

OUR AUDIENCE.

The **Meetings Focus** Audience:

100% Direct Request*: they ask for it specifically.

100% identified by your key demographics:

- 55,132* publication recipients. Planners receive the information THEY want...
- 100,000+ unique Enewsletter recipients
- 4,834 unique webinar registrants
- Hundreds of live event attendees
- Overall, 36,852** monthly web visitors

Type of Planners: Corporate: 40,114*

Association: 10,222*

Independent: 4,796*

**Meetings Focus users
have BIG budgets that
continue to rise!**

- **27.9%** of subscribers report increases in budgets over 2013.
- **6.4%** have budgets of **\$5 million or more**
- **21.0%** have budgets of **\$1 million to \$4.9 million**
- **12.2%** have budgets of **\$500k to \$999k**
- **12.6%** have budgets of **\$300k to \$499k**

Typical single meeting budgets run the gamut: 22.4% spend \$200k or more per meeting 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings from 2013 to 2014.

Activities

Planners continue to add to their meetings with great activities.

Local Tours	49.2%
Team Building	48.2%
Golf	39.2%
CSR	28.3%
Sporting Events	26.1%
Spa	25.7%
Spousal Programs	23.1%
Shopping	22.9%
Attractions/Theme parks	21.3%
Wellness Programs	20.5%
Cooking Programs	17.9%
Casino/gambling	14.9%
Festivals	9.0%
Skiing/Winter Activities	7.8%



Action! Yes!

What planners do after seeing your ad!

Visited website	48.5%
Visited MeetingsFocus.com	31%
Passed ad along	26.4%
Filed for future	22%
Selected a site	15.7%
Emailed an advertiser	13.6%
Called an advertiser	12.2%
Booked a meeting	9.2%

*BPA Worldwide Statement, December 2014

**Google Analytics

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Meetings Focus users are experienced:

- **28.9%** have been in the industry more than **20 years**
- **32.5%** have been in the industry for **11-20 years**
- **17%** have been in the industry for **7-10 years**
- **10.8%** have been in the industry for **4-6 years**

We are always qualifying new planners, with **10.8%** of our users in the industry for **3 years or less!**

Meetings Focus subscribers share!

- 7%** share an issue with 3 or more individuals.
- 31.4%** share an issue with 1-2 individuals.

Meetings Focus subscribers are engaged:

- 38.5%** spend 31 minutes to more than an hour with the publication.
- 39.3%** spend 15-30 minutes.



Meetings Focus subscribers tell us the publication is useful in their job:

- “It is a **phenomenal resource** for me and my organization with useful articles and interesting advertisements.”
- “It is always good to learn by someone else’s experience. Also, **the ads do help** when choosing a location.”
- “I’ve always enjoyed reading the articles and reading up about the **featured destinations**. It helps when I’m researching a particular city by providing helpful information.”
- “Comes from the word in the title ‘Focus’. I like the **geographic focus** so I can determine very quickly to delve deeper into an issue. If I have a program in that region, I look through the issue more closely.”
- “I love print; love **saving the articles** for future reference. There’s always something in every publication I can use to better my career.”
- “It keeps me on the pulse of **potential venues** for my meetings.”

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HOW DO WE STACK UP?

Meetings Focus:

- #1 in Total Audience
- Reaches more meeting professionals than our competitive set below.
- Reaches more corporate planners.
- Remains the ONLY publication offering you a national reach, while maintaining the ability to let you 'target' your buy to planners who book your region.



	Meetings Focus*†	Successful Meetings*†	Meetings & Conventions*††	Smart Meetings*	Prevue†	The Meeting Professional (formerly One+)†	Convene*	MeetingsNet/ Enewsletter National Audience††	Collaborate**
Total Qualified Circulation	55,132	50,000	50,000	44,000	32,354	50,000	31,126	40,900	8,269
% Corporate***	72.8%	66.8%	63.7%	63.9%	na	na	1.7%	na	na
% Association	18.5%	24.5%	25.2%	24.0%	na	na	0	na	na
% Independent Planner***	8.7%	8.7%	11.1%	12.1%	na	na	.6%	na	na
Meeting Suppliers and Students	0.0%	0.0%	0.0%	0.0%	na		10.8%	na	
Direct Request†††	100%	100%	100%	100%	71.7%	na	27.3%	na	na
First year subscribers	78.3%	74.1%	74.8%	80.1%	64.8%	na	78.0%	na	86.1%

* BPA Brand Report for the 6-month period ended June 2014

** January 2013 unaudited publisher's statement

*** Meetings Focus, Successful Meetings, Meetings & Conventions, and Smart Meetings categorize Independent planners under corporate.

However, they have been separated for this comparison. Meetings & Conventions also includes Trade show manager/Organizer in with Independent Planners.

