

**THE SUBSCRIBERS**

Circulation: 4,600  
Total Reach per issue with pass-along: 7,500

**Religious Conference Manager** subscribers include all members of RCMA (Religious Conference Management Association), a professional, nonprofit, interfaith organization whose members have responsibility for planning and/or managing meetings, conferences, conventions, or assemblies for religious organizations and those who provide services within this specialized field.

Founded in 1972, RCMA is dedicated to enhancing the professionalism of its members and improving the experience of religious meeting attendees throughout the world.

In addition to our bi-monthly magazine, RCMA Highlights will be published on three consecutive days at the RCMA's Annual Conference & Exposition in Grand Rapids, MI in 2009. In addition to daily distribution at the Annual Conference, all three dailies will be collated and mailed to all members of RCMA immediately following the conference.

Subscribers have substantial budgets:

**\$1.2 million**

Average annual budget allocated for meeting and/or conventions

**44.4%**

have meeting budgets of \$250,000 or more

**41.3%**

have meeting budgets of \$100,000 or more

Source: Religious Conference Manager Survey of Subscribers, June 2008.



**Average Duration of Meetings:**

- Convention/Conference: 4 days
- Retreat: 3.4 days
- Board: 2.3 days
- Committee/Seminar: 2.2 days
- Other: 2 3/4 days

49.6% of RCM subscribers save their issues for future reference  
9.4% route their issue to others in organization

37.8% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in RCM  
31.5% have filed an ad for future reference  
12.6% have recommended the product/service to others  
33% have discussed/routed an ad to a colleague  
18.8% have contacted an advertiser via e-mail/telephone

80.9% of RCM subscribers agree or somewhat agree that it is the most comprehensive resource on religious meeting/conference planning strategies and ideas

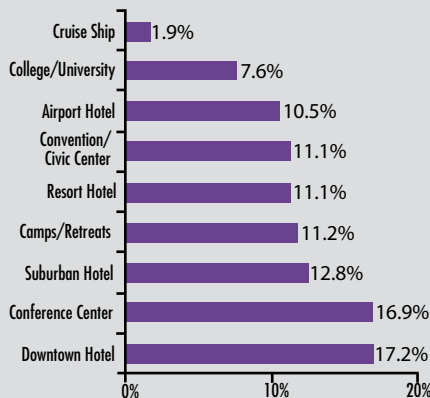
76.5% of subscribers agree or somewhat agree that RCM is the one they read most carefully

**Subscriber Titles:**

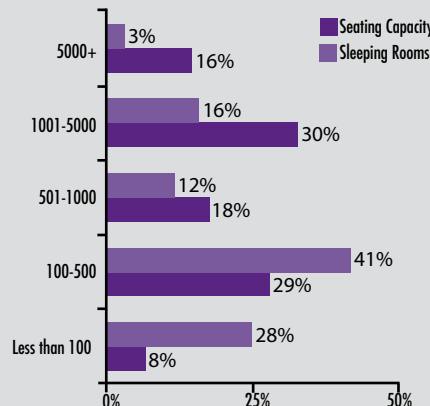
- Conference or Event Coordinator, Meeting Planner: 30.9%
- Director of Meetings/Conferences/Conventions: 11.3%
- Other: 8.2%
- Executive Secretary, Executive Director, Director, President: 21.6%
- Secretary, Coordinator, Administrative Assistant: 7.2%
- VP, Associate Director, Administrator: 11.3%
- Pastor, Minister, Bishop, Clergy: 6.2%



**Subscribers hold meetings at various venues:**



**Subscribers hold the largest meetings:**



**RCMA Highlights**

Tabloid show dailies published on three consecutive days at the RCMA's 37th Annual Conference & Exposition in Grand Rapids, MI:  
Wednesday, January 28th  
Thursday, January 29th  
Friday, January 30th

and then mailed to all RCMA members after the conference.

