

## 2023-2024 Ad Planning Guide



### **BM&T's BACKGROUND**

Publishing since 1994, Black Meetings & American owned, award-winning, bi-monthly trade publication for and about the \$118+ billion African American meetings, incentives, leisure and group travel market. As the industry's recognized authority on African-American Travel, BM&T holds a strategic and unique position to connect your company to this burgeoning market.

### **BM&T's INTEGRATED SERVICES**

- The print version of Black Meetings & Tourism
- Black Meetings & Tourism in Digital Form
- A new, 2-track Website for Business & Leisure Travel
- BM&T Email Newsletter

### **BM&T's READING AUDIENCE**

- Meeting, Incentive and Corporate Travel PLANNERS
- Travel Agents
- Group Travel Leaders
- Association Executives
- Business Owner/Travelers

### **BM&T's DIFFERENTIAL ADVANTAGE**

- 60% or 16,800 of BM&T's standard circulation of 28,000 is distributed to association executives, meeting, incentive and corporate travel planners who plan an AVERAGE of 3 regional, local and/or national meetings per year.
- 35% or 9,800 of the distribution is to travel agents, tour operators and group travel leaders who provide services for an AVERAGE of 196 per year each.
- 5% or the remaining 1,400 is sent to other hospitality & travel industry professionals.

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### Economic Impact:

- A national economic source reports that the nation's Black buying power is on the rise from \$1.1 trillion in 2017 to over \$1.5 trillion in 2021.
- The economic Impact of African American LEISURE Travelers is \$108.4 Billion. It is estimated that an additional \$9 billion is spent for Meetings, Conferences and Conventions.
- Brandweek reports that Black households making 75,000-plus have increased 47% in the last five years, 1.5 times faster than that of the general population.

### National Media Research:

- Magazines are the strongest media contributor to ROI regardless of budget, category, position, seasonality, and brand longevity.
- U.S. media polls indicate that half (50%) of magazine readers took action on ads and/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, Patterns, Trends:

- Compared to travelers overall, nearly three times as many African-American trips involve group tours (8% vs. 3%)
- Over 83% of African-Americans surveyed reported attending annual or biennial Family Reunions
- In one study, over 69% of African-Americans surveyed, reported visiting a heritage site or museum and/or attending a cultural event during their last travel experience.
- African-American conference attendees have a tendency to arrive a few days early or stay a few days late in order to combine a convention trip with a family vacation.

### Market Overview:

- African-Americans represent upwards of 13.4 % of the U.S. population or approximately 43.4 million.
- According to Brandweek magazine, African Americans are nearly six years younger than all consumers, with 47% between ages 18-49, making them part of the top-spending demographic.

### Rationale:

- Based on current economic research, the buying power of minorities and the difference 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 more specifically to address targeted market segments.

