

THE SUBSCRIBERS

Circulation: 20,322
Total Reach per Issue with Pass-Along: 40,644

All of **Association Meetings'** subscribers are 100% BPA-qualified as having responsibility for planning meetings and conventions for the association market.

- **Association Meetings** targets the largest local and state associations in the country; it reaches only national, international and regional associations. **AM** only reaches local and state associations that will meet outside of their state, so you reach associations with the greatest potential to hold meetings across the country.
- **Association Meetings** thoroughly covers the market reaching 14,222 different associations assuring you that **AM** saturates the marketplace.
- **Association Meetings** gives your advertising dollars a reach beyond the membership lists of industry associations.

Annual Averages: **100%** plan meetings that average more than 100 attendees **92%** plan meetings that average less than 100 attendees
\$1.1 million Average annual budget allocated for meeting and/or trade show activity
1,816 Average attendance at conventions **12** Average number of meetings planned per year
100% of our readers plan meetings and/or conventions **345** Average number of attendees per meeting



Association Meetings reaches more than 20,000 qualified subscribers, of which 100% are responsible for planning meetings and conventions for the association market.



Subscriber Titles:

- Association Administrative Executive: 62.7%
- Association Meetings/Convention/Conference Planner, Meeting/Administrative Assistant, Program/Special Events Director: 21.8%
- Association Exhibit Director/Manager, Trade Show Director/Manager: 5.3%
- Independent Meeting Planner, Meeting Consultant: 3.9%
- Association Director/Manager of Education or Training, Professor: 3.9%
- Other Association Executives: 2.7%



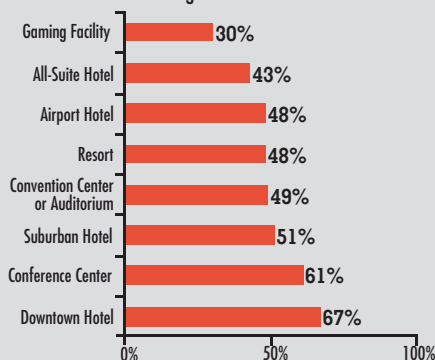
Subscriber Industries:

- Professional Association/Society, Union, Foundation: 40.7%
- Trade Association/Society: 26.3%
- Education, Research: 12.5%
- Government, Civic Group: 4.8%
- Independent Meeting Planner: 4.5%
- Association Management Company: 2.9%
- Religious: 2.2%
- Social, Hobby, Sports: 2%
- Trade Show Manager or Organizer: 1.6%
- Fraternal, Ethnic, Veterans: 1.5%
- Travel Agency: 1%

41.8% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in AM

25.8% have filed an ad for future reference
17% have discussed/routed an ad to a colleague

Subscribers hold meetings at various venues:



Areas where subscribers hold off-site meetings:

United States 100%
Canada 19.4%
Europe 15.7%
Mexico 14.8%
Caribbean 12.6%
Central/South America 9.5%
Bermuda 8.9%
Asia/Pacific 8.8%
Africa/Near East 8.6%

Source: Publisher's Own Data

Association Meetings Recent Awards:

Editorial:

- 2006 ASBPE Northeast Regional Gold Award for Regular Column-Staff Written, "Visa Reform, Women's Work," February and June 2005.
- 2005 ASBPE Northeast Regional Gold Award for Best Series, "Taking On Waste," April and June 2004.

Design:

- 2005 ASBPE National Gold Award for Front Cover Illustration, "The Far Side. Exploring the World of Unconventional Meetings," August 2004.

