

**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

**66%** of our readers plan training meetings

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

**62%** of our readers plan incentive travel

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

**72%** plan meetings that average more than 100 attendees

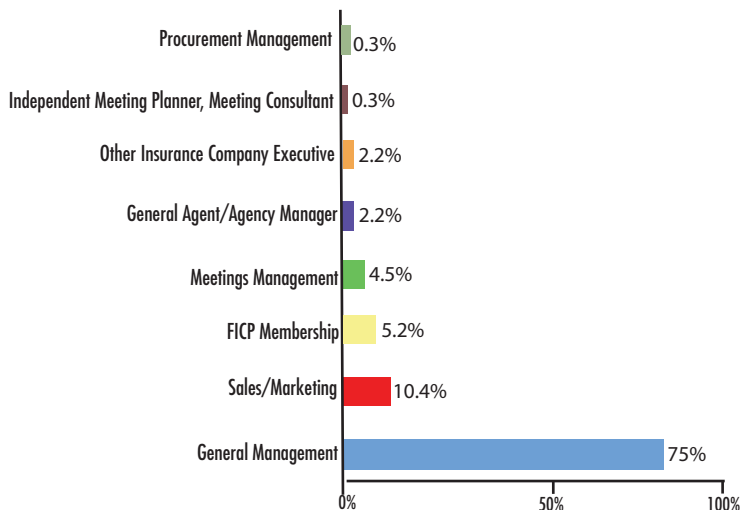
**62%** plan meetings that average less than 100 attendees

**212** average number of attendees per meeting and/or incentive

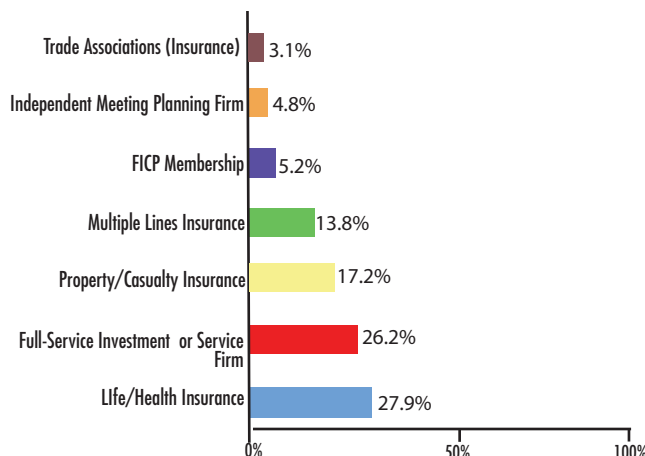


63.2% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in FIM  
42.1% of FIM subscribers save their issues for future reference  
31.6% have filed an ad for future reference  
28.1% have discussed/routed an ad to a colleague  
29.8% have contacted an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

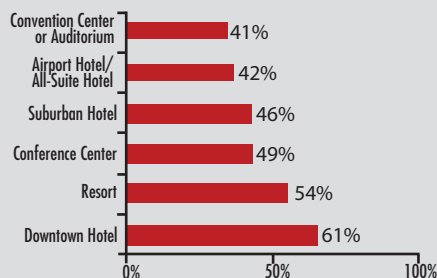
**Subscriber Titles:**



**Subscriber Industries:**



**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**