



THE SUBSCRIBERS

Circulation: 12,002
Total Reach per Issue with Pass-Along: 23,515

All **Medical Meetings'** subscribers are 100% BPA-qualified as having responsibility for planning meetings and/or incentive travel programs for the medical industry.

Annual Averages:

\$1.7 million
Average annual budget allocated for meeting and/or trade show activity

68% plan meetings that average less than 100 attendees

60% of our readers plan incentive travel

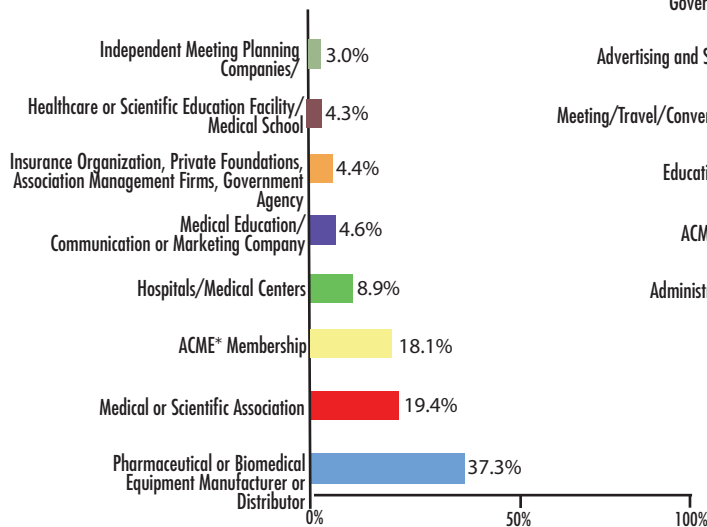
18 Average number of meetings/conventions/incentives planned per year

254 Average meeting or incentive attendance

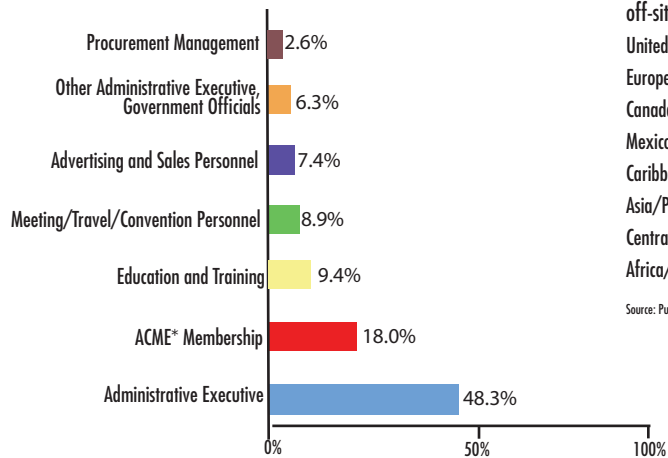
100% plan meetings that average more than 100 attendees



Subscriber Industries:



Subscriber Titles:



Areas where subscribers hold off-site meetings:

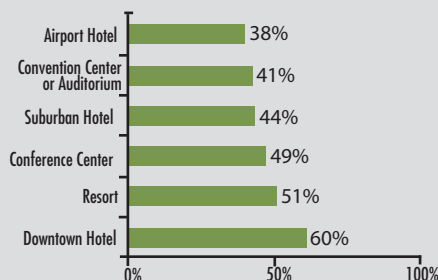
- United States 100%
- Europe 22%
- Canada 18.3%
- Mexico 16%
- Caribbean/Bermuda 16.5%
- Asia/Pacific 12.3%
- Central/South America 9.2%
- Africa/Near East 7.2%

Source: Publisher's Own Data

* Alliance for Continuing Medical Education

- 53.2% of MM subscribers save issues for future reference
- 39.4% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in MM
- 35.8% have filed an ad for future reference
- 28.4% have discussed/routed an ad to a colleague
- 25.7% route their issue to others in organization

Subscribers hold meetings at various venues:



Medical Meetings Recent Awards:

Medical Meetings Editor, Tamar Hosansky, was selected to receive the 2007 President's Award on behalf of the Alliance for Continuing Medical Education. The award is in recognition of leadership and educational contributions to the Alliance as Editor of Medical Meetings magazine.

Editorial:

- 2008 ASBPE Northeast Region Bronze Award for Editorial/Editor's Letter, "Campaign for CME" June 2007; "Spread the Word: CME Saves Lives" July/August 2007.
- 2006 ASBPE Northeast Region Gold Award for Original Research, "Bias, What Bias?" January/February 2006.
- 2005 ASBPE Northeast Region Silver Award for Signed Editorial, "A Doctor's House Call," January/February 2004.
- 2005 ASBPE Northeast Region Bronze Award for Original Research, "Do Lectures Deliver?," July/August 2004.
- 2005 Neal Awards finalist for Best News Coverage, "Stark Raving Mad," September/October 2005. The Neal Awards are the magazine industry's most prestigious and most sought-after editorial honor that recognizes and rewards editorial excellence in business-to-business publications.