

DATES	EDITORIAL	SITE FILES-MATCHING ADVERTORIAL (1/2 PAGE OR LARGER)	SPECIAL AWARDS/ SECTIONS/MATCHING ADVERTORIAL	FINANCIAL & INSURANCE MEETINGS	BONUS DISTRIBUTION
JANUARY Ad Close 12/05/11 Material Due 12/15/11 Mail Date 01/03/12	• CMI/Incentive Research Foundation Incentive Trends Study • New/Renovated Facilities • Cruises	• Midwest		• FICP Newsletter • FICP Annual Meeting Coverage	• The Special Event, Jan. 24-27
FEBRUARY Ad Close 01/05/12 Material Due 01/14/12 Mail Date 02/02/12	• Large Meetings • Cost-Saving Tips • Technology Trends • New/Expanded Facilities	• NY/NJ • Greater DC • Carolinas/Georgia • California			
MARCH Ad Close 02/06/12 Material Due 02/14/12 Mail Date 03/02/12	• Strategic Meetings Management Update • Pharma Meetings • International Meetings	• Texas	• Las Vegas • 2012 Paragon Awards Ballot	• Best practices for financial and insurance meetings • FICP Newsletter • FICP Regional Meeting Coverage	• Int'l Association of Conference Centers, March 21-23 • Pharma Meeting Mgmt Forum, March 25-28
APRIL Ad Close 03/05/12 Material Due 03/15/12 Mail Date 03/30/12	• The Recreation Issue: Golf, Spas, Teambuilding • Affordable Meetings /Budget Saving Tips	• Hawaii	• 2012 Paragon Awards Ballot		• Affordable Meetings Mid-America, April 2012
MAY Ad Close 04/06/12 Material Due 04/15/12 Mail Date 05/04/12	• City Meetings • Small Meetings Update • Gaming	• Caribbean • South Central States (AR/KS/MO/OK) • Canada	• CVB Supplement • Merchandise & Gift Card Product Guide (Matching Advertorial, 1/2 page or larger)	• Best practices for financial/ insurance meetings • FICP Newsletter • FICP Southeast Region Meeting Coverage	• Springtime in the Park, May 3 • IMEX- Worldwide Exhibition, May 22-24
JUNE Ad Close 05/07/12 Material Due 05/16/12 Mail Date 06/01/12	• 20 Changemakers: Senior Meeting Execs Who Make a Difference Leading the Way • All-Inclusive Resorts	• New England • Florida	• 2012 Resort and Cruise Guide (Matching Advertorial - 1/2 page or larger) • Beyond Borders Supplement		• Affordable Meetings West, June 15-16 • FICP Forum, June 20-22 • AIBTM, Baltimore, June 19-21 • GBTA, July 22-25
JULY/AUGUST Ad Close 06/08/12 Material Due 06/20/12 Mail Date 07/06/12	• Green Meetings • Senior Meeting Management Salary Survey • New/Expanded Facilities	• Southwest Meetings	• 2012 Paragon Award Winners Announced (Matching Advertorial - 1/2 page or larger)	• Best practices for financial and insurance meetings • FICP Newsletter • FICP Education Forum Coverage	• MPI WEC, July 28-31 • ASAE, Aug. 11-14
SEPTEMBER Ad Close 08/06/12 Material Due 08/15/12 Mail Date 09/05/12	• THE CMI 25: Top Meeting & Incentive Planning Companies • CMI/IRF Merch-GC Trend Survey • Theme/Water Parks	• Greater Chicago • Asia • Caribbean	• Individual Incentive Awards	• FICP Newsletter • FICP Annual Meeting Preview • FICP Regional Meeting Coverage	• Affordable Meetings National, Sept. 2012, • IMEX America, Oct. 9-11 • Site Int'l Conf., Sept. 14-17
OCTOBER Ad Close 09/06/12 Material Due 09/26/12 Mail Date 10/03/12	• Management Training • Working with CVBs • Conference Centers • Hot Incentive Destinations	• Mid-South (AL/KY/LA/MS/TN/WV)	• CVB & Convention Center Spotlights • Merchandise & Gift Card Trends (Matching Advertorial - 1/2 page or larger)		• ICCA, Oct. 20-24
NOVEMBER Ad Close 10/04/12 Material Due 10/17/12 Mail Date 11/01/12	• Financial Services Company Case Study • Executive Retreats • Gaming	• Mountain Meetings (CO/UT/WY/ID/MT/OR/WA/Reno/Tahoe) • Mid-Atlantic (CT/DC/DE/MD/NJ/NY/PA/VA/WV) • Mexico	• Las Vegas • FICP Hospitality Partners (Matching Advertorial - 1/2 page or larger) • Holiday Gift Guide (advertiser product included in editorial)	• Best practices for financial and insurance meetings • FICP Newsletter • FICP Meeting Coverage (Canada, West, Midwest)	• FICP Annual Meeting, Nov. 11-14
DECEMBER Ad Close 11/06/12 Material Due 11/17/12 Mail Date 12/05/12	• Facilitating Small Meetings • Golf Resorts • International Meetings	• Florida • Canada	• Supplier Insights for 2013 (Matching Advertorial - full page)		• 4th Annual West Coast Meeting Management Forum, Dec. 2012

IN EVERY ISSUE

KEYNOTES Our front section takes a strategic look at meetings, and includes interviews with industry leaders, news analyses, technology tidbits, and best practices. **COVER STORY AND FEATURES** The latest issues and trends affecting meeting managers and senior executives involved in meetings. **BREAKOUTS** Hands-on advice from the experts. **ALSO** checklists and tips to help readers do their jobs better. **SITES** News of facility openings, expansions, renovations, and On Locations. **POSTCON** Get to know a major industry player better.

Advertising Gross Rates

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Full Page	\$9,825	\$8,350	\$7,855	\$6,875	\$5,900	Full Page	\$7,150	\$5,675	\$5,180	\$4,200	\$3,225	Standard 2C	1,345	2,300
2/3 Page	\$8,245	\$7,010	\$6,600	\$5,775	\$4,980	2/3 Page	\$5,570	\$4,335	\$3,925	\$3,100	\$2,305	Matched 2C	2,125	3,615
1/2 Page	\$7,290	\$6,200	\$5,830	\$5,100	\$4,375	1/2 Page	\$4,615	\$3,525	\$3,155	\$2,425	\$1,700	Cover 4: Add 20%		
1/3 Page	\$6,470	\$5,300	\$4,715	\$3,955	\$3,605	1/3 Page	\$3,795	\$2,625	\$2,040	\$1,280	\$930	Covers 2&3: Add 15%		
1/4 Page	\$5,665	\$4,665	\$4,240	\$3,675	\$3,395	1/4 Page	\$2,990	\$1,990	\$1,565	\$1,000	\$720	Page 1 and Opposite Table of Contents: Add 15%		
1/6 Page	\$4,295	\$3,705	\$3,435	\$3,190	\$3,085	1/6 Page	\$1,620	\$1,030	\$760	\$515	\$410			
1/2p Spread	\$12,620	\$10,755	\$9,995	\$8,850	\$7,610	1/2p Spread	\$7,995	\$6,130	\$5,370	\$4,225	\$2,985			
2 Pg Spread	\$18,535	\$15,750	\$14,810	\$12,950	\$11,085	2 Pg Spread	\$13,910	\$11,125	\$10,185	\$8,325	\$6,460			