



The Authority On African-American Conventions, Incentives & Leisure Travel

BM&T
Black Meetings & Tourism

2018

Ad Planning Guide

BM&T's **BACKGROUNDER**

Publishing since 1994, BLACK MEETINGS & TOURISM is the African-American owned, award-winning, bi-monthly trade publication that is the Travel Industry's only publication for and about the \$56+ 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 a Digital Format
- A new, 2-Track Website for Business & Leisure Travel
- BM&T E-Mail 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 clients per year.
- 5% or the remaining 1,400 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

2017-2018 EDITORIAL CALENDAR

<p>JUL/AUG '17</p> <ul style="list-style-type: none"> • TAKING ALONG THE FAMILY TRAVEL FOR BUSINESS & PLEASURE • Emerging Markets to Watch • Social & Political Insensitivity and How it Affects African-American Travel • Are You Getting Your Fair Share of the Religious Meetings Market? • Spa Meetings: Mixing Business With R&R • Veteran Planners Explain Why You Shouldn't Book Your Business in Destinations That Don't Support The African-American Market Segment <p>AREA GUIDES: Michigan, New York, Oregon, Hawaii, Rhode Island, San Antonio, Maryland, New Hampshire, Barbados</p>	<p>SEP/OCT '17</p> <ul style="list-style-type: none"> • AA GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE MIDWEST • How To Leverage Your Diversity Dollars • AA GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE CARIBBEAN • Emerging Leaders in Meetings/Hospitality • Grand Venues For Great Events • BM&T's Annual Convention Center/Conference Center Review • Keeping Fit on the Road: Hotels That Offer Healthy Food Choices <p>AREA GUIDES: Nevada, Massachusetts, Alaska, Alabama, New Mexico, Washington, North Carolina, South Carolina, Arizona, Houston, Ontario, Quebec, USVI</p>	<p>NOV/DEC '17</p> <ul style="list-style-type: none"> • AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE NORTHEAST • All About All-Inclusives • Most Influential African-Americans in the Hospitality/Travel/Meetings Industry • BM&T's Annual African-American Reunions Focus • Meetings Love Golf Resorts • A View From The Top: CVB Heads Report on State of Industry • BM&T's Gaming Review <p>AREA GUIDES: Iowa, Ohio, Northern California, Tennessee, Utah, Oklahoma, Costa Rica, Arkansas, Wisconsin, Fort Worth, Louisiana, Saskatchewan, Trinidad & Tobago</p>
<p>JAN/FEB '18</p> <ul style="list-style-type: none"> • DESTINATIONS THAT OFFER ADDED VALUE FOR THE BUDGET MINDED PLANNER • Do Meetings at Theme Parks Really Work? • Blacks in PR and Advertising: How Their Surprisingly Small Numbers Impact the Way Business is Done in the hospitality/Travel/Meetings Industry • Katrina's Corner • They Key to Effective Integrated Marketing • Are You Behind The Curve In Your Efforts to Target the Ethnic Market? • Historic Hotels Make For Memorable Meetings <p>AREA GUIDES: Nebraska, Pennsylvania, Delaware, Connecticut, Dominican Republic, Jamaica</p>	<p>MAR/APR '18</p> <ul style="list-style-type: none"> • AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE WEST • Florida Special Advertising Section • Katrina's Corner • 10 Tips For more Successful Resort Meetings • Damage Control: What to Do When Things Go Terribly Wrong • Is Diversity & Inclusion Still a Priority: Major Industry Organizations Report <p>AREA GUIDES: Washington, DC, West Virginia, Mississippi, Kansas, Georgia, Kentucky, Indiana, Minnesota, Alberta, Anguilla</p>	<p>MAY/JUN '18</p> <ul style="list-style-type: none"> • AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE SOUTH • Katrina's Corner • Texas Gold Special Advertising Section • Who Will Be the Next Black CVB President/CEO? • Best Practices For hospitality Industry Diversity • Should Meeting Planners Get Special Event Liability Insurance? • How to Deal With People Who Are Racially Insensitive • How to Effectively Target the African-American Market <p>AREA GUIDES: Illinois, Colorado, Southern California, New Jersey, Missouri, North Dakota, B.V.I.</p>
<p>JUL/AUG '18</p> <ul style="list-style-type: none"> • SECOND TIER: TOP CHOICE • Great Gaming Roundup • Social & Political Insensitivity and How it Affects African-American Travel • Are You Getting Your Fair Share of the Religious Meetings Market? • Katrina's Corner • Veteran Planners Explain Why You Shouldn't Book Your Business in Destinations That Don't Support The African-American Market Segment <p>AREA GUIDES: Michigan, New York, Oregon, Hawaii, Rhode Island, San Antonio, Maryland, New Hampshire, Barbados</p>	<p>SEP/OCT '18</p> <ul style="list-style-type: none"> • AA GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE MIDWEST • Katrina's Corner • AA GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE CARIBBEAN • Emerging Leaders in Meetings/Hospitality • Grand Venues For Great Events • BM&T's Annual Convention Center/Conference Center Review • Keeping Fit on the Road: Hotels That Offer Healthy Food Choices <p>AREA GUIDES: Nevada, Massachusetts, Alaska, Alabama, New Mexico, Washington, North Carolina, South Carolina, Arizona, Houston, Ontario, Quebec, USVI</p>	<p>NOV/DEC '18</p> <ul style="list-style-type: none"> • AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE NORTHEAST • State of The Industry: Cruise Sector Review • Most Influential African-Americans in the Hospitality/Travel/Meetings Industry • BM&T's Annual African-American Reunions Focus • Katrina's Corner • A View From The Top: CVB Heads Report on State of Industry • Wonder Why You Are Missing The Boat? Because You Don't Know Who's On The Boat! <p>AREA GUIDES: Iowa, Ohio, Northern California, Tennessee, Utah, Oklahoma, Costa Rica, Arkansas, Wisconsin, Fort Worth, Louisiana, Saskatchewan, Trinidad & Tobago</p>

