

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009  
(Including Supplementary Data)**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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**ASSOCIATION MEETINGS**

A Penton Media Publication  
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**FIELD SERVED**

ASSOCIATION MEETINGS serves professional associations/ society, union, foundation, trade associations/ society, association management companies, government, civic groups, social, hobby, sports, fraternal, ethnic, veteran groups, educational, research, religious organizations, independent meeting planners, travel agencies and other organizations allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Association Chairman, CEO, COO, CIO, President, Owner, Executive Director, Executive Vice President, Vice President, Director, Director of Communications, Human Resource Director, Association Meeting/ Convention/ Conference Planner, Meeting/ Administrative Assistant, Program/ Special Events Director, Association Exhibit Director/ Manager, Trade Show Director/ Manager, Association Director/ Manager/ Professor of Education or Training and Association Management Company Executives. Also included are other Association Executives and Independent Meeting Planner, Meeting Consultant and Others related to the field that are responsible for meetings.

**PURPOSE**

This circulation statement contains multiple analyses of respondents who indicate the following types of services/ facilities they use for their off-site meetings: resorts, downtown hotels, suburban hotels, conference centers, airport hotels, convention centers & auditoriums, all-suites, cruise ships, gaming properties/ facilities, convention & visitors bureaus, and other services/ facilities.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	31
Advertiser and Agency _____	1,002
Rotated or Occasional _____	2
Allocated for Trade Shows and Conventions _____	180
Digital _____	-
All Other _____	2,614
<b>TOTAL</b>	<b>3,829</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,343	100.0	19,343	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,343</b>	<b>100.0</b>	<b>19,343</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	57	98	17,365	1,976			19,341	December ____	6,551	6,564	15,525	3,775			19,300
October _____	31	77	17,405	1,982			19,387	<b>TOTAL</b>	<b>6,639</b>	<b>6,739</b>					

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009**  
**This issue is 0.3% or 64 copies below the average of the other 2 issues reported in Paragraph two.**

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE					
					(A)	(B)	(C)	(D)	(E)	(G)
Trade Association/ Society _____	5,534	28.7	4,486	1,048	3,594	1,344	269	111	123	93
Professional Association/ Society, Union, Foundation _____	8,170	42.3	6,654	1,516	5,183	2,169	348	178	142	150
Association Management Company _____	733	3.8	573	160	449	205	38	10	20	11
Independent Meeting Planner _____	-	-	-	-	-	-	-	-	-	-
Trade Show Manager or Organizer _____	199	1.0	162	37	119	51	20	1	4	4
Travel Agency _____	949	4.9	762	187	616	229	60	16	8	20
Education, Research _____	2,053	10.6	1,555	498	1,286	490	86	114	45	32
Fraternal, Ethnic, Veterans _____	165	0.9	133	32	95	49	11	4	3	3
Government, Civic Group _____	658	3.4	527	131	371	192	44	20	24	7
Social, Hobby, Sports _____	500	2.6	411	89	287	131	48	12	12	10
Religious _____	264	1.4	212	52	149	94	11	1	6	3
Other _____	75	0.4	50	25	26	18	2	1	-	28
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,300</b>	<b>100.0</b>	<b>15,525</b>	<b>3,775</b>	<b>12,175</b>	<b>4,972</b>	<b>937</b>	<b>468</b>	<b>387</b>	<b>361</b>
<b>PERCENT</b>	<b>100.0</b>		<b>80.4</b>	<b>19.6</b>	<b>63.0</b>	<b>25.8</b>	<b>4.9</b>	<b>2.4</b>	<b>2.0</b>	<b>1.9</b>

Note 1:  
 (A) Association Chairman, CEO, COO, CIO, President, Owner, Executive Director, Director, Executive Vice President, Vice President, Director of Communications, Human Resource Director.  
 (B) Association Meeting/Convention/Conference Planner, Meeting/Administrative Assistant, Program/Special Events Director.  
 (C) Association Exhibit Director/Manager, Trade Show Director/Manager  
 (D) Association Director/Manager of Education or Training, Professor  
 (E) Association Management Company Executives  
 (G) Other Association Executive

