

VIRTUALLY ALL SUBSCRIBERS (97%) ARE INVOLVED IN SELECTING SUPPLIERS/DESTINATIONS/SITES FOR MEETINGS. MOST ARE INVOLVED THROUGHOUT THE FULL DECISION PROCESS*.**

MeetingNews attracts professionals who are senior decision makers regarding their organization's meetings. Subscribers*** ...

- ✦ Are leaders in suggesting new approaches and destinations/sites.
- ✦ Develop meeting strategies and tactics.
- ✦ Are personally accountable for achieving meeting objectives.
- ✦ Have management roles on meeting decision teams.
- ✦ Are early adopters of new approaches and destinations/sites.
- ✦ Are sought out as opinion leaders.
- ✦ Supervise the activities of others who are involved in planning/managing meetings.
- ✦ Are deeply involved in the supplier selection process ... especially in making final decisions.

MeetingNews magazine has a total average audience of 41,400 professionals*. The magazine reaches 19,991 unduplicated organizations**.

THE MEETINGNEWS AUDIENCE IS UNPARRALLED IN THE AMOUNT OF BUYING POWER THEY REPRESENT***

WE PROUDLY DELIVER THEM TO YOU WHEN YOU BUY MEETINGNEWS' PRODUCTS.

The readers of *MeetingNews* have extraordinary overall buying power***

- ✦ 355,000 meetings are planned by the audience each year.
- ✦ 64 million people attend the meetings planned by the audience each year.
- ✦ 1.5 billion square feet of meeting space is reserved by the audience each year.

(Based on median figures)

Each organization's average total annual expenditures for all of its off-site meetings is \$1,714,000. This represents extraordinary overall buying power ... almost \$6 billion in annual expenditures on products and services ranging from transportation to accommodations, food and beverage, exhibit space and technology products***.

* December 2007 BPA Worldwide. June 2008 BPA Circulation Statement Total Qualified: 41,000

**Publisher's own data, 2008; "organizations" defined as separate units/locations

***Publisher's Own Data from Nielsen Business Media's Buying Power Survey August 2008. Survey conducted by Martin Akel & Associates and tabulated by Wilson Research Group. There were 701 *Successful Meetings* respondents and 601 *MeetingNews* respondents leading to a 95% confidence level +/- 3%.*