>>> 2008 Calendar

Association Meetings

	Important Dates	Editorial Focus	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
February	Ad Close: 1/10/08 Materials Due: 1/22/08 Mail Date: 2/12/08	City Meetings	Carolinas/Georgia, New York/New Jersey	San Diego • 2008 Inner Circle Award Ballot	2007 Inner Circle Award Winners for Hotels (1/2 page or larger ads)	Affordable Meetings Mid-America, April 9-10 • GWSAE's Springtime, April 3
April	Ad Close: 3/10/08 Materials Due: 3/19/08 Mail Date: 4/8/08	Meeting Marketing Strategies • Multi-Generational Meetings	New England, Greater DC, South Central States (MO/AR/KS/OK)	Maryland • CVB Supplement • 2008 Inner Circle Award Ballot	2008 Facilities Review: Hotels, Resorts, & Conference Centers (1/2 page or larger ads)	Affordable Meetings West, June 11-12
June	Ad Close: 5/12/08 Materials Due: 5/21/08 Mail Date: 6/11/08	Technology Update	Golf & Spa Resorts • Great Chicago • Texas • Central Florida (Orlando, Tampa, Daytona)	Beyond Borders Supplement • 2008 Inner Circle Award Ballot		Destinations Showcase, June 25
August	Ad Close: 7/7/08 Materials Due: 7/16/08 Mail Date: 8/5/08	Affordable Meetings and Trends for SMERF and other budget-minded meetings • AM Fast Track: the fastest-growing association shows by attendance	New/Expanded Facilities • Midwest • Caribbean	2008 Inner Circle Award Winners Announced	Second-Tier Cities Update (1/2 page or larger ads)	MPI WEC, August 9-12 • ASAE, August 16-19 • Affordable Meetings National, September 10-11
October	Ad Close: 9/8/08 Materials Due: 9/17/08 Mail Date: 10/7/08	Trade Shows	Theme Parks/Water Parks • Southwest Meetings (AZ, NM, NV, Southern California) • Mid-South States (TN/AL/MS/KY/WV/LA) • Hawaii	Mexico	Update on Convention Centers: CVBs & Convention Centers, including 2008 Inner Circle Award Winners (1/2 page or larger ads)	IAEE Annual Meeting, December 9-11
December	Ad Close: 11/10/08 Materials Due: 11/19/08 Mail Date: 12/11/08	International Meetings • Small Meetings	Mid-Atlantic States (NY/DE/DC/MD/PA/VA/WV) • Canada • Florida Meeting Planner's Guide			PCMA Annual Meeting, January 2009 • MPI Professional Education Conference, January 2009 • Destinations Showcase, 2009

IN EVERY ISSUE:

Keynotes: Provides analysis of trends and news of strategic importance to association meetings and expositions.

Cover story and features: Spotlight issues critical to the management and execution of association meetings, trade shows, and seminars.

Breakouts: SMERF-oriented how-to articles on everything from AV to F&B.

Sites: News of facility openings, expansions, renovations, and on-locations reports.

Opinion: Commentary from industry insiders.

Calendar and bonus distribution are subject to change throughout the year. Contact your sales representative or visit meetingsnet.com/advertisers for the most current information. Submissions for editorial consideration must be made at least eight weeks in advance of publication date. For complete details, see the public relations guidelines section in the media kit.

ASSOCIATION MEETINGS - 2008 RATES Gross Rates Effective January 1, 2008

4-Color	1x	3x	6x	9x	12x	18x	B & W	1x	3x	6x	9x	12x	18x	Color	Page	Spread
Full Page	9,145	8,670	7,910	7,560	6,865	6,545	Full Page	7,160	6,685	5,925	5,575	4,880	4,560	Standard 2C	870	1,545
2/3 Page	7,775	7,355	6,760	6,475	5,915	5,635	2/3 Page	5,790	5,370	4,775	4,490	3,930	3,650	Matched 2C	1,025	1,885
1/2 Page	6,870	6,575	6,005	5,775	5,305	5,065	1/2 Page	4,885	4,590	4,020	3,790	3,320	3,080	Cover 4: add 20%		
1/3 Page	5,595	5,340	4,970	4,790	4,435	4,265	1/3 Page	3,610	3,355	2,985	2,805	2,450	2,280	Covers 2 & 3: add 15%		
1/4 Page	4,835	4,635	4,330	4,195	3,920	3,775	1/4 Page	2,850	2,650	2,345	2,210	1,935	1,790	Page 1 and Opposite Table		
1/6 Page	3,870	3,690	3,480	3,395	3,220	3,110	1/6 Page	1,885	1,705	1,495	1,410	1,235	1,125	of Contents: add 15%		
1/2p Spread	12,435	11,820	10,895	10,480	9,610	9,190	1/2p Spread	8,790	8,175	7,250	6,835	5,965	5,545			
2 Page Spread	17,650	16,690	15,215	14,535	13,175	12,495	2 Page Spread	14,005	13,045	11,570	10,890	9,530	8,850			