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<u>Jan/Feb '23</u>	<u>Mar/Apr '23</u>	<u>May/June '23</u>
<ul style="list-style-type: none"> <li>▪ A CONVERSATION WITH GREG DESHIELDS</li> <li>▪ Taking the Family: Travel for Business &amp; Pleasure</li> <li>▪ Emerging Markets to Watch</li> <li>▪ Blacks in PR and Advertising: How Their Surprisingly Small Numbers Impact the Way Business is Done in the hospitality/Travel/Meetings Industry</li> <li>▪ Katrina's Corner</li> <li>▪ The Key to Effective Integrated Marketing</li> <li>▪ Are You Behind the Curve In Your Efforts to Target the Ethnic Market?</li> <li>▪ Spa Meetings: Mixing Business With R&amp;R</li> </ul> <p><b>AREA GUIDES:</b> Nebraska, Pennsylvania, Delaware, Connecticut, Dominican Republic, Jamaica</p>	<ul style="list-style-type: none"> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE WEST</li> <li>▪ Florida Special Advertising Section</li> <li>▪ Katrina's Corner</li> <li>▪ 10 Tips For more Successful Resort Meetings</li> <li>▪ What Planners Look for During a Site Inspection</li> <li>▪ Veteran Planners Explain Why You Shouldn't Book Your Business in Destinations that Don't Support the African-American Market Segment.</li> </ul> <p><b>AREA GUIDES:</b> Washington, DC, West Virginia, Mississippi, Kansas, Georgia, Kentucky, Indiana, Minnesota, Alberta, Anguilla</p>	<ul style="list-style-type: none"> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE SOUTH</li> <li>▪ Katrina's Corner</li> <li>▪ Texas Gold Special Advertising Section</li> <li>▪ Who Will Be the Next Black CVB President/CEO?</li> <li>▪ Best Practices for Hospitality Industry Diversity</li> <li>▪ Should Meeting Planners Get Special Event Liability Insurance?</li> <li>▪ How to Deal with People Who Are Racially Insensitive</li> </ul> <p><b>AREA GUIDES:</b> Illinois, Colorado, Southern California, New Jersey, Missouri, North Dakota, B.V.I.</p>
<u>Jul/Aug '23</u>	<u>Sep/Oct '23</u>	<u>Nov/Dec '23</u>
<ul style="list-style-type: none"> <li>▪ SECOND TIER: TOP CHOICE</li> <li>▪ Great Gaming Roundup</li> <li>▪ Social &amp; Political Insensitivity and How it Affects African-American Travel</li> <li>▪ Are You Getting Your Fair Share of the Religious Meetings Market?</li> <li>▪ Katrina's Corner</li> <li>▪ Keeping Fit on the Road: Hotels That Offer Health Food Choices</li> <li>▪ Meeting at Sea</li> </ul> <p><b>AREA GUIDES:</b> Michigan, New York, Oregon, Dallas, Hawaii, Rhode Island, San Antonio, Maryland, New Hampshire, Barbados</p>	<ul style="list-style-type: none"> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE MIDWEST</li> <li>▪ Katrina's Corner</li> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE CARIBBEAN</li> <li>▪ Emerging Leaders in Meetings/Hospitality</li> <li>▪ Meetings Love Golf Resorts</li> <li>▪ BM&amp;T's Annual Convention Center/Conference Center Review</li> <li>▪ State of The Industry: Airline Sector Review</li> </ul> <p><b>AREA GUIDES:</b> Nevada, Massachusetts, Alaska, Alabama, New Mexico, Washington, North Carolina, South Carolina, Arizona, Houston, Ontario, Quebec, USVI</p>	<ul style="list-style-type: none"> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE NORTHEAST</li> <li>▪ State of The Industry: Cruise Sector Review</li> <li>▪ Most Influential African-Americans in the Hospitality/Travel/Meetings Industry</li> <li>▪ BM&amp;T's Annual African-American Reunions Focus</li> <li>▪ Katrina's Corner</li> <li>▪ A View from The Top: CVB Heads Report on State of Industry</li> </ul> <p><b>AREA GUIDES:</b> Iowa, Ohio, Northern California, Tennessee, Utah, Oklahoma, Costa Rica, Arkansas, Wisconsin, Fort Worth, Louisiana, Saskatchewan, Trinidad &amp; Tobago</p>

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<u>Jan/Feb '24</u>	<u>Mar/Apr '24</u>	<u>May/June '24</u>
<ul style="list-style-type: none"> <li>▪ WALKING CITIES</li> <li>▪ Meeting at the Beach</li> <li>▪ Historic Hotels Make for Memorable Meetings</li> <li>▪ Katrina's Corner</li> <li>▪ Best Practices For Hospitality Industry Diversity</li> <li>▪ Damage Control: What to Do When Things Go Terribly Wrong</li> <li>▪ Taking the Family: Travel For Business &amp; Pleasure</li> </ul> <p><b>AREA GUIDES:</b> Nebraska, Greensboro, Pennsylvania, Delaware, Connecticut, Louisiana, Dominican Republic, Jamaica</p>	<ul style="list-style-type: none"> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE WEST</li> <li>▪ Florida Special Advertising Section</li> <li>▪ Katrina's Corner</li> <li>▪ Emerging Markets to Watch</li> <li>▪ Will a Conference Center Work For Your Meeting?</li> <li>▪ Do Meetings at Theme Parks Really Work?</li> <li>▪ Don't Put Your Audience to Sleep: Making Presentations That Work</li> </ul> <p><b>AREA GUIDES:</b> Washington, DC, West Virginia, Mississippi, Kansas, Georgia, Kentucky, Indiana, Minnesota, Alberta, Anguilla</p>	<ul style="list-style-type: none"> <li>▪ AFRICAN-AMERICAN GUIDE AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE SOUTH</li> <li>▪ Katrina's Corner</li> <li>▪ Texas Gold Special Advertising Section</li> <li>▪ Who Will Be the Next Black CVB President/CEO?</li> <li>▪ The Benefits of Meeting at Sea</li> <li>▪ Cutting Meeting Costs Without Cutting Corners</li> <li>▪ Is Diversity &amp; Inclusion Still a Priority: Major Industry Organizations Report</li> </ul> <p><b>AREA GUIDES:</b> Illinois, Colorado, Southern California, New Jersey, Missouri, North Dakota, B.V.I..</p>
<u>Jul/Aug '24</u>	<u>Sep/Oct '24</u>	<u>Nov/Dec '24</u>
<ul style="list-style-type: none"> <li>▪ SECOND TIER: TOP CHOICE</li> <li>▪ CITIES WITH RIVERWALKS FOR ACTIVITIES BEYOND THE MEETING</li> <li>▪ Great Gaming Roundup</li> <li>▪ How to Leverage Your Diversity Dollars</li> <li>▪ Meetings Love Golf Resorts</li> <li>▪ Katrina's Corner</li> <li>▪ Grand Venues For Great Events</li> <li>▪ Virginia Special Advertising Section</li> </ul> <p><b>AREA GUIDES:</b> Michigan, New York, Oregon, Hawaii, Rhode Island, San Antonio, Maryland, New Hampshire, Barbados</p>	<ul style="list-style-type: none"> <li>▪ GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE MIDWEST</li> <li>▪ Katrina's Corner</li> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE CARIBBEAN</li> <li>▪ Emerging Leaders in Meetings/Hospitality</li> <li>▪ All About Inclusives</li> <li>▪ BM&amp;T's Annual Convention Center/Conference Center Review</li> <li>▪ State of The Industry: Airline Sector Review</li> </ul> <p><b>AREA GUIDES:</b> Nevada, Massachusetts, Alaska, Alabama, New Mexico, Washington, North Carolina, South Carolina, Arizona, Houston, Ontario, Quebec, USVI</p>	<ul style="list-style-type: none"> <li>▪ AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES &amp; TRAVELING IN THE NORTHEAST</li> <li>▪ State of The Industry: Cruise Sector Review</li> <li>▪ Most Influential African-Americans in the Hospitality/Travel/Meetings Industry</li> <li>▪ BM&amp;T's Annual African-American Reunions Focus</li> <li>▪ Katrina's Corner</li> <li>▪ A View from The Top: CVB Heads Report on State of Industry</li> </ul> <p><b>AREA GUIDES:</b> Iowa, Ohio, Northern California, Tennessee, Utah, Oklahoma, Costa Rica, Arkansas, Wisconsin, Fort Worth, Louisiana, Saskatchewan, Trinidad &amp; Tobago</p>

