



<http://meetingsnet.com/corporatemeetingsincentives/>

**CORPORATE MEETINGS & INCENTIVES**  
A PENTON MEDIA PUBLICATION

**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.

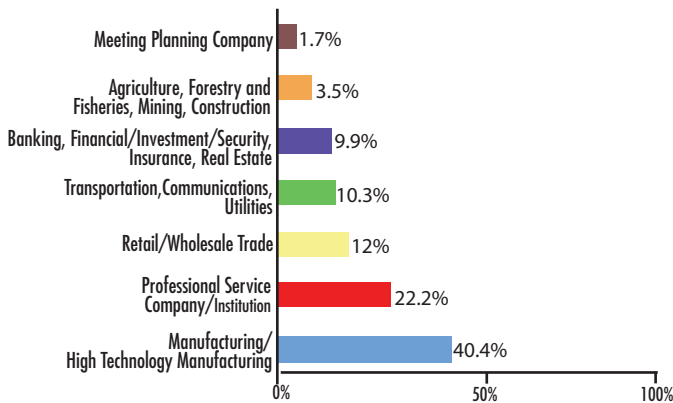
**Annual Averages:**

- 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

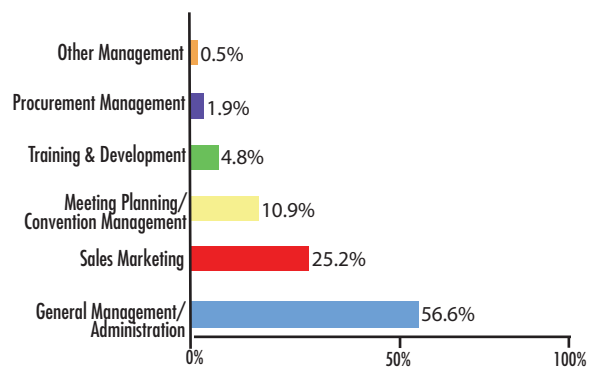


**CMI** has a multi-tiered readership: C-level executives, heads of procurement, directors of sales & marketing, meeting department managers, directors of meetings and travel, meeting planners, independents, and travel, meeting managers, and third party meeting managers. C-level executives are cited as most frequently making decisions regarding incentive program site selection (January 07 CMI survey).

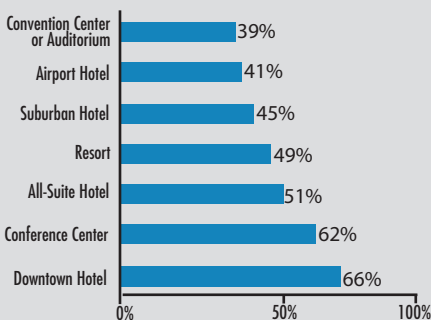
**Subscriber Industries:**



**Subscriber Titles:**



**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

- 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