† Not audited by BPA, <http://www.mpiweb.org/Marketplace/AdvertisingOpps>, 30,000 subscribers.

†† Not audited by BPA, <http://meetingsnet.com/site-files/meetingsnet.com/files/uploads/2014/11/MeetingsNet%20Media%20Kit%202015.pdf>

††† The subscriber has 'requested' to receive publication. Other options often used are list purchases, directory purchases and association member lists.

*† BPA Brand Report for 6-month period ended December 2014

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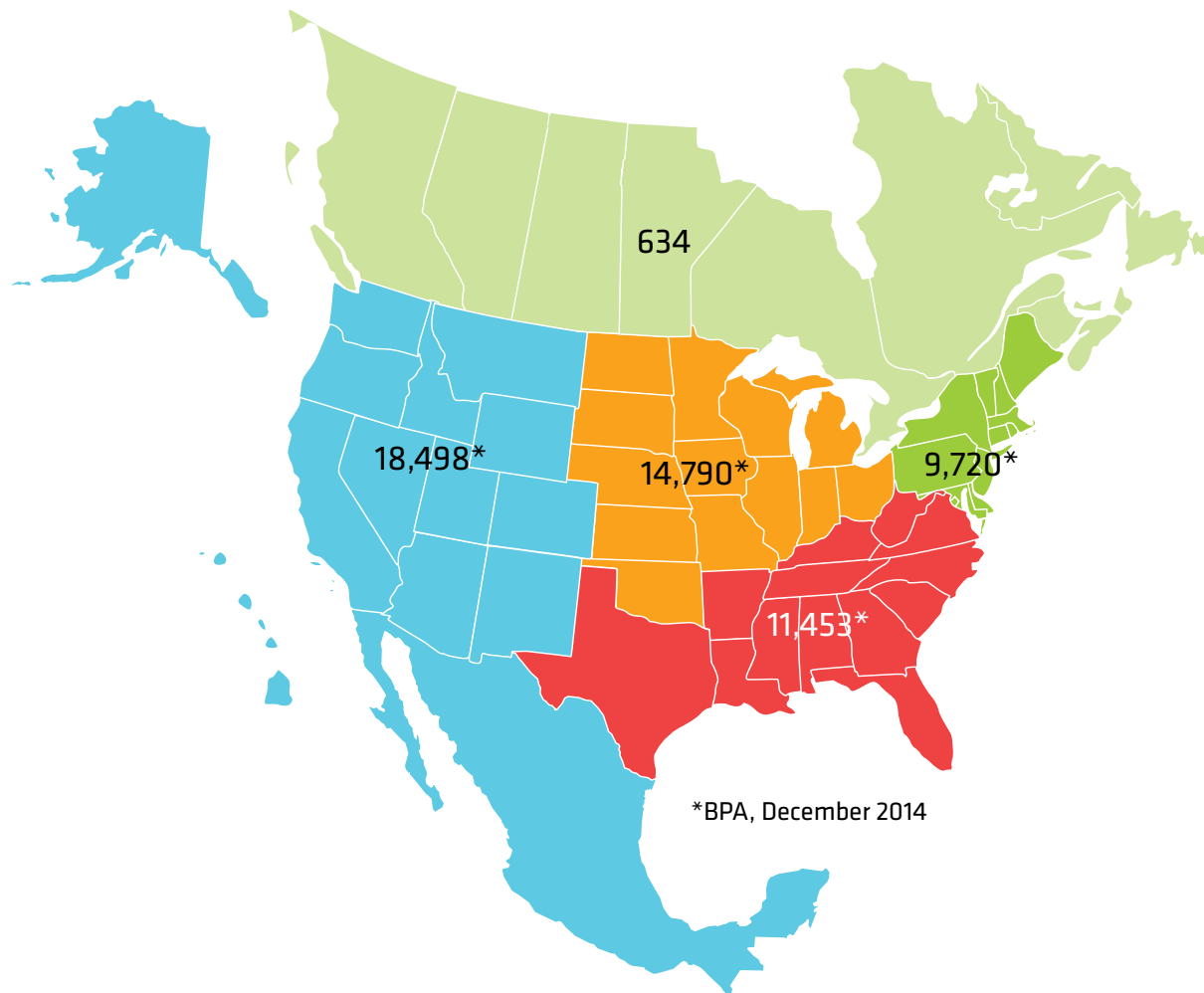
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MORE COVERAGE

Meetings Focus delivers qualified planners
from across the country, 55,132*
top prospects to be exact!

They live everywhere.



They plan everywhere.

26,171* plan meetings in Eastern U.S./Eastern Canada

24,748* plan meetings in the Midwest

26,789* plan meetings in Southern U.S./Caribbean Islands, and Mexico

36,476* plan meetings in the Western U.S./Western Canada, and Mexico

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