

Association Meetings engages association CEOs; meeting, trade show, and education managers; and third-party meeting specialists. Our objective analysis of issues affecting national and international meetings and expositions, along with our tested tactical strategies, help meeting professionals do their jobs more effectively.



**ASSOCIATION MEETINGS
AUDIENCE & MARKET**

- *Association Meetings* has 19,140 qualified subscribers who have responsibility for planning meetings and conventions for the association market
- *AM* has a 32,136 reach per issue with pass along
- *AM* is focused exclusively on association meetings/conventions.
- All *AM* subscribers are 100% BPA-qualified as having responsibility for planning meetings and conventions for the association market.
- *AM* reaches national, international, regional, and large state associations that meet outside of their state. *Association Meetings* reaches 12,785 different associations.

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- \$1.2m is the average annual budget our readers allocated for meeting and trade-show activity
 - 11 is the average number of meetings and/or conventions planned by our readers per year
 - 54.9% of our readers plan 5 or more meetings
 - 297 is our readers' average number of attendees per meeting
 - 1,290 is our readers' average number of attendees at their annual convention
 - 55,000 is the average exhibit square footage at our readers' largest convention or meeting

**ASSOCIATION MEETINGS
EDITORIAL ACHIEVEMENTS**

2010 WINNER • National award (design, feature article) for *Association Meetings* "Have You Heard" feature, October 2009

2010 WINNER • Northeast regional award (design, cover) for *Association Meetings* Tales from the Dark Side, June 2009

WHAT OUR READERS SAY

"As an association meeting planner (my whole 22-plus-year career), I find *Association Meetings* to be very useful because of its targeted approach. Unlike other publications, every *Association Meetings* article has direct application to me and the events I am responsible for. In some issues I find myself dog-eared nearly every page to re-read, share, keep on file, and look up online."

–Joyce Paschall, CAE, CMP Director of Education and Meeting Services, American College of Occupational and Environmental Medicine

"I really appreciate *Association Meetings* because it keeps me up-to-date on issues that are facing associations. I need the information to help me help my clients. Thank you for a great job!"

–Molly Rasor, CMP, CMMM, Principal, Meetings Plus More! LLC