

THE SUBSCRIBERS

Circulation: 9,000
Total Reach per Issue with Pass-Along: 16,893

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:

\$3.5 million
average total annual meetings budget

72% plan meetings that average more than 100 attendees

66% of our readers plan training meetings

62% of our readers plan incentive travel

62% plan meetings that average less than 100 attendees

100% of our subscribers plan meetings and/or incentives

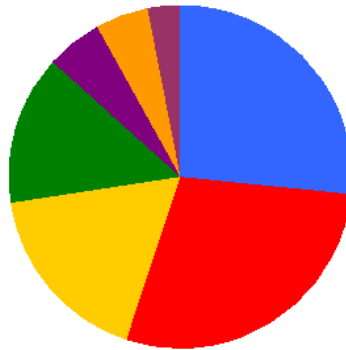
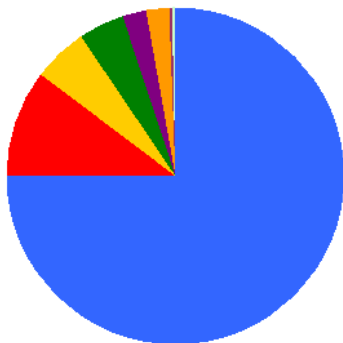
22 average number of meetings and/or incentives planned per year

212 average number of attendees per meeting and/or incentive



Subscriber Titles:

- General Management: 75%
- Sales/Marketing: 10.4%
- FICP Membership: 5.2%
- Meetings Management: 4.5%
- General Agent/Agency Manager: 2.2%
- Other Insurance Company Executive: 2.2%
- Independent Meeting Planner, Meeting Consultant: 0.3%
- Procurement Management: 0.3%

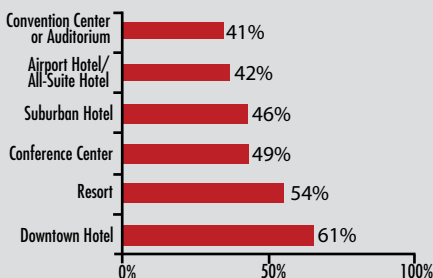


Subscriber Industries:

- Life/Health Insurance: 27.9%
- Full-Service Investment or Securities Firm: 26.2%
- Property/Casualty Insurance: 17.2%
- Multiple Lines Insurance: 13.8%
- FICP Membership: 5.2%
- Independent Meeting Planning Firm: 4.8%
- Trade Associations (Insurance): 3.1%

63.2% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in FIM
42.1% of FIM subscribers save their issues for future reference
31.6% have filed an ad for future reference
28.1% have discussed/routed an ad to a colleague
29.8% have contacted an advertiser via e-mail/telephone
17.5% route their issue to others in organization

Subscribers hold meetings at various venues:



Areas where subscribers hold off-site meetings:

- United States 100%
- Caribbean/Bermuda 24.3%
- Europe 23.1%
- Mexico 22.1%
- Canada 19.6%
- Asia/Pacific 11.1%
- Africa/Near East 11.1%
- Central/South America 9.8%

Source: Publisher's Own Data

Financial & Insurance Testimonials:

"In this industry, we receive numerous publications on a monthly basis. With the schedules that we planners keep, it's really impossible to read or even peruse them all. *FIM* is the one publication that I do take the time to read from cover-to-cover. It is the most relevant publication for the business that we are in. The information is always timely and provides an invaluable tool for me when requiring benchmarks or best practices information. I can honestly say that I learn something new with each article. It's also another connection to FICP through the FICP Newsletter, and through surveys conducted amongst my peer group. *FIM* is one of the few publications that never makes it to the "circular file."

Michael Burke, Conference & Trade Services, The Hanover Insurance Group

"*FIM* keeps me up-to-date on the issues and trends specific to our industry, and on the best practices of my peers at other companies. It's an indispensable resource that I save for future reference. I look forward to every issue and read it from cover-to-cover."

