

Convention Southwest

www.conventionsouthwest.com



2026

MEDIA PLANNER

The National Planners' Resource
for Southwestern Destinations

Convention Southwest

THE NATIONAL PLANNERS' RESOURCE FOR SOUTHWESTERN DESTINATIONS



Introducing Convention Southwest

Launched in March 2024, *Convention Southwest* is the newest addition to our trusted media family—designed specifically for meeting and event planners organizing events in the dynamic and diverse American Southwest. Backed by four decades of publishing expertise through our flagship title, *ConventionSouth*, we are proud to extend our legacy to this vibrant region.

Your Gateway to the Southwest's Premier Event Destinations

With a reach of more than 18,000 active planners nationally, *Convention Southwest* connects professionals to top venues and destinations across Arizona, California, Colorado, Nevada, New Mexico, and Utah. From desert vistas to bustling cities, our publication delivers the vital information planners need to plan memorable and successful events in these sought-after states.



Inspire, Inform, and Influence Planners Nationwide

Whether your destination offers Arizona's iconic red rocks, the cultural depth of New Mexico, California's coastal sophistication, Colorado's mountain appeal, Nevada's nonstop energy, or Utah's dramatic natural beauty, *Convention Southwest* is your opportunity to be seen by planners seeking fresh and unforgettable event backdrops.

What You'll Find in Every Issue

Each edition is packed with practical insights and fresh perspectives. Our editorial content includes expert features, business trend columns, and comprehensive Destination Guides—all curated to help planners make smart, confident choices for their Southwest-based events.

Strategic Advertising That Delivers

Align your brand with the Southwest's next go-to planning resource. With targeted advertising options and high-impact placements, you will reach decision-makers when they are searching for destinations and venues like yours.

Partner With Us

Now is the perfect time to elevate your visibility and be part of the Southwest's growing meetings and events scene. Join us at *Convention Southwest* and showcase what makes your destination the ideal choice for planners looking to create exceptional experiences.

Let's work together to bring unforgettable events to life in the American Southwest!



2026 Editorial Calendar

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Issue	Main Features	State Destination Guides	Value Added
Spring/March Space: 1/15/2026 Materials: 2/2/2026	Breathtaking Natural Venues: Scenic backdrops for brainstorming, teambuilding, group excursions, and wellness activities.	Nevada New Mexico	Bonus matching advertorial for "The Relationship Issue" feature
	Planner-CVB Relationship Survey Report: In "The Relationship Issue," we examine both sides of the meetings market, based on your anonymous responses.		State Destination Spotlight*
	Attendee Engagement & Experiential Elements: Using experiential, immersive, and customized elements to boost engagement, interaction, and retention among attendees.		
Summer/June Space: 4/15/2026 Materials: 5/1/2026	New & Renovated Properties: A glimpse of new and newly updated venues for meetings and events.	Colorado Utah	Bonus matching advertorial for "New & Renovated" feature
	Health & Wellness, Southwestern Style: Healthy F&B offerings, luxury hotel spas and fitness centers, and Zen meeting experiences.		State Destination Spotlight*
	Marketing & Promotion Strategies: How to craft compelling messages around event themes; use multi-channel apps and social media; and collaborate with sponsors and industry leaders to promote events.		
Fall/September Space: 7/15/2026 Materials: 8/3/2026	Drive-In Destinations: With easy access and no air travel required, drive-in destinations take the fast lane for meetings.	Arizona	Bonus matching advertorial for "Drive-In Destinations" feature
	Golf & Meetings		State Destination Spotlight*
	Event Technology: We look at the best event-management tools, event apps, AR/VR and hybrid technology, and AI's impact on staffing.		
Winter/December Space: 10/15/2026 Materials: 11/2/2026	The Wow Issue: Awe-inspiring, innovative spaces and exhilarating experiences that are poised to steal the spotlight (convention centers, hotels, offsite venues).	California	Bonus matching advertorial for "Small Markets" feature
	Destinations for Winter Activities and Events: Winter hotspots with cool appeal.		State Destination Spotlight*
	Small Markets with Big Impact: Attendees are increasingly interested in smaller destinations that offer authentic experiences, unique local charm and attractions, and big cost-savings.		
	Venue Sourcing & Contract Negotiation: Tips for selecting the right venue, negotiating favorable terms, and avoiding hidden fees.		

