

## INTRODUCTION TO EVENT MEDIA PARTNERSHIPS

We provide two types of standard Event Media Partnerships. **Full Magazine partnership** and **Web Only partnership**.

See page two for details.

## KEY CONTACTS



**Fox Tucker**  
Media Partnerships Lead  
[fox.tucker@outlookpublishing.com](mailto:fox.tucker@outlookpublishing.com)



**Steve Giles**  
Magazine Assets  
[steve.giles@outlookpublishing.com](mailto:steve.giles@outlookpublishing.com)



**Jack Salter**  
Magazine Editorial Assets  
[jack.salter@outlookpublishing.com](mailto:jack.salter@outlookpublishing.com)



## OUR BUSINESS MAGAZINES

### Four Regional Business Magazines



Africa



Asia Pacific



Europe and the Middle East



North America

### Three Global Sector Magazines\*



Healthcare



Manufacturing



Mining

We have two primary reasons for entering into event media partnerships. **First:** Our readers are interested in exhibiting and/or attending the events that we partner with. **Second:** Our Editorial Projects Team identifies and sources corporate success stories and potential interviews for upcoming issues of our business titles.

The type of partnership we can make available to you will depend on the level of endorsement and/or introduction our Editorial Projects Team is given to your Event Speakers and Exhibitors. We welcome an opportunity to discuss how we can work together.

\*A partnership for a Healthcare, Manufacturing, or Mining event will also appear in the appropriate regional business magazine.

Two Types of Standard Event Media Partnership Available.

		FULL	WEB	DETAILS
	<b>IN THE MAGAZINE</b>			A two-page feature made up of a full page advertisement and a full page Event Focus Feature
	<b>Full Page Advert in Magazine</b>	YES		<b>SUPPLIED BY YOU :</b> Size: 180mm (WIDTH) x 240mm (HEIGHT) Bleed: 3mm all round Safe Print Area: 160mm (WIDTH) x 220mm (HEIGHT) Resolution: 300 dpi (PDF Preferred or JPG)
	<b>Full Page Event Focus Feature in Magazine</b>	YES		<b>SUPPLIED BY YOU :</b> 200 - 1,000 words. This can be supplied as a press release and is subject to editorial approval. We reserve the right to edit the text you supply and to use photos from your website as part of the Event Focus Feature.
	<b>Newsletter Inclusion</b>	YES	YES	This will be created from the 200 - 1,000 words you supply for the Event Focus Feature.
	<b>Newsletter Banner</b>	YES	YES	<b>SUPPLIED BY YOU :</b> A single 800px by 150px banner to last the entire campaign. JPEG/JPG Preferred.
	<b>ON THE WEBSITE</b>			
	<b>Event Page</b>	YES		This will be created from the 200 - 1,000 words you supply for the Event Focus Feature.
	<b>Event Listing</b>	YES	YES	We market your event across all relevant pages of the website.
	<b>Banner Advert</b>	YES	YES	<b>SUPPLIED BY YOU :</b> A single 336px by 280px banner to last the entire campaign. JPEG/JPG Preferred.
	<b>ON SOCIAL MEDIA</b>			
	<b>Partnership Announcement</b>	YES	YES	We make a splash across our social media accounts.
	<b>Reposts of your event LinkedIn Posts per Month</b>	4	2	In the months leading up to the event, you choose which of <b>your event posts</b> you would like us to share with our followers, or leave it up to our social media team to decide.

## WEBSITE BANNER ASSETS

**OPTIONAL**

### Leaderboard

Size: 800px by 150px  
Type: jpeg  
Max File Size: 300kb



Potential placement of **Large Banner** on **website**. Also used in our **Email Newsletters**.

**REQUIRED**

### Medium Rectangle

Size: 336px by 280px  
Type: jpeg  
Max File Size: 300kb



Potential placement of **Medium Rectangle** on **category pages** and **article pages** across the website.

## NOTES

A maximum of one of each size.

Animated gif banner ads are subject to our approval.

Banners are hosted and served from our servers.

**REQUIRED**

Banner links to a single URL specified by you.

## EVENT LISTING PAGE ASSETS

**OPTIONAL**

### Featured Image

Size: 1536px by 920px  
Type: jpeg  
Max File Size: 2mb

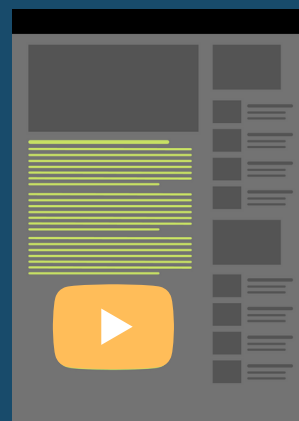


**Featured Image** appears on relevant **categories** and is scaled for use as a thumbnail on **various sidebars**.

**OPTIONAL**

### Listing Page Assets

We use the **300 word Event Bio** as the base text of the Article Page.



**OPTIONAL**

### YouTube Video Embed

Provide a link to your official event video hosted on YouTube.

## NOTES

### FEATURED IMAGE:

We recommend that the **Featured Image** be a high-quality photograph that best represents your event.

The **Featured Image** is shown full-sized on your **Event Listing Page** and scaled to various thumbnail sizes for use on various devices.

### EVENT LISTING PAGE:

We will add call-to-action text and buttons that link to the URL specified by you.

You are welcome to provide 2 or 3 additional photos for use on the event listing Page.

At our discretion, we may also link to other pages on your event website including speaker and exhibitor line-up, and conference schedule.

We will notify you when the **Event Listing Page** is published and welcome your suggested edits.