Advertising rates for RCMA Highlights (all three days included):

Size	B & W Rate	Width x Height (Inches)
Tabloid (King) Page	\$4,460	10 x 13 3/4
Standard (Junior) Page	\$3,765	7 7/8 x 10 3/8
1/2 Page Vertical	\$3,105	5 x 13 3/4
1/2 Page Horizontal	\$3,105	10 x 6 1/2
1/4 Page	\$1,960	5 x 6 1/2
Tabloid Spread	\$8,430	21 1/2 x 13 3/4
Standard Spread	\$7,130	16 1/4 x 10 3/8
1/2p Tabloid Spread	\$5,185	21 x 6 1/2

Color Charges	Page	Spread
Second Color Standard	585	950
Four Color	1,640	2,825

# >>> 2009 Calendar

## Religious Conference Manager

	Important Dates	Editorial Focus	RCMA Features	Sites & Venues	Special Sections	Matching Advertisers	Bonus Distribution
January RCMA Highlights	Ad Close: 12/22/08 Materials Due: 1/5/09		RCMA Highlights: Three Show Dailies at RCMA's 37th Annual Conference, January 27-30, in Grand Rapids, MI				Destinations Showcase, February 26
February	Ad Close: 1/20/09 Materials Due: 1/27/09 Mail Date: 2/18/09		The RCMA Handbook: A practical guide filled with advice and information that planners use year-round.	Carolinas/Georgia			Affordable Meetings Mid-America, April 1-2
April	Ad Close: 3/3/09 Materials Due: 3/10/09 Mail Date: 4/1/09	Youth Meetings	2009 RCMA Annual Conference & Exposition Wrap-Up: Conference Photos, Tutorial Summaries, 2009 Slate of Officers	South Central States (AR/KS/MO/OK)		Resort Guide (1/2 page or larger ads)	
June	Ad Close: 5/5/09 Materials Due: 5/11/09 Mail Date: 6/3/09	CVB Directory	RCMA Member Survey Results	Mid-South (AL/KY/LA/MS/TN/WV)	Beyond Borders Supplement		Affordable Meetings West, June 10-11 • Destinations Showcase, June 25
August	Ad Close: 7/2/09 Materials Due: 7/9/09 Mail Date: 8/3/09	City Meetings • Theme/ Water Parks		Texas	CVB Supplement • San Diego		ASAE, August 15-18 • Affordable Meetings National, September 9-10
October	Ad Close: 9/3/09 Materials Due: 9/10/09 Mail Date: 10/5/09	Small-City Options	2010 RCMA Annual Conference & Exposition Preview • Profile of RCMA's 2010 Host City—Fort Worth	Midwest			
December	Ad Close: 11/3/09 Materials Due: 11/10/09 Mail Date: 12/10/09	Conference Center Round-Up	2010 RCMA Annual Conference Exhibitor List • 2010 RCMA Annual Conference & Exposition Program	Florida • Caribbean	Mexico		Religious Conference Management Association Annual Conference, January 26-29, 2010

### IN EVERY ISSUE:

**RCMA Tidings:** Important and timely news and information from the Religious Conference Management Association, including the President's message.  
**Connections:** Voices contains opinions from religious meeting planners, and our profile includes insights from a religious meeting planner.  
**Lessons:** Commentary and columns from experts in the field. Each issue includes insights from authorities on legal, food-and-beverage, and other areas.  
**Sites:** News of facility openings, renovations, expansions 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.

### RELIGIOUS CONFERENCE MANAGER - 2009 RATES

Gross Rates Effective January 1, 2009

4-Color	1x	3x	6x	9x	12x
Full Page	4,990	4,575	3,375	3,205	3,040
2/3 Page	4,615	4,095	3,165	2,995	2,835
1/2 Page	4,065	3,600	2,835	2,695	2,630
1/3 Page	3,590	3,220	2,575	2,465	2,325
1/4 Page	3,470	3,135	2,510	2,405	2,285
1/6 Page	2,780	2,545	2,110	2,050	1,960
1/2p Spread	7,240	6,575	5,140	4,770	4,635
2 Page Spread	9,260	8,270	6,290	5,980	5,595

B & W	1x	3x	6x	9x	12x
Full Page	3,800	3,385	2,185	2,015	1,850
2/3 Page	3,425	2,905	1,975	1,805	1,645
1/2 Page	2,875	2,410	1,645	1,505	1,440
1/3 Page	2,400	2,030	1,385	1,275	1,135
1/4 Page	2,280	1,945	1,320	1,215	1,095
1/6 Page	1,590	1,355	920	860	770
1/2p Spread	5,140	4,475	3,040	2,670	2,535
2 Page Spread	7,160	6,170	4,190	3,880	3,495

Color	Page	Spread
Standard 2C	515	925

Cover 4: Add 20%  
 Covers 2 & 3: Add 15%  
 Page 1 and Opposite  
 Table of Contents: Add 15%