

Medical Meetings from Penton Media

Medical Meetings reports on regulatory and educational trends in continuing medical education and their impact on medical conference organizers and their meetings and events.



SEGMENTS	Data card currency: US Dollar
11,277 Universe / Base Rate	\$150.00/M
11,159 Telemarketing	\$60.00/M
All Inclusive Multichannel email/postal	\$555.00/M
All Inclusive Multichannel phone/postal	\$355.00/M
All Inclusive Multichannel email/phone/postal	\$720.00/M
Email (see email datacard)	

ID NUMBERS

Manager	77483
mln	77483
SRDS	026271-000

LIST TYPE

Business

email
 mail
 phone

SOURCE

Controlled circulation

GEOGRAPHY

Domestic (US)

OPT-IN

LIST MAINTENANCE

Market entry	06/15/2005
New to manager	04/04/2005
Counts through	10/31/2007

DATA CARD MAINTENANCE

New to NextMark system	06/16/2005
Last data card update	02/08/2008
Next data card update	04/01/2008
Data card update frequency	SEMIANNUALLY

DESCRIPTION

Medical Meetings reaches medical meeting planning decision makers who plan continuing medical education activities, conferences for healthcare professionals, and meetings and incentive programs for pharmaceutical companies.

Job Title:

Administrative Executives	6,899
Meeting/Travel Convention Personnel	1,251
Advertising & Sales Personnel	1,101
Other (there are many, please inquire within)	

Organizational Description

Int'l Medical or Scientific Assoc.	2,127
Hospital or Medical Center	1,835
Pharm. or Biomed. Equip. Manuf/Distributor	3,367
Others (there are many, please inquire within)	

Organizational Function:

Meeting Planning	5,127
Site Selection	4,324
Exhibits/Trade Shows	3,792
Convention Management	3,185

Facilities:

Resort	5,692
All-suite	4,574
Downtown Hotel	7,356
Cruise Ship	1,870
Suburban Hotel	5,069
Conference Center	6,255
Airport Hotel	4,671
Gaming Property/Facility	2,412
Convention Center or Auditorium	5,258
Convention & Visitors Bureau	3,947
Meeting Destination in US:	
New England (ME,NH,VT,MA,RI,CT)	4,909
Middle Atlantic (NY,NJ,PA)	5,437
South Atlantic (DE,MD,DC,VA,WV)	4,878
South East Atlantic (NC,SC,GA,FL)	5,372
East North Central (OH,IN,IL,MI,WI)	5,037
West North Central (MN,IA,MO,ND,SD,NE,KS)	4,243
East South Central (KY,TN,AL,MS)	4,137
West South Central (AR,LA,OK,TX)	4,758
Mountain (MT,ID,WY,CO,NM,AZ,UT,NV)	4,528
Pacific (WA,OR,CA)	4,858
Alaska	2,084
Hawaii	2,662
Meeting Destination outside of US:	
Caribbean	1,814
Europe	2,435
Mexico	1,765
Canada	2,004
Asia/Pacific	1,301
Bermuda	975
Africa/Near East	670
Central/South America	909

Penton Media's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences, and more than 500 information data products. Penton has 30 office locations and employs more than 1,600 editors, publishers, sales representatives, marketers, and other professionals. **Their diverse portfolio of properties can help you reach your target audience.**

Source: Controlled Circulation

Note: All orders are approved on a reciprocal rental. Orders cancelled prior to mail date are subject to a \$50 cancellation fee plus any applicable production and shipping charges. Orders cancelled after the mail date, will incur charges in full.

SELECTS

BUS/INDUSTRY TYPE	\$15.00/M
DESTINATIONS	\$15.00/M
Email/FTP Delivery	\$75.00/F
JOB FUNCTION/TITLE	\$15.00/M

AVERAGE INCOME

Value:	not available
MINIMUM ORDER	
Quantity:	7,500
Value:	\$0.00

NUMBER OF EMPLOYEES \$15.00/M
 PHONE NUMBER \$60.00/M
 SALES VOLUME \$15.00/M
 SCF \$10.00/M
 SERVICES/FACILITIES \$15.00/M
 SIC CODE \$15.00/M
 STATE \$10.00/M
 ZIP \$10.00/M

LIST MANAGER

Walter Karl
<http://www.walterkarl.com>

LIST OWNER

UNIT OF SALE INFORMATION

Unit of sale information is not available

GENDER PROFILE

Male: 0%
 Female: 0%

COMMISSIONS

Broker: 20%
 Manager: 10%
 Agency: 15%

NET NAME ARRANGEMENTS

Net Name is not allowed

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

TELEMARKETING

Please inquire

CANCELLATION

Charges: \$50.00/F

KEY CODING

Key Coding is available
 Charges: \$3.00/M

ADDRESSING

CARTRIDGE \$35.00/F
 CD ROM \$75.00/F
 CHESHIRE LABELS No charge
 DISKETTE \$75.00/F
 P/S LABELS \$10.00/M

SPECIAL INSTRUCTIONS

Sample Mailing Piece Required. Reuse or mailing with phone follow-up \$5/M off base rate. All orders are approved on a reciprocal rental. Orders cancelled prior to mail date are subject to a \$50 cancellation fee plus any applicable production and shipping charges. Orders cancelled after the mail date, will incur charges in full.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Rosalie Garcia Walter Karl Two Blue Hill Plaza Pearl River, US-NY 10965		rosalie.garcia@walterkarl.infousa.com	845-732-7027	845-620-0359
Marie Briganti Walter Karl Two Blue Hill Plaza 3rd Floor Pearl River, US-NY 10965		marie.briganti@walterkarl.infousa.com	(845) 732-7054	(845) 620-0359

★ = Primary contact