

IN 2007, MARKETERS SPENT \$55.6 BILLION TO PRODUCE CUSTOM PUBLISHING PIECES*, MAKING CUSTOM MEDIA ONE OF THE FASTEST GROWING MARKETING SEGMENTS BEHIND INTERNET MARKETING.

* Custom Publishing Council, 2007

Partner with the editorial experts at *MeetingNews* Magazine to define your audience, refine your goals, and create an editorial environment that positions your company as a thought leader and a long-term professional resource for your readers.

DEFINE YOUR AUDIENCE

With more than 2 million subscribers of 40 publications, Nielsen Business Media offers marketers a built-in audience for their message**. *MeetingNews* Magazine offers 41,000 subscribers*. From this broad base, you can drill down to your core audience and find the groups that fit your target profile. Select categories include:

- † Geographic region
- † General industry
- † Specific industry segment
- † Business title
- † Professional activities
- † Size of company
- † Volume of business
- ... and more!

* June 2008 BPA Worldwide

** Publisher's own data

CHOOSE YOUR FORMAT

From pocket mini-guides to digital magazines, *MeetingNews* Magazine's Custom Publishing team can execute on your vision.

PRINT PRODUCTS

Every week *MeetingNews* Magazine hits the desks of decision-makers across major industries. Distributing your printed custom publishing pieces with our award-winning publications gets your message to the people you care about.

- † Sponsored coverage of hot industry issues
- † Custom how-to guides
- † White papers
- † Company profile advertorials
- † Advertising inserts
- † Pocket information booklets

DIGITAL PRODUCTS

Ready to explore digital marketing? *MeetingNews* Magazine's Custom Publishing team allows you to combine two fast-growing marketing trends in the industry: Internet Marketing + Custom Publishing. Our digital products are specially

designed to be viewer-friendly on the screen, easy to print for offline reading, and a cinch to pass along to co-workers around the globe.

- † Custom HTML e-newsletters
- † Custom HTML e-postcards
- † Interactive digital brochures
- † Interactive digital magazines

Digital formats give you the feedback you need – instantly and accurately – and offer readers immediate access to additional information about your brand. Use an online format if you want to...

- † Use rich media/interactive content, such as pop-up ads, animation, streaming video, audio, or point roll ads
- † Distribute internationally
- † Incorporate live URLs within the publication content
- † Provide content search capability via keywords
- † Reinforce a high-tech or environmental marketing message/reputation

Complete opt-out management provided

