

## Association Meetings from Penton Media

Association Meetings provides useful information on issues and trends affecting the management of association meetings, trade shows, conventions, and seminars. AM is the only independently produced magazine that focuses specifically on these information needs, and thus provides an "independent voice" in the area of professional event management.



### ID NUMBERS

Manager  
mln  
SRDS

### SEGMENTS

Data card currency: **US Dollar**

21,923	Universe / Base Rate	\$150.00/M
21,850	Records with Phones	+ \$60.00/M
	All Inclusive Multichannel email/postal	\$555.00/M
	All Inclusive Multichannel phone/postal	\$355.00/M
	All Inclusive Multichannel email/phone/postal	\$720.00/M
	Email (see email datacard)	

### LIST TYPE

Business



### SOURCE

Controlled circulation

### GEOGRAPHY

Domestic (US)

### OPT-IN

### LIST MAINTENANCE

Market entry	06/14/2005
New to manager	04/04/2005
Counts through	10/31/2007

### DATA CARD MAINTENANCE

New to NextMark system	06/14/2005
Last data card update	02/19/2008
Next data card update	04/01/2008
Data card update frequency	<b>SEMIANNUALLY</b>

### DESCRIPTION

Association Meetings provides useful information on issues and trends affecting the management of association meetings, trade shows, conventions, and seminars. AM is the only independently produced magazine that focuses specifically on these information needs, and thus provides an "independent voice" in the area of professional event management.

Association Meetings reaches meeting planning decision makers at international, national, and regional associations.

### Job Title:

Association Chairman, CEO, COO, CIO, President, et	14,676
Association Meeting/Convention/Conference Planner,	4,509
Association Exhibit Director/Manager, Trade Show D	968
Association Director/Manager of Education or Train	637
Association Management Company Executives	337
<b>Organizational Description:</b>	
Education, Research	3,602

Trade Association/Society	6,902
Professional Association/Society, Union, Foundation	7,273
Other (there are many, please inquire within)	
<b>Organizational Function:</b>	
Meeting Planning	9,577
Site Selection	8,774
Exhibitions Mgmt	7,398
Convention Mgmt	6,906
<b>Facilities:</b>	
Resort	10,523
All-suite	9,459
Downtown Hotel	14,857
Cruise Ship	4,097
Suburban Hotel	11,255
Conference Center	13,618
Airport Hotel	10,289
Gaming Property/Facility	6,482
Convention Center of Auditorium	11,057
Convention & Visitors Bureau	9,729
Other	2,965
<b>Meeting Destination in US:</b>	
New England (ME,NH,VT,MA,RI,CT)	8,795
Middle Atlantic (NY,NJ,PA)	10,634
South Atlantic (DE,MD,DC,VA,WV)	10,507
South East Atlantic (NC,SC,GA,FL)	10,577
East North Central (OH,IN,IL,MI,WI)	10,336
West North Central (MN,IA,MO,ND,SD,NE,KS)	8,902
East South Central (KY,TN,AL,MS)	7,953
West South central (AR,LA,OK,TX)	9,072
Mountain (MT,ID,WY,CO,NM,AZ,UT,NV)	9,723
Pacific (WA,OR,CA)	9,877
Alaska	4,323
Hawaii	4,269
<b>Meeting Destination outside of US:</b>	
Caribbean	2,626
Europe	3,163
Mexico	2,893
Canada	4,036
Asia/Pacific	1,957
Bermuda	1,730
Africa/Near East	1,501
Central/South America	1,741

Penton Media's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences, and more than 500 information data products. Penton has 30 office locations and employs more than 1,600 editors, publishers, sales representatives, marketers, and other professionals.

**Their diverse portfolio of properties can help you reach your target audience.**

Source: Controlled Circulation  
 Note: All orders are approved on a reciprocal rental.  
 Orders cancelled prior to mail date are subject to a \$50  
 cancellation fee plus any applicable production and shipping  
 charges. Orders cancelled after the mail date, will incur  
 charges in full.

**SELECTS**

Email/FTP	\$75.00/M
ETHNICITY	\$20.00/M
Facilities	\$15.00/M
JOB FUNCTION/TITLE	\$15.00/M
Meeting Destination	\$10.00/M
NUMBER OF EMPLOYEES	\$15.00/M
Organizational Description	\$15.00/M
Organizational Function	\$15.00/M
PHONE NUMBER	\$60.00/M
SALES VOLUME	\$15.00/M
SCF	\$10.00/M
SIC CODE	\$15.00/M
STATE	\$10.00/M
ZIP	\$10.00/M

**LIST MANAGER**

**Walter Karl**  
<http://www.walterkarl.com>

**LIST OWNER**

**UNIT OF SALE INFORMATION**

Unit of sale information is not available

**GENDER PROFILE**

Male:	0%
Female:	0%

**AVERAGE INCOME**

Value: **not available**

**MINIMUM ORDER**

Quantity:	<b>7,500</b>
Value:	<b>\$0.00</b>

**COMMISSIONS**

Broker:	<b>20%</b>
Manager:	<b>10%</b>
Agency:	<b>15%</b>

**NET NAME ARRANGEMENTS**

Net Name is not allowed

**EXCHANGES**

Please inquire

**REUSE**

Please inquire

**TELEMARKETING**

Please inquire

**CANCELLATION**

Charges: **\$50.00/F**

**KEY CODING**

Key Coding is available

Charges: **\$3.00/M**

**ADDRESSING**

CARTRIDGE	<b>\$35.00/F</b>
CD ROM	<b>\$75.00/F</b>
CHESHIRE LABELS	<b>No charge</b>
DISKETTE	<b>\$75.00/F</b>
MAG TAPE	<b>\$35.00/F</b>
P/S LABELS	<b>\$10.00/M</b>

**SPECIAL INSTRUCTIONS**

Sample Mailing Piece Required. Reuse or mailing  
 with phone follow-up \$5/M off base rate. All orders  
 are approved on a reciprocal rental. Orders  
 cancelled prior to mail date are subject to a \$50  
 cancellation fee plus any applicable production and  
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 date, will incur charges in full.

**CONTACTS**

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★ = Primary contact

