



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.

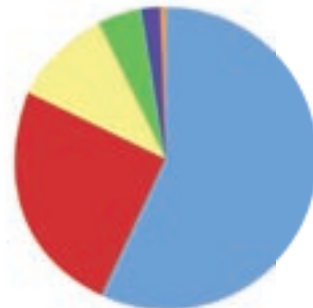
- **Corporate Meetings & Incentives** targets senior-level executives. 82.2% of subscribers are senior-level corporate executives with meeting planning authority. This ensures that you reach the largest percentage of readers with purchasing power.
- The 2006-07 Purchase Influence in American Business 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:

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

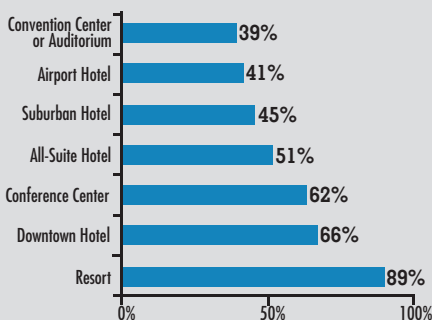
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|--|---|
| <ul style="list-style-type: none"> • Manufacturing/High Technology: 40.6% • Professional Service Company/Institution: 21.5% • Retail/Wholesale Trade: 12.1% • Transportation, Communications, Utilities: 10.3% | <ul style="list-style-type: none"> • Banking, Financial/Investment/Security, Insurance, Real Estate: 9.9% • Agriculture, Forestry and Fisheries, Mining, Construction: 3.5% • Meeting Planning Company: 2.1% |
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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.