Calendar Subject to Change Without Notice

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ADVERTISING DEADLINES & CLOSINGS

MONTH	INSERTION	MATERIALS
Jul/Aug 2017	May 12, 2017	June 6, 2017
Sep/Oct 2017	July 14, 2017	August 4, 2017
Nov/Dec 2017	September 19, 2017	October 10, 2017
Jan/Feb 2018	November 14, 2017	December 5, 2017
Mar/Apr 2018	January 16, 2018	February 6, 2018
May/Jun 2018	March 16, 2018	April 6, 2018
Jul/Aug 2018	May 18, 2018	June 6, 2018
Sep/Oct 2018	July 16, 2018	August 6, 2018
Nov/Dec 2018	September 19, 2018	October 10, 2018

Economic Impact

- A national economic source reports that the nation's Black buying power rose from \$921 billion in 2009 to over \$1.1 trillion in 2011.
- The economic impact of African American LEISURE Travelers is \$48.3 Billion. It is estimated that an additional \$7.9 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.
- During 2010, 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.

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 more specifically to address targeted market segments.

Market Overview

- African-Americans represent upwards of 13% of the U.S. population or approximately 43 million.
- In 2012, the nation's African-American population is projected to grow by 33.7% compared to 18.5% for European-Americans and 25.4 % for the total population.
- 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.

Market Patterns, Trends

- Compared to travelers overall, nearly three times as many African-American person-trips involve group tours (8% vs. 3%).
- Over 83% of African-Americans surveyed reported attending an 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.

2017 ADVERTISING RATES

Four Color

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

Cover Rates 4/C

Second Cover	9,967
Third Cover	9,931
Fourth Cover	10,791

Center Spread

Black/White	15,212
Two Color	17,058
Four Color	17,258

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.

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 Development 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

Publishers reserve the right to reject any material deemed inappropriate

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