**SUPPLEMENTARY DATA FOR ISSUE OF DECEMBER 2009**

This is an analysis of 19,000 or 100.0% respondents who indicated what types of Services/Facilities they use for their off-site meetings. (See question #6 on the questionnaire used to elicit these data on the back of this report.) Since any one respondent may have checked more than one response, the totals for each of these services/facilities should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL QUALIFIED RESPONDENTS	Facilities											
				Downtown Hotel	Resort	Airport Hotel	Suburban Hotel	Conference Center	Convention Center or Auditorium	All-Suite	Cruise Ship	Gaming Property/Facility	Convention & Visitors' Bureau	Restaurant - (Non Hotel)	Other
Trade Association/ Society _	5,534	28.7	5,534	3,920	3,009	2,465	2,802	3,115	2,409	2,380	1,008	1,499	2,088	574	394
Professional Association/ Society, Union, Foundation _	8,170	42.3	8,170	5,231	3,534	3,288	3,672	4,475	3,497	3,070	1,155	1,723	3,213	653	1,130
Association Management Company _____	733	3.8	733	527	394	326	368	417	319	306	122	215	292	103	55
Independent Meeting Planner _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade Show Manager or Organizer _____	199	1.0	199	116	88	74	66	103	112	81	29	48	84	24	10
Travel Agency _____	949	4.9	949	729	631	475	532	564	441	507	306	331	438	122	52
Education, Research _____	2,053	10.6	2,053	1,216	785	673	848	937	680	672	266	336	535	286	432
Fraternal, Ethnic, Veterans _	165	0.9	165	105	67	60	77	76	54	43	23	36	53	22	33
Government, Civic Group ____	658	3.4	658	391	234	252	298	340	251	220	73	118	234	101	113
Social, Hobby, Sports _____	500	2.6	500	279	203	125	195	156	121	166	47	72	115	76	116
Religious _____	264	1.4	264	140	93	88	108	122	94	80	46	34	76	35	66
Other _____	75	0.4	75	27	21	17	25	23	22	24	17	18	26	3	6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,300</b>	<b>100.0</b>	<b>19,300</b>	<b>12,681</b>	<b>9,059</b>	<b>7,843</b>	<b>8,991</b>	<b>10,328</b>	<b>8,000</b>	<b>7,549</b>	<b>3,092</b>	<b>4,430</b>	<b>7,154</b>	<b>1,999</b>	<b>2,407</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>65.7</b>	<b>46.9</b>	<b>40.6</b>	<b>46.6</b>	<b>53.5</b>	<b>41.5</b>	<b>39.1</b>	<b>16.0</b>	<b>23.0</b>	<b>37.1</b>	<b>10.4</b>	<b>12.5</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009									
Qualification Source	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
<b>I. TOTAL</b> - Personal direct request from the recipient: _____	<b>16,631</b>	<b>2,596</b>	<b>-</b>	<b>15,462</b>	<b>3,765</b>			<b>19,227</b>	<b>99.6</b>
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	16,060	2,515	-	14,935	3,640			18,575	96.2
c. Electronic _____	571	81	-	527	125			652	3.4
<b>II. TOTAL</b> - Request from recipient's company: _____	<b>71</b>	<b>2</b>	<b>-</b>	<b>63</b>	<b>10</b>			<b>73</b>	<b>0.4</b>
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	71	2	-	63	10			73	0.4
c. Electronic _____	-	-	-	-	-			-	-
<b>III. TOTAL</b> - Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
<b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
<b>V. TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
<b>VI. TOTAL</b> - Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,702</b>	<b>2,598</b>	<b>-</b>	<b>15,525</b>	<b>3,775</b>			<b>19,300</b>	<b>100.0</b>
<b>PERCENT</b>	<b>86.5</b>	<b>13.5</b>	<b>-</b>	<b>80.4</b>	<b>19.6</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	15,525	3,775			19,300	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,525</b>	<b>3,775</b>			<b>19,300</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	49	10	59		400-427 Kentucky _____	182	41	223	
030-038 New Hampshire _____	52	12	64		370-385 Tennessee _____	273	58	331	
