



**THE SUBSCRIBERS**

Circulation: 37,000  
Total Reach per Issue with Pass-Along: 74,000

**Corporate Meetings & Incentives** reaches 37,000 qualified subscribers who have responsibility for planning corporate meetings and/or incentive programs.

- **Corporate Meetings & Incentives** targets senior-level executives. 82.2% of subscribers are senior-level corporate executives with meeting planning authority. This ensures that you reach the largest percentage of readers with purchasing power.
- The 2006-07 Purchase Influence in American Business Study, by Erdos & Morgan, shows that advertising in **CMI** allows you to reach the most purchasing influencers. **CMI** reaches more senior executives who spend money AND who approve or authorize purchase for meetings and convention sites, incentive travel and airline/hotel/car rental than its larger circulation competitors
- **Corporate Meetings & Incentives** reaches companies with revenues of \$100 million and more, including the *Fortune* 1,000.

**Annual Averages:**

<b>72%</b> of our readers plan 5 or more off-site meetings annually	<b>54%</b> plan meetings that average more than 100 attendees	<b>74%</b> plan meetings that average less than 100 attendees
<b>54%</b> of our readers plan training meetings	<b>60%</b> of our readers plan incentive travel	<b>19</b> Average number of meetings and/or incentives planned
<b>\$2.3 million</b> Average annual budget allocated for meeting and/or trade show activity	<b>100%</b> of our subscribers plan meetings	<b>435</b> Average number of attendees per meeting and/or incentive
	<b>\$3,400</b> average per person spending for incentive trips	



**CMI** has a multi-tiered readership: C-level executives, heads of procurement, directors of sales & marketing, meeting department managers, directors of meetings and travel, meeting planners, and independents. C-level executives are most frequently the decision-makers when it comes to incentives (January 07 CMI survey).



**Subscriber Industries:**

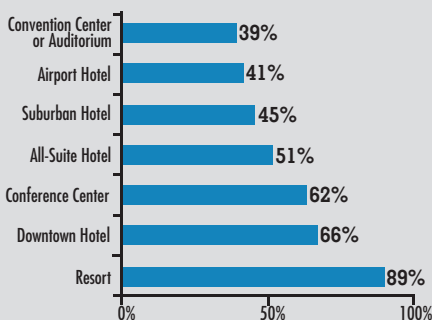
- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Manufacturing/High Technology: 40.6%</li> <li>• Professional Service Company/Institution: 21.5%</li> <li>• Retail/Wholesale Trade: 12.1%</li> <li>• Transportation, Communications, Utilities: 10.3%</li> </ul> | <ul style="list-style-type: none"> <li>• Banking, Financial/Investment/Security, Insurance, Real Estate: 9.9%</li> <li>• Agriculture, Forestry and Fisheries, Mining, Construction: 3.5%</li> <li>• Meeting Planning Company: 2.1%</li> </ul> |
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45% of **CMI** subscribers save their issues for future reference  
50% of **CMI** subscribers have visited an advertiser's web site after seeing their ad in **CMI**

34% have filed an ad for future reference  
26% have discussed/routed an ad to others

**Subscribers hold meetings at various venues:**



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

- United States 100%
- Europe 33.8%
- Mexico 31.3%
- Canada 30.1%
- Caribbean 29.8%
- Bermuda 24%
- Africa/Near East 25.2%
- Central/South America 22.6%
- Asia/Pacific 17.8%

Source: Publisher's Own Data

**Corporate Meetings & Incentives Recent Awards: Editorial:**

• 2006 ASBPE Northeast Regional Gold Award for Technical Article, "Turbo Networking," February 2005.

**Design:**

• American Graphic Design Award for March 2005 "25th Anniversary" cover.

• 2005 ASBPE Northeast Regional Silver Award for Front Cover Computer Generated, "Perception Problems," September 2004.

