



### 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. 81.8% 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 approve or authorize expenditures 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 1000.

### Annual Averages:

- 72%** of our readers plan 5 or more off-site meetings annually
- 75%** plan meetings that average more than 100 attendees
- 57%** plan meetings that average less than 100 attendees
- 54%** of our readers plan training meetings
- 58%** of our readers plan incentive travel
- 16** Average number of meetings and/or incentives planned
- \$2.2 million** Average annual budget allocated for meeting and/or trade show activity
- 100%** of our subscribers plan meetings
- 218** Average number of attendees per meeting and/or incentive
- \$3,600** 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, independents, and travel, meeting managers, and third party meeting managers. C-level executives are cited as most frequently making decisions regarding incentive program site selection (January 07 CMI survey).

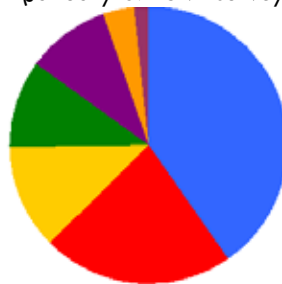


### Subscriber Titles:

- General Management/Administration: 56.6%
- Training & Development: 4.8%
- Sales Marketing: 25.2%
- Procurement Management: 1.9%
- Meeting Planning/Convention Management: 10.9%
- Other Management: 0.5%

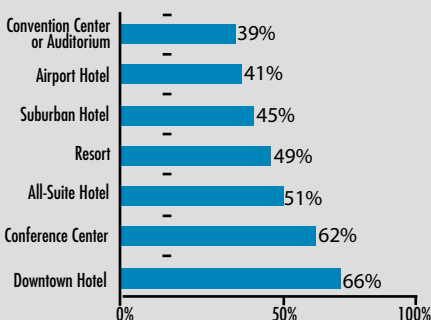
### Subscriber Industries:

- Manufacturing/High Technology Manufacturing: 40.4%
- Banking, Financial/Investment/Security, Insurance, Real Estate: 9.9%
- Professional Service Company/Institution: 22.2%
- Agriculture, Forestry and Fisheries, Mining, Construction: 3.5%
- Retail/Wholesale Trade: 12%
- Meeting Planning Company: 1.7%
- Transportation, Communications, Utilities: 10.3%



46% of **CMI** subscribers save their issues for future reference  
 62% of **CMI** subscribers have visited an advertiser's Web site after seeing its ad in **CMI**  
 32% 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%
- Caribbean/Bermuda 23.1%
- Europe 20.7%
- Mexico 20.2%
- Canada 19.2%
- Africa/Near East 12.5%
- Central/South America 11.9%
- Asia/Pacific 10.1%

Source: Publisher's Own Data

### Corporate Meetings & Incentives Recent Awards:

#### Editorial:

- 2008 gold national award for best publication redesign from the American Society of Business Press Editors
- 2008 bronze regional award for best special section ("CMI 25") from the American Society of Business Press Editors
- 2005 silver regional award for best cover from the American Society of Business Press Editors
- 2005 gold regional award for best technology article ("Turbo Networking") from the American Society of Business Press Editors
- 2006 ASBPE Northeast Regional Gold Award for Technical Article, "Turbo Networking," February 2005

