

**THE SUBSCRIBERS**

Circulation: 19,361  
Total Reach per Issue with Pass-Along: 31,913

All of **Association Meetings'** subscribers are 100% BPA-qualified as having responsibility for planning meetings and conventions for the association market.

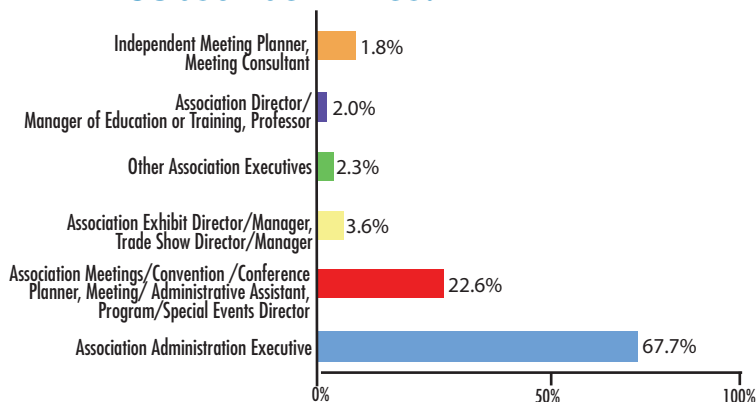
- **Association Meetings** reaches national, international, regional, and large state associations that meet outside of their state.
- **Association Meetings** thoroughly covers the market reaching 12,365 different associations, assuring you that **AM** saturates the marketplace.
- **Association Meetings** gives your advertising dollars a reach beyond the membership lists of industry associations.

Annual Averages: **100%** plan meetings that average more than 100 attendees **81%** plan meetings that average less than 100 attendees  
**\$886,000** Average annual budget allocated for meeting and/or trade show activity  
**1,438** Average attendance at conventions **10** Average number of meetings planned per year  
**100%** of our readers plan meetings and/or conventions **500** Average number of attendees per meeting

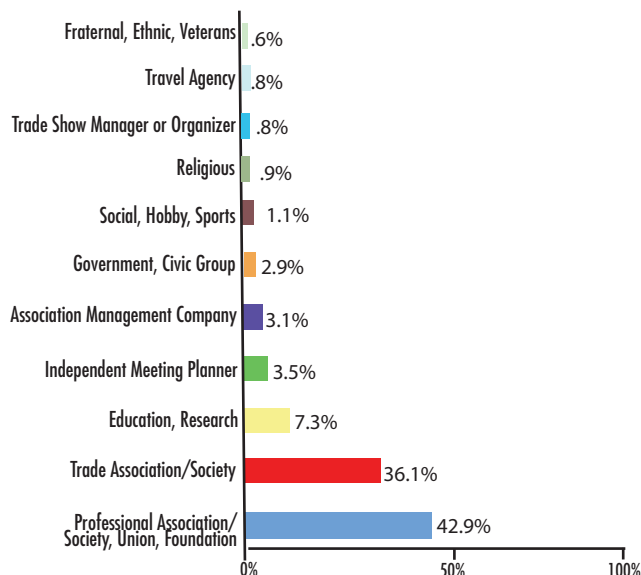
**Association Meetings** reaches more than 19,000 qualified subscribers, of which 100% are responsible for planning meetings and conventions for the association market.



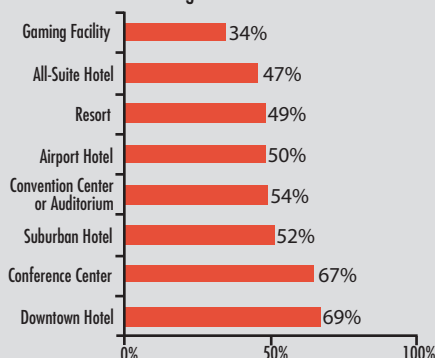
**Subscriber Titles:**



**Subscriber Industries:**



**Subscribers hold meetings at various venues:**



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

United States 100%  
 Canada 16.4%  
 Europe 12.8%  
 Caribbean/Bermuda 12.3%  
 Mexico 11.6%  
 Asia/Pacific 8.2%  
 Central/South America 6.0%  
 Africa/Near East 5.4%

Source: Publisher's Own Data

**Association Meetings Recent Awards:**

**Editorial:**

- 2006 ASBPE Northeast Regional Gold Award for Regular Column-Staff Written, "Visa Reform, Women's Work," February and June 2005.
- 2005 ASBPE Northeast Regional Gold Award for Best Series, "Taking On Waste," April and June 2004.

41.8% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in AM  
 25.8% have filed an ad for future reference  
 17% have discussed/routed an ad to a colleague