

Religious Conference Manager, the official publication of the Religious Conference Management Association (RCMA), provides comprehensive in-depth editorial on the special issues that are important to the planners of religious conferences and meetings. Readers rely on *RCM* for clear, how-to information and trends that address their unique meeting concerns.



**RELIGIOUS CONFERENCE MANAGER
AUDIENCE & MARKET**

- *RCM* has 3,006 qualified subscribers who are members of the Religious Conference Management Association
- *RCM* has a 6,104 reach per issue with pass along

Religious Conference Manager is the official publication of RCMA (Religious Conference Management Association), a professional, nonprofit, interfaith organization whose members have responsibility for planning and/or managing meetings, conferences, conventions, or assemblies for religious organizations and those who provide services within this specialized field.

- RCMA represents over 800 diverse religious organizations.
- RCMA members are responsible for planning 14,000 conventions, meetings, assemblies, and retreats, which annually attract more than 11 million participants.
- Founded in 1972, RCMA is dedicated to enhancing the professionalism of its members and improving the experience of religious meeting attendees throughout the world.

In addition to our bi-monthly magazine, *RCMA Highlights* will be published on three consecutive days at the RCMA's Annual Conference & Exposition in Kansas City, MO in 2012. In addition to daily distribution at the Annual Conference, all three dailies will be digitally mailed to all members of RCMA.

The latest RCMA news can be found on the *Religious Conference Manager* page on MeetingsNet.com.

- \$332,759 is the average annual budget our readers allocated for meeting and trade-show activity
- 12 is the average number of meetings and/or conventions planned by our readers per year
- 494 is our readers' average number of attendees per meeting
- 1,522 is our readers' average number of attendees at their annual convention

WHAT OUR READERS SAY

"I appreciate the excellent quality of articles and helpful information."**—Chris Douglas, Director of Conference Office, Church of the Bethren**

"RCMA members profit greatly from publications available to them such as *RCM* magazine, RCMA Extra and also MeetingsNet. Valuable info provided is current, relevant, and extremely informative. Just when I struggle with a site location decision along comes *RCM* and info pops off the page with a grand recommendation to consider. News of personnel changes is quite helpful also. Thanks for such a helpful tool."**—Jackie T. Walker RCMA Board Member, State Director of Women's Ministries Convention & Meeting Planner, Church of God State Executive Office**

"I have found *RCM* to be a great help in building new ideas and operational procedures into our events that have resulted in seeing our denomination enjoy success with our events over the last several years."**—Gerald Mapstone, Executive Director, Life Impact Ministries**