	Important Dates	Editorial Focus	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
January	Ad Close: 12/3/07 Materials Due: 12/11/07 Mail Date: 1/4/08	Sales Training • Annual Incentive Trends Survey	New/Renovated Facilities • Cruises • Midwest	San Diego • 2008 Paragon Award Winners Announced		MPI PEC, February 3-6
February	Ad Close: 1/4/08 Materials Due: 1/16/08 Mail Date: 2/5/08	Planning Large Meetings	New/Expanded Facilities • Upscale Properties • NY/NJ • Greater DC • Carolinas/Georgia			Destinations Showcase, February 7
March	Ad Close: 2/4/08 Materials Due: 2/13/08 Mail Date: 3/5/08	Affordable Meetings	Spas • Texas	Las Vegas • CVB Supplement		
April	Ad Close: 3/4/08 Materials Due: 3/14/08 Mail Date: 4/2/08	Golf Events & Tournaments	Golf & Spa Resorts • Hawaii	Golf & Spa Resort Directory		Affordable Meetings Mid-America, April 9-10 • IMEX, April 22-24
May	Ad Close: 4/4/08 Materials Due: 4/16/08 Mail Date: 5/5/08	City Meetings • Small Meetings Update	Gaming • Caribbean • South Central States (AR/KS/MO/OK) • Canada			
June	Ad Close: 5/6/08 Materials Due: 5/14/08 Mail Date: 6/5/08	Family-Oriented Meetings CMI's 20 planners to watch	All-Inclusive Resorts • New England • Central Florida	Beyond Borders Supplement	2008 Resort Guide (1/2 page or larger ads)	Affordable Meetings West, June 11-12 • Destinations Showcase, June 25
July	Ad Close: 6/5/08 Materials Due: 6/13/08 Mail Date: 7/3/08	Teambuilding, Green Meetings	New/Expanded Facilities • Southwest Meetings (AZ, NM, NV, Southern California) • South Florida	2009 Paragon Awards Ballot	2008 Paragon Award Winners (1/2 page or larger ads)	
August	Ad Close: 7/3/08 Materials Due: 7/15/08 Mail Date: 8/4/08	Working with CVBs	Convention Centers • Colorado/Utah/Wyoming	2009 Paragon Awards Ballot	CVB Spotlights (1/2 page or larger ads)	MPI WEC, August 9-12 • ASAE, August 16-19
September	Ad Close: 8/4/08 Materials Due: 8/13/08 Mail Date: 9/3/08	The CMI 25: Top Meeting & Incentive Planning Companies	Spas • Asia • Greater Chicago	Caribbean Supplement • 2009 Paragon Awards Ballot		Affordable Meetings National, September 10-11, 2008 IT&ME/Motivation Show
October	Ad Close: 9/5/08 Materials Due: 9/16/08 Mail Date: 10/6/08	Management Training	Conference Centers • Theme Parks/Water Parks • Mid-South (AL/KY/LA/MS/TN/WV)			
November	Ad Close: 10/3/08 Materials Due: 10/15/08 Mail Date: 11/4/08	Executive Retreats	Gaming • Mountain Meetings (CO/UT/WY/ID/MT/OR/WA/Reno/Tahoe) • Mid-Atlantic (CT/DC/DE/MD/NJ/NY/PA/VA)	Mexico		
December	Ad Close: 11/4/08 Materials Due: 11/12/08 Mail Date: 12/2/08	Facilitating Small Meetings	Golf Resorts • Florida Meeting Planner's Guide • Canada	Las Vegas		SITE Int'l Conference, December 5-8 • The Special Event, January 2009

### IN EVERY ISSUE:

**Keynotes:** Our front section takes a strategic look at meetings, with news analyses, insider insights, technology tidbits, and best practices.  
**Cover story and features:** The latest issues and trends affecting meeting planners and senior executives involved in meetings.  
**Breakouts:** Hands-on advice from our legal, F&B, and motivation columnists, as well as checklists and tips to help readers do their jobs better.  
**Sites:** News of facility openings, expansions, renovations and on-locations reports.  
**PostCon:** An after-hours look at a major industry player.

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.

### CORPORATE MEETINGS & INCENTIVES - 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	10,385	9,840	9,010	8,640	7,870	7,500	Full Page	7,820	7,275	6,445	6,075	5,305	4,935	Standard 2C	1,290	2,215
2/3 Page	8,705	8,270	7,635	7,340	6,740	6,445	2/3 Page	6,140	5,705	5,070	4,775	4,175	3,880	Matched 2C	2,035	3,565
1/2 Page	7,690	7,325	6,790	6,540	6,045	5,800	1/2 Page	5,125	4,760	4,225	3,975	3,480	3,235	Metallic	1,890	3,420
1/3 Page	5,890	5,655	5,305	5,150	4,820	4,660	1/3 Page	3,325	3,090	2,740	2,585	2,255	2,095	Cover 4: Add 20%		
1/4 Page	5,160	4,975	4,700	4,575	4,325	4,115	1/4 Page	2,595	2,410	2,135	2,010	1,760	1,550	Covers 2 & 3: Add 15%		
1/6 Page	4,445	4,260	4,060	3,970	3,800	3,690	1/6 Page	1,880	1,695	1,495	1,405	1,235	1,125	Page 1 and Opposite Table of Contents: Add 15%		
1/2p Spread	13,580	12,760	11,995	11,555	10,685	10,235	1/2p Spread	9,050	8,230	7,465	7,025	6,155	5,705			
2 Page Spread	19,860	18,775	17,185	16,435	14,955	14,205	2 Page Spread	15,330	14,245	12,655	11,905	10,425	9,675			