IN EVERY ISSUE:

Action Items: News, trends, and technology in events and hospitality

Talking Points: Q&A with our featured industry expert

Closing Remarks: Spotlight on an exciting new or newly renovated venue in the Southwest

*State Destination Spotlight Packages are for advertisers in the Event Planners' Guide state sections: include 1/4-page print Spotlight (written by editorial team); expanded online Spotlight showcasing your destination (maximum 300 words, 1 image, contact information); and newsletter Spotlight (1 image, headline and 30 words, linked to your online Spotlight).

4 Advertising Rates

2026 Print Rates

Ad Size	1x	2x	4x
2-Page Spread	\$8,275	\$8,025	\$7,695
1/2-Page Spread	\$5,575	\$5,405	\$5,185
Full Page	\$4,595	\$4,455	\$4,270
1/2-Page	\$3,095	\$3,000	\$2,875
1/3-Page	\$2,595	\$2,520	\$2,415
1/4-Page	\$1,995	\$1,935	\$1,855

Premium Positions

Back Cover	\$5,745
Front Inside Cover	\$5,514
Back Inside Cover	\$5,285

Proof our audience is who you want to reach*:

- 89.9% of planners are planning larger events like conferences and trade shows
- 79.4% of planners are actively planning 2 or more events in the Southern half of the U.S. in the next 12 months.
- Readers spend 30-59 minutes reading each issue
- Each issue is read by 2.1 planner readers...meaning your ad is reaching 37,000+ people

*Sources: Industry Trends and Signet Adstudy Reports

2026 Digital Rates

Enewsletter & Custom Broadcasts

Custom Broadcast	\$2,600
Leaderboard (728x90)	\$900
Medium Rectangle (300x250)	\$800
Native	\$1,300

Online

Leaderboard (728x90)	\$900
Medium Rectangle (300x250)	\$1,200
Half page (300x600)	\$2,000
Virtual Tour Hosting/Marketing	\$3,500

Online High Impact

Wallpaper	\$3,500
Mobile Anchored Banner	\$1,800
Mobile Reveal	\$1,500

Digital Edition

Landing Page Spread	\$2,500
Video Enhancement	\$1,900
Digital Belly Band	\$1,500



Mechanical Specifications

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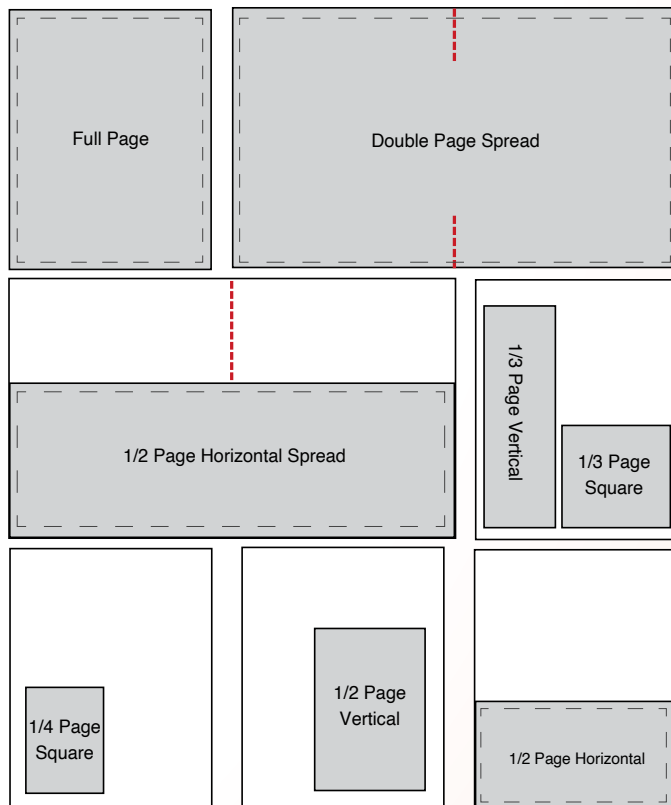
Printing: Web offset
Binding: Perfect bound or saddle-stitch
Full Page Bleed: 9 1/4" x 11 1/8" (allow 1/8" on all sides for trimming)
Trim Size: 9" x 10 7/8"
Live Image Area: 7 7/8" x 9 1/2"