050-059 Vermont _____	32	15	47		350-369 Alabama _____	192	27	219	
010-027 Massachusetts _____	353	90	443		386-397 Mississippi _____	105	24	129	
028-029 Rhode Island _____	41	9	50		<b>EAST SO. CENTRAL</b>	<b>752</b>	<b>150</b>	<b>902</b>	<b>4.7</b>
060-069 Connecticut _____	158	27	185		716-729 Arkansas _____	90	26	116	
<b>NEW ENGLAND</b>	<b>685</b>	<b>163</b>	<b>848</b>	<b>4.4</b>	700-714 Louisiana _____	142	20	162	
100-149 New York _____	787	183	970		730-749 Oklahoma _____	149	47	196	
070-089 New Jersey _____	365	87	452		750-799 Texas _____	837	206	1,043	
150-196 Pennsylvania _____	587	158	745		<b>WEST SO. CENTRAL</b>	<b>1,218</b>	<b>299</b>	<b>1,517</b>	<b>7.9</b>
<b>MIDDLE ATLANTIC</b>	<b>1,739</b>	<b>428</b>	<b>2,167</b>	<b>11.3</b>	590-599 Montana _____	57	12	69	
430-459 Ohio _____	501	99	600		832-838 Idaho _____	59	16	75	
460-479 Indiana _____	255	52	307		820-831 Wyoming _____	27	8	35	
600-629 Illinois _____	1,245	303	1,548		800-816 Colorado _____	366	101	467	
480-499 Michigan _____	420	91	511		870-884 New Mexico _____	69	16	85	
530-549 Wisconsin _____	348	90	438		850-865 Arizona _____	212	51	263	
<b>EAST NO. CENTRAL</b>	<b>2,769</b>	<b>635</b>	<b>3,404</b>	<b>17.6</b>	840-847 Utah _____	91	20	111	
550-567 Minnesota _____	352	76	428		889-898 Nevada _____	96	21	117	
500-528 Iowa _____	189	53	242		<b>MOUNTAIN</b>	<b>977</b>	<b>245</b>	<b>1,222</b>	<b>6.3</b>
630-658 Missouri _____	320	97	417		995-999 Alaska _____	24	12	36	
580-588 North Dakota _____	67	14	81		980-994 Washington _____	237	62	299	
570-577 South Dakota _____	54	6	60		970-979 Oregon _____	160	36	196	
680-693 Nebraska _____	111	34	145		900-961 California _____	968	253	1,221	
660-679 Kansas _____	217	50	267		967-968 Hawaii _____	43	9	52	
<b>WEST NO. CENTRAL</b>	<b>1,310</b>	<b>330</b>	<b>1,640</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>1,432</b>	<b>372</b>	<b>1,804</b>	<b>9.3</b>
197-199 Delaware _____	42	11	53		<b>UNITED STATES</b>	<b>15,522</b>	<b>3,771</b>	<b>19,293</b>	<b>100.0</b>
206-219 Maryland _____	597	144	741		969 & 004-009 U.S. Territories _____	2	3	5	
200-205 Washington, DC _____	1,153	289	1,442		Canada _____	1	1	2	
220-246 Virginia _____	1,143	309	1,452		Mexico _____	-	-	-	
247-268 West Virginia _____	77	18	95		Other International _____	-	-	-	
270-289 North Carolina _____	344	87	431		APO/FPO _____	-	-	-	
290-299 South Carolina _____	151	31	182		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,525</b>	<b>3,775</b>	<b>19,300</b>	<b>100.0</b>
300-319 Georgia _____	423	114	537						
320-349 Florida _____	710	146	856						
<b>SOUTH ATLANTIC</b>	<b>4,640</b>	<b>1,149</b>	<b>5,789</b>	<b>30.0</b>					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified _____	20,303	20,150	19,366	19,386	19,302	19,343
Qualified Non-Paid Total _____	20,303	20,150	19,366	19,386	19,302	19,343
Print Only _____	20,303	19,712	17,083	17,359	17,292	16,765
Digital Only _____	-	438	2,283	2,027	2,010	2,578
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: January – December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,765	100.0	16,765	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,765</b>	<b>100.0</b>	<b>16,765</b>	<b>100.0</b>	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,578	100.0	2,578	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,578</b>	<b>100.0</b>	<b>2,578</b>	<b>100.0</b>	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.	Date signed	February 04, 2010
Melissa Fromento, Group Publisher	State	New York
Marilyn Samuelsen, Audience Development Director	County	Manhattan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	February 04, 2010
<b>IMPORTANT NOTE:</b>	Type	PSD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	A175Y0D9