

Medical Meetings engages continuing medical education, healthcare association, and pharmaceutical and medical device company meeting professionals with essential, industry-specific information and trends relevant to their unique convention, conference, and symposium needs. *Medical Meetings'* ongoing, detailed coverage of regulatory and educational issues draws an audience at a level that no one else can match.



MEDICAL MEETINGS AUDIENCE & MARKET

- *Medical Meetings* has 12,033 qualified subscribers who have responsibility for planning meetings and/or incentive programs for the medical industry.
 - *MM* has a 25,604 reach per issue with pass along
 - As a benefit to members, *MM* reaches all 1,959 associates of the Alliance for Continuing Medical Education Association
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- \$2.3m is the average annual budget our readers allocated for meeting and trade-show activity
 - 19 is the average number of meetings and/or conventions planned by our readers per year
 - 61% of our readers plan 5 or more meetings
 - 203 is our readers' average number of attendees per meeting
 - 1,190 is our readers' average number of attendees at their annual convention
 - 62,000 is the average exhibit square footage at our readers' largest convention or meeting

WHAT OUR READERS SAY

“Great publication...I do enjoy reading it!”
–Allen Kantorowitz, President, Highway to Health Expos, Inc

“I find the articles interesting, relevant and timely. It definitely is a great magazine that always addresses the top topics of the moment.”
–Alfie Truchan, Director, CME, Mount Sinai School of Medicine

“*Medical Meetings* is always my first choice, go-to-source, because it’s always current and on-target with Continuing Medical Education-related meeting planning news. I’ve never read an issue that didn’t further my professional development.”
–Gloria King, M. Ed., CME Director, Singing River Health System