For more information on ad sizes and mechanical specs, e-mail Heather Donnelly at hdonnelly@kenilworth.com

Advertisement Dimensions

Ads	WIDTH	x	HEIGHT
Double Page Spread	17 3/8"	x	10"
Full Page	8 1/8"	x	10"
1/2-Page Spread	17 3/8"	x	5 3/8"
1/2-Page Horizontal	8 1/8"	x	5 3/8"
1/2-Page Vertical	5 1/8"	x	7 5/8"
1/3-Page Square	5 1/8"	x	5 3/8"
1/3-Page Vertical	2 5/8"	x	9 3/4"
1/4-Page Square	4"	x	4 3/8"

Bleed Unit Sizes	WIDTH	x	HEIGHT
Double-Page Spread	18 1/2"	x	11 1/8"
1/2-Page Spread	18 1/2"	x	6 1/8"
Full Page	9 1/4"	x	11 1/8"
1/2-Page Horizontal	9 1/4"	x	6 1/8"



Additional Specs and Information

Advertising Specifications

- Digital 4-color process files only (CMYK*).
- PDF/X files preferred.
- Maximum 23 characters in file name.
- Ad material will be stored for 12 months and then discarded unless otherwise advised in writing by the advertiser or agency.

- The publisher is not responsible for changes to advertising material resulting from incorrect file preparation. Charges, billed at an hourly rate, may apply to alterations made to client files due to errors in ad size, type, or file format.

Supported Platforms

MAC, PC



6 Supported Applications

Adobe Distiller/Acrobat® Pro DC 2022

- Convert all PMS/RGB colors to CMYK* prior to creating a PDF.
- Save all PDF files as PDF/X.

Adobe InDesign® v17

- Include all fonts and supporting graphics. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF, EPS or PDF/X. Use "Package" whenever possible and provide a preflight report.

Adobe Illustrator® v26

- Convert all PMS/RGB colors to CMYK*. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. Do not embed images unless originals are supplied. Supply all fonts or convert all text to outlines. Overprinting white text or coloring with 0% of another color will not print. Note: Outlined text cannot be altered.

Adobe Photoshop® v23

- Convert all PMS/RGB colors to CMYK*.
- Supply all fonts or rasterize all type. Save file as an EPS, JPG, PDF or TIF with no JPG or LZW compression. Rasterized type cannot be altered.

EPS/TIF

- EPS and TIF files from other applications will be accepted but must be a minimum of 300 dpi at 100% of size and have all fonts outlined. Do not compress these files.
- Images or logos downloaded or saved from the Web are not usable for print.

Fonts/Text

- OpenType fonts will be accepted. Provide both screen and printer fonts.
- It is recommended you submit fonts with your ad material; however, if a font is not submitted, an attempt will be made to match the font as closely as possible. This may result in text reflow if changes are required to the ad.
- Black text should be created at 100% black to avoid registration problems. Registration cannot be guaranteed for 4-color black type.

Proofs

- Publisher shall not be responsible for color or color trapping or advertising copy that does not include a Specifications for Web Offset Publications (SWOP) standard proof. †
- For further assistance with file preparation, contact Heather Donnelly at (905) 771-7333 or (800) 409-8688, extension 261 or e-mail at hdonnelly@kenilworth.com.

* Files in RGB color space will not separate correctly. All RGB files will be converted to CMYK. The publisher is not responsible for shifts in color due to the file conversion.

† For more information on SWOP standards, visit www.swop.org.

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