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## FOUR COLOR AD RATES

Size	1x	3x	6x
Full pg.	\$ 8,968	\$ 8,150	\$ 7,870
2/3 pg.	\$ 6,838	\$ 6,279	\$ 6,066
1/2 pg.	\$ 5,085	\$ 4,620	\$ 4,470
1/3 pg.	\$ 3,200	\$ 2,912	\$ 2,807
1/4 pg.	\$ 2,295	\$ 2,166	\$ 2,081
1/6 pg.	\$ 1,783	\$ 1,620	\$ 1,607

## AD SIZES

### SPECIAL RATES

#### COVER 4/C

Front Cover	\$17,000
Second Cover	\$ 9,967
Third Cover	\$ 9,931
Fourth Cover	\$ 10,971

#### CENTER SPREAD

Black & White	\$ 15,212
Two Color	\$ 17,058
Four Color	\$ 17,258

#### BLEED RATES

10% on earned rate

#### INSERTS

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

## GENERAL:

Advertisers and advertising agencies are jointly separately 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 keeping with the publication's standards. All copy is subject to publisher's approval.

## ISSUANCE CLOSING DATES:

Published bi-monthly; issued 15th of the 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.

## AD SIZES

Trim	8.375 x 10.875
Page	7.625 x 10
Two pages facing	16 x 10
2/3 page vertical	4.875 x 10
1/2 page horizontal	7.5 x 4.875
1/2 page horizontal (spread)	16 x 4.875
1/3 page vertical	2.5 x 10
1/3 page horizontal	7.625 x 3.25
1/3 page square	4.875 x 4.25
1/4 page square	4.625 x 3.75
1/4 page vertical	3.75 x 4.625
1/6 page horizontal	4.625 x 2.5
1/6 page vertical	2.25 x 4.875

## BLEED SIZES

Page	8.625 x 11.125
Two pages facing	17 x 11.125
Two pages facing gutter bleed only	16 x 10.25
1/2 page horizontal (spread)	17 x 5.125

## SUBMISSION FOR OFFSET REPRODUCTIONS

Please email materials as high resolution PDF to: [tourisman@aol.com](mailto:tourisman@aol.com) or mail to:

Black Meetings & Tourism, Attn. Art Department  
20840 Chase Street, Winnetka, CA 91306

If sending a disc, use InDesign or a PD and be sure to include a Match print, fonts and a directory of the disc's contents.

## SCREEN

For run of magazine and covers: Black & White, and two color #133 Four Color #133

## CLIENT DEVELOPMENT SERVICES

(Details upon request)

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

## 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 are charged at the rate of 1.5% per month.