Sharon P. Chapman, CPM, CMM, Travel and Corporate Events Planner, Berkshire Life Insurance Company of America

>>> 2009 Calendar

Financial & Insurance Meetings

	Important Dates	Editorial Focus	In the Field	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
January/February	Ad Close: 12/5/08 Materials Due: 12/12/08 Mail Date: 1/8/09	FICP Member Survey	FICP Annual Meeting Wrap-Up • FICP Newsletter	Carolinas/Georgia • Gaming • Texas		2008 Premium Circle Award Winners (1/2 page or larger ads)	MPI Conference, February 7-10
March/April	Ad Close: 2/6/09 Materials Due: 2/12/09 Mail Date: 3/9/09	Training • International Meetings & Incentives	FICP Newsletter • MPI Wrap-Up	Conference Centers • Central Florida • Mid-Atlantic (MD/DC/VA/DE/PA/NY/NJ)	Las Vegas • 2009 Premium Circle Award Ballot		Affordable Meetings Mid-America, April 1-2
May/June	Ad Close: 4/9/09 Materials Due: 4/16/09 Mail Date: 5/7/09	Small Meetings Update	FICP Newsletter	Resorts • Canada • Midwest • Southwest Meetings (AZ, NM, NV, Southern California)	San Diego • CVB Supplement • 2009 Premium Circle Award Ballot		Affordable Meetings West, June 10-11 • FICP Education Forum, June 21-23 • MPI WEC, July 11-12
July/August	Ad Close: 6/9/09 Materials Due: 6/16/09 Mail Date: 7/9/09	Golf & Spa Feature • Golf Gifts	Hotel Customer Advisory Board Coverage • FICP Newsletter	Golf & Spa Resorts • Hawaii • Mountain Meetings (CO/UT/WY/ID/MT/OR/WA/Reno/Tahoe)	Golf & Spa Resort Directory • Beyond Borders Supplement		Affordable Meetings National, September 9-10
September/October	Ad Close: 8/7/09 Materials Due: 8/15/09 Mail Date: 9/9/09	Incentive Trends	FICP Education Forum Wrap-Up • FICP Newsletter • MPI Wrap-Up • Hotel Customer Advisory Board Coverage	New/Renovated Facilities • Caribbean • Mid-South (AL/KY/LA/MS/TN/WV)	2009 Premium Circle Award Winners Announced		2009 IT&ME/Motivation Show
November/December	Ad Close: 10/5/09 Materials Due: 10/12/09 Mail Date: 11/5/09	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 15-19

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 Education Forum, and FICP news.

Sites: News of facility openings, expansions, renovations and On Locations.

Calendar and bonus distribution are subject to change throughout the year. Contact your sales representative or visit 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 - 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	6,050	5,760	5,275	5,085	4,675	4,475	Full Page	4,225	3,935	3,450	3,260	2,850	2,650	Standard 2C	605	1,060
2/3 Page	5,435	5,165	4,770	4,595	4,245	4,055	2/3 Page	3,610	3,340	2,945	2,770	2,420	2,230	Matched 2C	820	1,425
1/2 Page	4,920	5,700	4,365	4,210	3,910	3,765	1/2 Page	3,095	2,875	2,540	2,385	2,085	1,940	Cover 4: Add 20%		
1/3 Page	4,100	3,940	3,675	3,575	3,360	3,300	1/3 Page	2,275	2,115	1,850	1,750	1,535	1,475	Covers 2 & 3: Add 15%		
1/4 Page	3,630	3,505	3,300	3,220	3,045	2,945	1/4 Page	1,805	1,680	1,475	1,395	1,220	1,120	Page 1 and Opposite Table of Contents: Add 15%		
1/6 Page	3,180	3,080	2,925	2,865	2,740	2,675	1/6 Page	1,355	1,255	1,100	1,040	915	850			
1/2p Spread	8,705	8,335	7,715	7,460	6,940	6,680	1/2p Spread	5,405	5,035	4,415	4,160	3,640	3,380			
2 Page Spread	11,510	10,940	10,015	9,620	8,830	8,435	2 Page Spread	8,210	7,640	6,715	6,320	5,530	5,135			