

**THE SUBSCRIBERS**

Circulation: 9,092  
Total Reach per Issue with Pass-Along: 18,184

All **Financial & Insurance Meetings** subscribers are 100% BPA-qualified as having responsibility for planning meetings and/or incentive travel programs for insurance and financial services companies.

**Financial & Insurance Meetings** is the exclusive publisher of Financial & Insurance Conference Planners' (FICP) newsletter.

**Annual Averages:**

**\$2.9 million**  
Average Total Annual Meetings Budget

**78%** plan meetings that average more than 100 attendees

**67%** of our readers plan training meetings

**58%** of our readers plan incentive travel

**90%** plan meetings that average less than 100 attendees

**100%** of our subscribers plan meetings and/or incentives

**22** Average number of meetings and/or incentives planned per year

**260** Average number of attendees per meeting and/or incentive

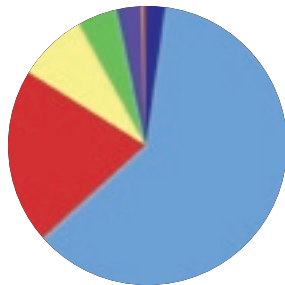


**Subscriber Titles:**

- General Management: 59.5%
- Sales/Marketing: 19.5%
- Meetings Management: 7.5%
- General Agent/Agency Manager: 4.4%
- FICP Membership: 4.4%
- Other Insurance Company Executive: 2.6%
- Independent Meeting Planner, Meeting Consultant: 0.3%
- Procurement Management: 0.3%



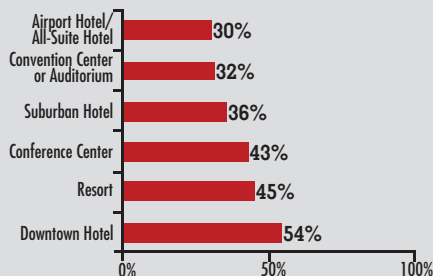
58.5% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in FIM  
36.6% have filed an ad for future reference  
34.1% have discussed/routed an ad to a colleague  
31.7% have contacted an advertiser via e-mail  
31.7% of FIM subscribers save their issues for future reference  
19.5% route their issue to others in organization



**Subscriber Industries:**

- Full-Service Investment or Securities Firm: 38.7%
- Life/Health Insurance: 17.5%
- Property/Casualty Insurance: 13.5%
- Multiple Lines Insurance: 13.8%
- Independent Meeting Planning Firm: 5.6%
- FICP Membership: 4.4%
- Trade Associations (Insurance): 3.3%

**Subscribers hold meetings at various venues:**



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

- United States 100%
- Caribbean 15.5%
- Mexico 14.9%
- Europe 14.8%
- Canada 13.5%
- Bermuda 8%
- Asia/Pacific 7.4%
- Central/South America 5.4%
- Africa/Near East 4.4%

Source: Publisher's Own Data

**Financial & Insurance Meetings Recent Awards:**

**Editorial:**

● 2005 ASBPE Northeast Regional Gold Award for Case History, "Pru Plugs In," March/April 2004.

