



Advertising in proActive

Introduction

Make your company's products and/or services known to a high profile network of International Management Assistants' active all over the world !

The advantages of advertising in *proActive* are:

- Uncluttered advertising for better visibility (maximum 18% of space dedicated to advertisements).
- Maximum flexibility thanks to a vast range of formats.
- Highly targeted readership.
- Bright, modern magazine appearance.
- High level of contribution from individual members.
- Up-to-date job-related features and information.
- Regular business themes.
- 4 online editions per year.

Readership and circulation

4 online editions are distributed to the members of IMA – International Management Assistants in 25 countries. Approximately 20.000 hits for the website, where the online editions are also published.

Tailor-made web-based communication and promotion

We are of course also ready to discuss any creative idea you might have to make our journal more attractive to its readers, on top of increasing your communication power.

Publication dates

Online quarterly editions: March, June, September, December

Advertising rates 2017:	FORMAT / MM	EUR/ Issue	Advertising rates 2017:	FORMAT / MM	EUR/ Issue
1/1 page – inside pages	200x287	899	1/1 page – 2nd/3rd/4th cover	200x287	950
1/2 page	143x200	450	1/3 page	95x200	310

Technical details

300 dpi • preferably Illustrator, Freehand files or EPS files

Powerful mix

- Combination with standard website banner: Get a 20% discount
- Pay for 2 editions in a row: Get a 20% discount
- Pay for 3 editions in a row: Get a 30% discount
- Pay for 4 editions in a row: Get 1 following ad for free

Contact: frieda.catteeuw@sheraton.com



Advertising on our website – www.ima-network.org

Introduction

Make your company's products and/or services known to a high profile network of International Management Assistants' active throughout the world!

The advantages of advertising on the website are:

- Uncluttered layout for better visibility (limited space dedicated to banner advertisements).
- Highly targeted audience.
- Bright, modern appearance.

Tailor-made web-based communication and promotion

We are of course always willing to discuss any creative idea you might have to make our website more attractive to its visitors, on top of increasing your communication power.

Powerful mix

Combine your banner on our website with advertising in *proActive* (IMA – International Management Assistants' magazine which appears 4 times a year) and you will be offered a discount of 20% on the basic rates.

There is also a combination possibility for your banner on our international website and the national website of your country. Ad-hoc promotions can also be negotiated to your company's benefit.

www.ima-network.org website visitors

- Members of IMA – International Management Assistants (in 25 countries), their colleagues, bosses and external interested parties and partners.
- About 20.000 hits per month.
- For a list of the countries visit www.ima-network.org

Website rates 2017:	6 months EUR	12 months EUR
Banner other than opening page (incl. link to own site) *	600	1.000
Banner – other than opening page (incl. link to own site) <i>Special rate, only for corporate members</i>		300

Banners on the website opening page: Extra charge of 30% on the website rates.

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