

VIRTUALLY ALL SUBSCRIBERS (97%) ARE INVOLVED IN SELECTING SUPPLIERS/DESTINATIONS/SITES FOR MEETINGS. MOST ARE INVOLVED THROUGHOUT THE FULL DECISION PROCESS REACHING 46,162 UNDUPLICATED ORGANIZATIONS.**

Successful Meetings brings you an exceptionally productive audience ... take advantage of one of the single greatest sales opportunities among the media serving this industry.

Successful Meetings magazine has a total audience of **70,384 professionals***.

The *Successful Meetings* Audience is **UNPARRALLED** in the amount of **BUYING POWER** they represent:

We proudly deliver them to you when you buy *Successful Meetings'* products.

ITS COVERAGE OF MORE THAN 46,000 UNITS RESULTS IN EXTRAORDINARY OVERALL BUYING POWER***

- > 816,000 meetings are planned by the audience each year.
- > 70 million people attend the meetings planned by the audience each year.
- > 2.5 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 **\$1,713,000*****

This represents extraordinary overall buying power ... almost **\$10 billion in annual expenditures** on products and services ranging from transportation to accommodations, food and beverage, exhibit space and technology products.***

Based on median figures

*December 2007 BPA Statement. June 2008 BPA Circulation Statement Total Qualified: 70,050

**Organizations defined as separate units/locations in Nielsen Business Media's Buying Power Survey, August 2008

*** Publisher's own data. 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%. *