



Special Events Magazine from Penton

Special Events is the leading information source for event professionals worldwide who plan or manage special events. Industry professionals depend on the Special Events integrated combination of print, digital, and in person offerings to help them make important buying decisions.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

SEGMENTS

17,010	Total Universe / Universe Rate	\$150.00/M
15,449	Records with Phones	+ \$60.00/M
9,609	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/08/2015
Counts Through	07/08/2015

DATA CARD MAINTENANCE

New To System	07/08/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Special Events is the leading information source for event professionals worldwide who plan or manage special events. Industry professionals depend on the Special Events integrated combination of print, digital, and in person offerings to help them make important buying decisions.

Each issue of Special Events provides event professionals with design and menu inspiration, advice on solving problems producing events, products and services, sales-building strategies and business management tips. Available in print and online.

(Event, Meeting, Planning, Conference)

Job Title	Postal	Email
Owner/president	6677	2850
Vice President/general Mgr	1392	383
Event Planner/producer	3509	1482
Meeting Planner	639	172
Food And Beverage Dir/mgr	260	117
Catering/banquet Dir/mgr	686	238
Purchasing Director/manage	100	32
Store Manager	82	38
Designer/decorator	249	123
Sales Or Mkting Dir/manage	1062	318

Other Manager	847	302
Chef	1	1
Other	887	438

Title Category	Postal	Email
Top Management	7851	3015
Middle/administrative Management	7115	2603
Financial Management	203	57
Sales & Marketing Management	1708	553
Information Technology (it) Professionals	82	30
Production Management	93	30
Engineering Management	401	172
Professionals	1115	518
All Other Management	77	24
Vp-level	77	37
Director-level	414	215
Manager-level	392	221
Assistant -level	32	17
Human Resources	43	9
Purchasing	31	8
Senior (c-level Or Higher)	5335	2149
Students	211	122
Education	52	20
Medical	5	1
Lawyers	5	3

Year Started	Postal	Email
Prior To 1900	21	2
1901-1950	102	15
1951-1975	162	38
1976-1990	420	99
1991-2000	467	136
2001-2005	349	96
2006-2010	1157	413
2011+	135	62

Place of Work	Postal	Email
Hotel/ Resort/ Club/ Banquet	2927	1021

Event Meeting / Planning	8774	3409
Equipment Rental / Sales	1485	535
Off-premise Catering	947	423
Ises Members	164	76
Other	2105	1030
Hotel/resort	13	4
Club	7	3
Event Site/banquet Fac/con	4	3
Equipment Rental/sales	9	2
Off-premise Catering	5	3
Corporate Planning	4	0
Independent Planning	5	0
Other	4	0

Purchase/Subcontract Pr	Postal	Email
Audio/visual Equipment	7648	2903
Dance Floors	5710	2191
Decorations/floral/tabl	9569	3964
Entertainment	7641	2996
Event Sites	7324	2953
Flatware/dishes/glasses	6398	2611
Food And Beverage	7734	3099
Kitchen Cooling/serv Eq	4331	1675
Lighting	6999	2840
Linens/chair Covers	8198	3425
Power	4447	1648
Staging	5839	2289
Table/chairs	7603	3141
Tents/awnings	6293	2540

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

Their diverse portfolio of properties can help you reach your target audience.

Advertising:

For other Advertising opportunities please visit: <http://www.penton.com/OurMarkets/Meetings/tabid/82/Default.aspx>

SELECTS

Bus/Industry Type	\$15.00/M
Job Title	\$15.00/M
Max per Company/Sites	\$15.00/M
Number of Employees	\$15.00/M
Place of Work	\$15.00/M

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

Plan to Purchase **\$15.00/M**
 Sales Volume **\$15.00/M**
 SCF **\$10.00/M**
 SIC/NAICS Code **\$15.00/M**
 State **\$10.00/M**
 Zip **\$10.00/M**
 Job Function **\$15.00/M**
 Phone Number **\$60.00/M**
 Employee Size **\$15.00/M**
 Title Category
 Year Started
 Purchase/Subcontract Pr

GENDER

Male **52%**
 Female **33%**

NET NAME ARRANGEMENTS**Net Name is allowed**

Floor **0%**
 Minimum Quantity **0**
 Run Charges **\$10.00/M**

EXCHANGES**Exchange is not allowed****REUSE****Please inquire****CANCELLATION**

Charges **\$50.00/F**

CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING**Key Coding is available**

Charges **\$3.00/M**

ADDRESSING

FTP **\$75.00/F**
 EMAIL **\$75.00/F**

SPECIAL INSTRUCTIONS