	Important Dates	Editorial Focus	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
January	Ad Close: 12/3/08 Materials Due: 12/10/08 Mail Date: 1/6/09	Air Charter Guide • Annual Incentive Trends Survey	New/Renovated Facilities • Midwest • Cruises	2009 Paragon Award Winners Announced		MPI Conference, February 7-10
February	Ad Close: 1/5/09 Materials Due: 1/12/09 Mail Date: 2/10/09	Planning Large Meetings	New/Expanded Facilities • Carolinas/Georgia	San Diego		Destinations Showcase, February 26
March	Ad Close: 2/4/09 Materials Due: 2/11/09 Mail Date: 3/10/09	Affordable Meetings	Texas	Las Vegas		Affordable Meetings Mid-America, April 1-2
April	Ad Close: 3/4/09 Materials Due: 3/10/09 Mail Date: 4/3/09	The Recreational Issue: Golf, Spas and Teambuilding	Golf & Spa Resorts • Hawaii	Golf & Spa Resort Directory		
May	Ad Close: 4/7/09 Materials Due: 4/14/09 Mail Date: 5/6/09	City Meetings • Small Meetings Update	Gaming • Caribbean • South Central States (AR/KS/MO/OK) • Canada			IMEX, May 26-28
June	Ad Close: 5/6/09 Materials Due: 5/11/09 Mail Date: 6/5/09	20 Changemakers: Twenty corporate planners who have transformed the meeting industry	All-Inclusive Resorts • New England • Central Florida	Beyond Borders Supplement • CVB Supplement	2009 Resort Guide (1/2 page or larger ads)	Affordable Meetings West, June 10-11
July	Ad Close: 6/5/09 Materials Due: 6/12/09 Mail Date: 7/7/09	Green Meetings	New/Expanded Facilities • Southwest Meetings (AZ, NM, NV, Southern California)	2010 Paragon Awards Ballot	2009 Paragon Award Winners (1/2 page or larger ads)	MPI WEC, July 11-14
August	Ad Close: 7/6/09 Materials Due: 7/13/09 Mail Date: 8/4/09	Working with CVBs	Colorado/Utah/Wyoming	2010 Paragon Awards Ballot	CVB Spotlights (1/2 page or larger ads)	ASAE, August 15-18
September	Ad Close: 8/4/09 Materials Due: 8/11/09 Mail Date: 9/8/09	The CMI 25: Top Meeting & Incentive Planning Companies	Spas • Greater Chicago	Caribbean Supplement • 2010 Paragon Awards Ballot		Affordable Meetings National, September 9-10, 2009 IT&ME/Motivation Show, Sept. 29-Oct. 1
October	Ad Close: 9/4/09 Materials Due: 9/11/09 Mail Date: 10/6/09	Management Training	Conference Centers • Theme Parks/Water Parks • Mid-South (AL/KY/LA/MS/TN/WV)			SITE Int'l Conference, Oct. 30-Nov. 2
November	Ad Close: 10/2/09 Materials Due: 10/9/09 Mail Date: 11/3/09	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: 11/4/09 Materials Due: 11/11/09 Mail Date: 12/7/09	Facilitating Small Meetings	Golf Resorts • Florida Meeting Planner's Guide • Canada	Las Vegas		The Special Event, January 2010

### 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 the experts: Betsy Bonduant on Strategic Meetings Management, James Goldberg on Meetings Law, Bob Nelson on Motivation and Recognition, Mike Mucci on Golf Event Planning, as well as our humor column, Mike Donlin's "Last Laugh."  
**Also:** checklists and tips to help readers do their job better.  
**Sites:** News of facility openings, expansions, renovations and On Locations.  
**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 - 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	10,535	9,985	9,140	8,765	7,985	7,610	Full Page	7,935	7,385	6,540	6,165	5,385	5,010	Standard 2C	1,305	2,245
2/3 Page	8,830	8,390	7,745	7,445	6,835	6,540	2/3 Page	6,230	5,790	5,145	4,845	4,235	3,940	Matched 2C	2,065	3,615
1/2 Page	7,800	7,430	6,890	6,635	6,130	5,885	1/2 Page	5,200	4,830	4,290	4,035	3,530	3,285	Metallic	1,915	3,470
1/3 Page	5,975	5,735	5,380	5,225	4,890	4,725	1/3 Page	3,375	3,135	2,780	2,625	2,290	2,125	Cover 4: Add 20%		
1/4 Page	5,235	5,045	4,765	4,640	4,385	4,175	1/4 Page	2,635	2,445	2,165	2,040	1,785	1,575	Covers 2 & 3: Add 15%		
1/6 Page	4,510	4,320	4,120	4,025	3,855	3,740	1/6 Page	1,910	1,720	1,520	1,425	1,255	1,140	Page 1 and Opposite Table of Contents: Add 15%		
1/2p Spread	13,760	12,930	12,150	11,705	10,825	10,365	1/2p Spread	9,185	8,355	7,575	7,130	6,250	5,790			
2 Page Spread	20,135	19,030	17,420	16,660	15,155	14,395	2 Page Spread	15,560	14,455	12,845	12,085	10,580	9,820			