

Define Your Audience

With more than 2 million subscribers of 40 publications****, Nielsen Business Media offers marketers a built-in audience for their message. Successful Meetings offers 70,050 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!



Choose Your Format

From pocket mini-guides to digital magazines, Successful Meetings' Custom Publishing team can execute on your vision.

PRINT PRODUCTS

Every week Successful Meetings hits the desks of decision-makers across major industries. Distributing your printed custom publishing pieces with our award-winning publication 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?

Successful Meetings' Custom Publishing team allows you to combine the 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 subscribers 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

IN 2007, MARKETERS SPENT **\$56.6 BILLION*** TO PRODUCE CUSTOM PUBLISHING PIECES, MAKING CUSTOM MEDIA THE **FASTEST-GROWING** MARKETING SEGMENTS BEHIND INTERNET MARKETING. PARTNER WITH THE EDITORIAL **EXPERTS** AT SUCCESSFUL MEETINGS 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 SUBSCRIBERS.**

85% said they would rather receive company information in the form of an interesting article than in a traditional advertisement**

93% said they were aware of custom publications and 66% said they read them**

* Source: Custom Publishing Council, 2007

**Roper Public Affairs, 2005

*** June 2008 BPA Worldwide Statement

**** Publisher's own data.