rhode Island, Jamaica, Curacao, The Bahamas, US Virgin Islands, Anguilla, San Antonio, Maryland, New Hampshire, St. Vincent & The Grenadines

AUG/SEP '09

- African-American Guide to Meeting & Traveling in the MIDWEST
- VIRGINIA SPECIAL ADVERTISING SECTION
- African-American Guide to Meeting & Traveling in the CARIBBEAN
- Hotels That Cater to Conference Attendees Traveling With Children
- Breaking the Last Hired/First Fired Syndrome: Making Yourself Valuable to the Company
- The Meeting Planners Guide to Grant Writing & Fund-Raising
- African-American Guide To Great Gaming
- ANNUAL AFRICAN-AMERICAN REUNIONS FOCUS

AREA GUIDES: Massachusetts, Alaska, Alabama, New Mexico, Washington, North Carolina, South Carolina, Arizona, Guyana, Guadeloupe, British Virgin Islands, St. Lucia, Houston, **Ontario, Quebec**

OCT/NOV '09

- NCBMP Fall Conference Issue
- African-American Guide to Meeting & Traveling in the NORTHEAST
- Most Influential African-Americans in the Hospitality/Travel Industry
- What Must You Do When Being The Best and the Brightest is Not Enough?
- Boutique Hotels For That Unique Meeting Experience
- 25 Largest African-American Conventions
- ANNUAL CONVENTION/ CONFERENCE CENTER REVIEW

AREA GUIDES: Iowa, Northern California, Tennessee, Utah, Oklahoma, Bonaire, Saba, Dominica, Bermuda, Costa Rica, Fort Worth, **Manitoba, Saskatchewan**

DEC '09/JAN '10

- CVB Heads Annual Report
- Family Friendly Destinations
- BM&T's Annual Ski Focus
- What to look For When Choosing a Hotel
- Cruise Roundup
- HOW SERIOUS IS THE HOSPITALITY INDUSTRY ABOUT DIVERSITY?
- Cashing In On Heritage Tourism
- What Your Business Card Says About You

AREA GUIDES: Nebraska, Arkansas, Louisiana, Pennsylvania, Wisconsin, Ohio, Mexico, St. Martin, St. Maarten, Grenada, St. Eustatius, Delaware, Connecticut, **Newfoundland, Nova Scotia**

FEB/MAR '10

- African-American Guide to Meeting & Traveling in the WEST
- Black History Month Focus: Historic Sites and Venues
- Going Hollywood: Showcasing the Works of African-American Filmmakers At Your Next Convention
- FLORIDA SPECIAL ADVERTISING SECTION
- Strategies For Green Meetings
- Diversity Report: Where It's Working and Where it Isn't
- The 411 on Procurement Essentials

AREA GUIDES: Washington, DC, West Virginia, Mississippi, Fiji, Kansas, Georgia, Kentucky, Barbados, Puerto Rico, Trinidad & Tobago, Turks & Caicos, Indiana, Minnesota, Ethiopia, **Alberta, British Columbia**

APR/MAY '10

- NCBMP Spring Conference Issue
- African-American Guide to Meeting & Traveling in the SOUTH
- TEXAS GOLD SPECIAL ADVERTISING SECTION
- Domestic Meeting Destinations Where You Can Experience America's Beauty
- Limited Service Hotels an Affordable Alternative During Financial Hard Times
- Who Will Be The Next Black CVB President/CEO?
- Meeting Planner – Is Your Business Being Taken For Granted, and If So, What Should You Do About It?

AREA GUIDES: Illinois, Colorado, So. California, New Jersey, Missouri, China, Martinique, Cayman Islands, Dominican Republic, Belize, St. Kitts & Nevis, Aruba, North Dakota, Antigua & Barbuda, **Manitoba, New Brunswick**

JUN/JUL '10

- Walking Cities
- Canadian Connection
- Meeting Planners Survival Guide: How to Make it Through the Recession With Flying Colors
- What's More Important – ROI or ROO?
- The Art of Teleconferencing
- Ideal Venues For Memorable Themed Events
- ANNUAL PREFERRED HOTELS SUPPLEMENT

AREA GUIDES: Michigan, Nevada, New York, Oregon, Hawaii, Rhode Island, Jamaica, Curacao, The Bahamas, US Virgin Islands, Anguilla, San Antonio, Maryland, New Hampshire, St. Vincent & The Grenadines

CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE

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