

**THE SUBSCRIBERS**

Circulation: 19,361  
Total Reach per Issue with Pass-Along: 31,913

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

- **Association Meetings** reaches national, international, regional, and large state associations that meet outside of their state.
- **Association Meetings** thoroughly covers the market reaching 12,365 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:**

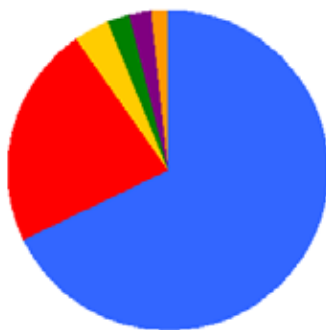
<b>\$886,000</b> Average annual budget allocated for meeting and/or trade show activity	<b>100%</b> plan meetings that average more than 100 attendees	<b>81%</b> plan meetings that average less than 100 attendees
<b>1,438</b> Average attendance at conventions	<b>10</b> Average number of meetings planned per year	<b>500</b> Average number of attendees per meeting
<b>100%</b> of our readers plan meetings and/or conventions		



**Association Meetings** reaches more than 19,000 qualified subscribers, of which 100% are responsible for planning meetings and conventions for the association market.

**Subscriber Titles:**

- Association Administrative Executive: 67.7%
- Other Association Executives: 2.3%
- Association Meetings/Convention/Conference Planner, Meeting/Administrative Assistant, Program/Special Events Director: 22.6%
- Association Director/Manager of Education or Training, Professor: 2.0%
- Association Exhibit Director/Manager, Trade Show Director/Manager: 3.6%
- Independent Meeting Planner, Meeting Consultant: 1.8%



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

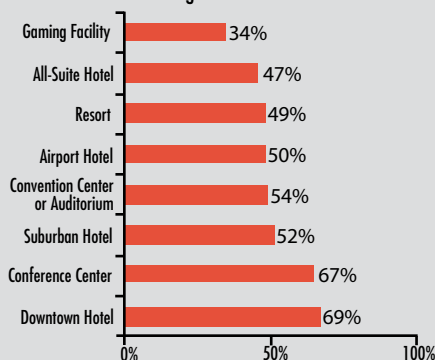
25.8% have filed an ad for future reference  
17% have discussed/routed an ad to a colleague

**Subscriber Industries:**

- Professional Association/Society, Union, Foundation: 42.9%
- Government, Civic Group: 2.9%
- Trade Association/Society: 36.1%
- Social, Hobby, Sports: 1.1%
- Education, Research: 7.3%
- Religious: .9%
- Independent Meeting Planner: 3.5%
- Trade Show Manager or Organizer: .8%
- Association Management Company: 3.1%
- Travel Agency: .8%
- Fraternal, Ethnic, Veterans: .6%



**Subscribers hold meetings at various venues:**



**Areas where subscribers hold off-site meetings:**

- United States 100%
- Canada 16.4%
- Europe 12.8%
- Caribbean/Bermuda 12.3%
- Mexico 11.6%
- Asia/Pacific 8.2%
- Central/South America 6.0%
- Africa/Near East 5.4%

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.

# >>> 2009 Calendar

## Association Meetings

	Important Dates	Editorial Focus	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
February	Ad Close: 1/9/09 Materials Due: 1/16/09 Mail Date: 2/13/09	City Meetings	Carolinas/Georgia, New York/New Jersey	San Diego • 2009 Inner Circle Award Ballot	2008 Inner Circle Award Winners for Hotels (1/2 page or larger ads)	Affordable Meetings Mid-America, April 1-2 • ASAE's Springtime, April 16
April	Ad Close: 3/10/09 Materials Due: 3/17/09 Mail Date: 4/8/09	Meeting Marketing Strategies	South Central States (MO/AR/KS/OK)	Maryland • CVB Supplement • 2009 Inner Circle Award Ballot	2009 Facilities Review: Hotels, Resorts, & Conference Centers (1/2 page or larger ads)	Affordable Meetings West, June 10-11
June	Ad Close: 5/12/09 Materials Due: 5/19/09 Mail Date: 6/10/09	Technology Update • Green Meetings	Golf & Spa Resorts • Greater Chicago • Texas • Central Florida (Orlando, Tampa, Daytona)	Beyond Borders Supplement • 2009 Inner Circle Award Ballot		Destinations Showcase, June 25 • MPI WEC July 11-14
August	Ad Close: 7/7/09 Materials Due: 7/14/09 Mail Date: 8/5/09	Annual Reader Survey • Affordable Meetings and Trends for SMERF and other budget-minded meetings	New/Expanded Facilities • Midwest • Caribbean	2009 Inner Circle Award Winners Announced	Second-Tier Cities Update (1/2 page or larger ads)	ASAE, August 15-18 • Affordable Meetings National, September 9-10
October	Ad Close: 9/8/09 Materials Due: 9/15/09 Mail Date: 10/7/09	Trade Shows	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 2009 Inner Circle Award Winners (1/2 page or larger ads)	IAEE Annual Meeting, December 8-10
December	Ad Close: 11/10/09 Materials Due: 11/17/09 Mail Date: 12/14/09	Small Meetings	Mid-Atlantic States (NY/DE/DC/MD/PA/VA/WV) • Canada • Florida Meeting Planner's Guide			PCMA Annual Meeting, January 2010 • MPI Conference, January 2010 • Destinations Showcase, 2010

### 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.
- 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](http://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 - 2009 RATES

Gross Rates Effective January 1, 2009

4-Color	1x	3x	6x	9x	12x	18x	B & W	1x	3x	6x	9x	12x	18x	Color	Page	Spread
Full Page	9,280	8,800	8,030	7,675	6,970	6,645	Full Page	7,265	6,785	6,015	5,660	4,955	4,630	Standard 2C	880	1,570
2/3 Page	7,890	7,465	6,860	6,575	6,005	5,720	2/3 Page	5,875	5,450	4,845	4,560	3,990	3,705	Matched 2C	1,040	1,915
1/2 Page	6,975	6,675	6,095	5,860	5,385	5,140	1/2 Page	4,960	4,660	4,080	3,845	3,370	3,125	Cover 4: add 20%		
1/3 Page	5,680	5,420	5,045	4,860	4,500	4,330	1/3 Page	3,665	3,405	3,030	2,845	2,485	2,315	Covers 2 & 3: add 15%		
1/4 Page	4,905	4,705	4,395	4,260	3,980	3,830	1/4 Page	2,890	2,690	2,380	2,245	1,965	1,815	Page 1 and Opposite Table		
1/6 Page	3,930	3,745	3,530	3,445	3,270	3,155	1/6 Page	1,915	1,730	1,515	1,430	1,255	1,140	of Contents: add 15%		
1/2p Spread	12,620	12,000	11,060	10,640	9,755	9,330	1/2p Spread	8,920	8,300	7,360	6,940	6,055	5,630			
2 Page Spread	17,915	16,940	15,445	14,755	13,370	12,680	2 Page Spread	14,215	13,240	11,745	11,055	9,670	8,980			