

**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:**

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



**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

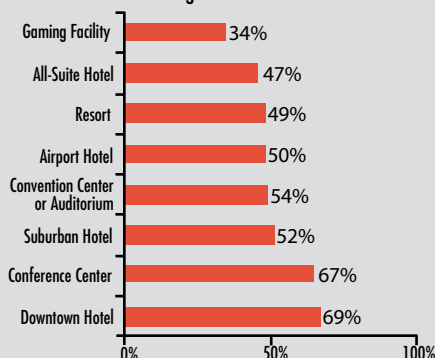
25.8% have filed an ad for future reference  
17% have discussed/routed an ad to a colleague

**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.