

ASSOCIATION MEETINGS

19,324

QUALIFIED SUBSCRIBERS WHO HAVE RESPONSIBILITY FOR PLANNING MEETINGS AND CONVENTIONS FOR THE ASSOCIATION MARKET

31,711

 REACH PER ISSUE WITH PASS ALONG

STRAIGHT FROM OUR READERS

“As an association meeting planner (my whole 22-plus-year career), I find *Association Meetings* to be very useful because of its targeted approach. Unlike other publications, every *Association Meetings* article has direct application to me and the events I am responsible for. In some issues I find myself dog-earing nearly every page to re-read, share, keep on file, and look up online.”

Joyce Paschall, CAE, CMP Director of Education and Meeting Services,
American College of Occupational and Environmental Medicine

“I really appreciate *Association Meetings* because it keeps me up-to-date on issues that are facing associations. I need the information to help me help my clients.

Thank you for a great job!”

Molly Razor, CMP, CMMM, Principal, Meetings Plus More! LLC

AM STATS

***Association Meetings* is the only independent publication focused exclusively on association meetings and conventions.**

All *Association Meetings* subscribers are 100% BPA-qualified as having responsibility for planning meetings and conventions for the association market.

***Association Meetings* reaches national, international, regional, and large state associations that meet outside of their state.**

***Association Meetings* reaches 12,365 different associations.**

827,583 is the average annual budget our readers allocated for meeting and trade show activity

13 is the average number of meetings planned annually by our readers

65% of our readers plan 5 or more meetings

411 is our readers' average number of attendees per meeting

INDUSTRIES

- 42.9%** Professional Association/Society, Union, Foundation
- 28.2%** Trade Association/Society
- 10.9%** Education/Research
- 4.9%** Independent Meeting Planner
- 4.4%** Government, Civic Group
- 3.2%** Association Management Company
- 1.8%** Social, Hobby, Sports
- 1.3%** Religious
- 1.0%** Trade Show Manager/Organizer
- .8%** Travel Agency
- .7%** Fraternal, Ethnic, Veterans

AS SEEN IN AM...

- 47.0%** of our readers have visited an advertiser's Web site
- 24.5%** of our readers have filed an ad for future use
- 17.2%** of our readers discussed/routed an ad to others
- 7.9%** of our readers recommended the product/service to others

TITLES

- 66.8%** Association Chairman; CEO/COO/CIO; Exec. Director/Exec. V.P.; Director of Comm; HR Director
- 23.8%** Association Meetings/Convention/Conference Planner; Meeting/Administrative Assistant; Program/Special Events Dir.
- 3.3%** Association Exhibit Dir/Mgr; Trade Show Dir/Mgr
- 2.6%** Other Association Executive
- 2.2%** Association Dir/Mgr of Education/Training; Professor

TOP OFF-SITE DESTINATIONS

- 10.3%** Caribbean/Bermuda
- 10.3%** Canada
- 8.2%** Europe
- 6.8%** Mexico
- 5.2%** Asia/Pacific
- 3.5%** Central/South America
- 3.1%** Africa

TOP MEETING VENUES

- 64.4%** Downtown Hotel
- 61.8%** Conference Center
- 49.6%** Convention Center
- 49.5%** Airport Hotel
- 48.5%** Suburban Hotel
- 39.6%** All-Suite