

**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.

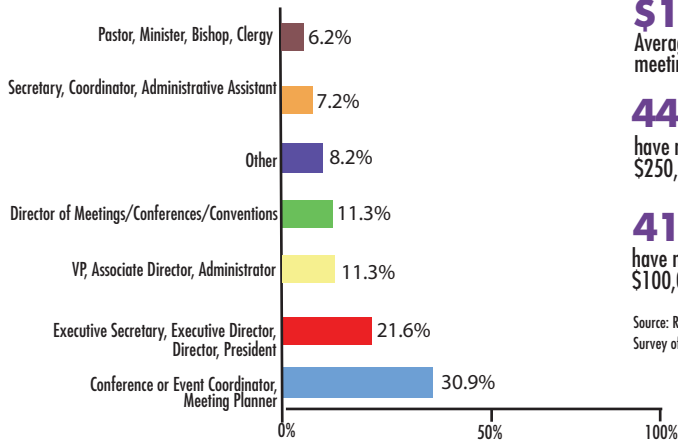
In addition to our bi-monthly magazine, RCMA Highlights will be published on three consecutive days at the RCMA's Annual Conference & Exposition in Grand Rapids, MI in 2009. In addition to daily distribution at the Annual Conference, all three dailies will be collated and mailed to all members of RCMA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

- 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:**



Subscribers have substantial budgets:

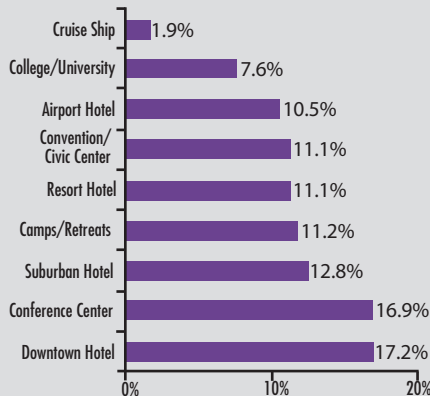
**\$1.2 million**  
Average annual budget allocated for meeting and/or conventions

**44.4%**  
have meeting budgets of \$250,000 or more

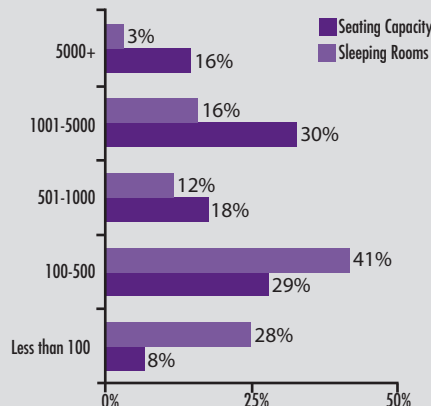
**41.3%**  
have meeting budgets of \$100,000 or more

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

Subscribers hold meetings at various venues:



Subscribers hold the largest meetings:



**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

**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