# >>> 2008 Calendar

## Financial & Insurance Meetings

	Important Dates	Editorial Focus	In the Field	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
January/February	Ad Close: 12/6/07 Materials Due: 12/13/07 Mail Date: 1/7/08	Exclusive Market Survey	FICP Annual Meeting • FICP Newsletter	Carolinas/Georgia • Gaming • Texas		2007 Premium Circle Award Winners (1/2 page or larger ads)	MPI PEC, February 3-5 • Destinations Showcase, February 7
March/April	Ad Close: 2/6/08 Materials Due: 2/14/08 Mail Date: 3/6/08	Training • International Meetings & Incentives	FICP Newsletter • MPI Wrap-Up	Conference Centers • Central Florida • Mid-Atlantic (MD/DC/VA/DE/PA/NY/NJ)	Las Vegas • 2008 Premium Circle Award Ballot		Affordable Meetings Mid-America, April 9-10
May/June	Ad Close: 4/10/08 Materials Due: 4/17/08 Mail Date: 5/7/08	Small Meetings Update • Cruise Trends	FICP Newsletter	Resorts • Incentive Canada • Midwest • Southwest Meetings (AZ, NM, NV, Southern California)	San Diego • CVB Supplement • 2008 Premium Circle Award Ballot		Affordable Meetings West, June 11-12 • FICP Education Forum, June 18-20 • Destinations Showcase, June 25
July/August	Ad Close: 6/9/08 Materials Due: 6/17/08 Mail Date: 7/7/08	Golf & Spa Feature • Golf Gifts	Marriott Insurance & Financial Services Forum • FICP Newsletter	Golf & Spa Resorts • Hawaii • South Florida • Mountain Meetings (CO/UT/WY/ID/MT/OR/WA/Reno/Tahoe)	Golf & Spa Resort Directory • Beyond Borders Supplement		MPI WEC, August 9-12 • Affordable Meetings National, September 10-11
September/October	Ad Close: 8/7/08 Materials Due: 8/18/08 Mail Date: 9/5/08	Incentive Trends	FICP Educational Forum • Hyatt Insurance & Financial Roundtable • FICP Newsletter • Fairmont Insurance Customer Advisory Board • Krisam Insurance Advisory Board	New/Renovated Facilities • Caribbean • Mid-South	2008 Premium Circle Award Winners Announced		2008 IT&ME/Motivation Show
November/December	Ad Close: 10/4/08 Materials Due: 10/16/08 Mail Date: 11/1/08	CVB Trends	FICP Newsletter • IT&ME/Motivation Show Wrap-Up	New/Renovated Facilities • Theme Parks/Water Parks • CT/NJ/NY/RI • Florida Meeting Planner's Guide	Mexico • Las Vegas	FICP Hospitality Partners (1/2 page or larger ads)	FICP Annual Meeting, November 9-13

### IN EVERY ISSUE:

**Opening Bell:** Info, insights, and ideas for financial and insurance meetings. Includes industry updates, interviews with pros and pundits, the latest on rules and regs, fresh ideas for meetings and incentive programs, and more.

**Cover story and features:** Case studies and articles highlighting incentive travel and meeting management trends.

**In the Field:** Hotel and other financial and insurance advisory board write-ups; industry meeting coverage. *FIM* is the only meetings magazine invited to sit in on insurance/financial services advisory boards, including Marriott, Hyatt, Fairmont, Krisam, and Lynette Owens.

**FICP Newsletter:** The official newsletter of Financial & Insurance Conference Planners includes interviews with FICP board members, updates on the FICP annual conference and educational forum, and FICP news.

**Sites:** News of facility openings, expansions, renovations and on-locations reports.

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.

### FINANCIAL & INSURANCE MEETINGS - 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	5,965	5,675	5,200	5,010	4,605	4,410	Full Page	4,165	3,875	3,400	3,210	2,805	2,610	Standard 2C	595	1,045
2/3 Page	5,355	5,090	4,700	4,530	4,185	3,995	2/3 Page	3,555	3,290	2,900	2,730	2,385	2,195	Matched 2C	810	1,405
1/2 Page	4,850	4,635	4,300	4,150	3,855	3,710	1/2 Page	3,050	2,835	2,500	2,350	2,055	1,910	Cover 4: Add 20%		
1/3 Page	4,040	3,885	3,625	3,525	3,315	3,205	1/3 Page	2,240	2,085	1,825	1,725	1,515	1,405	Covers 2 & 3: Add 15%		
1/4 Page	3,580	3,455	3,255	3,175	3,000	2,905	1/4 Page	1,780	1,655	1,455	1,375	1,200	1,105	Page 1 and Opposite Table		
1/6 Page	3,135	3,035	2,885	2,825	2,700	2,635	1/6 Page	1,335	1,235	1,085	1,025	900	835	of Contents: Add 15%		
1/2p Spread	8,580	8,215	7,605	7,355	6,840	6,585	1/2p Spread	5,325	4,960	4,350	4,100	3,585	3,330			
2 Page Spread	11,345	10,780	9,870	9,480	8,705	8,315	2 Page Spread	8,090	7,525	6,615	6,225	5,450	5,060			