

Dates	Editorial	Sites	Special Awards & Sections/ Matching Advertorial	FINANCIAL & INSURANCE MEETINGS	Bonus Distribution
JANUARY Ad Close 12/3/09 Material Due 12/9/09 Mail Date 1/5/10	CMI-IRF Survey on the Impact of Incentive Cuts	New/Renovated Facilities • Cruises • Theme Parks/ Water Parks • MIDWEST*	2010 Paragon Award Winners Announced • FIM 2009 Premium Circle Award Winners (with matching advertorial)	FICP Newsletter • FICP Annual Meeting Wrap	The Special Event, Jan. 13-15
FEBRUARY Ad Close 1/05/10 Material Due 1/11/10 Mail Date 2/03/10	Large Meetings • Cost -Saving Tips • Technology Trends	New/Expanded Facilities • NY/NJ • GREATER DC • CAROLINAS/GEORGIA*	San Diego		Destinations Showcase, Feb. 25 • MPI's MeetDifferent, Feb. 20-23
MARCH Ad Close 2/04/10 Material Due 2/10/10 Mail Date 3/03/10	Affordable Meetings • Pharma Meetings	TEXAS*	FIM Premium Circle Award Ballot • Las Vegas	International Meetings • FICP Newsletter	Pharma Meeting Mgmt. Forum, March 15-16 • Int'l Association of Conference Centers, March 24-26
APRIL Ad Close 3/4/10 Material Due 3/10/10 Mail Date 4/02/10	The Recreation Issue: Golf, Spas, Teambuilding	HAWAII*			Affordable Meetings Mid-America, April 14-15
MAY Ad Close 4/07/10 Material Due 4/13/10 Mail Date 5/04/10	City Meetings • Small Meetings Update	Gaming • CARIBBEAN • SOUTH CENTRAL STATES (AR/KS/MO/OK) • CANADA*	CVB Supplement	Small Meetings/Board Meetings • FICP Newsletter	Springtime in the Park, May 27 • IMEX- Worldwide Exhibition, May 25-27
JUNE Ad Close 5/06/10 Material Due 5/12/10 Mail Date 6/03/10	20 Changemakers: Senior Meeting Execs Who Make a Difference Leading the Way	All-Inclusive Resorts • NEW ENGLAND • FLORIDA*	2010 Resort Guide (matching advertorial - 1/2 page or larger) • Beyond Borders Supplement		Affordable Meetings West, June 10-11 • Destinations Showcase Chicago
JULY/AUGUST Ad Close 6/04/10 Material Due 6/10/10 Mail Date 7/07/10	Green Meetings	New/Expanded Facilities • SOUTHWEST MEETINGS*	2010 Paragon Award Winners & 2011 Paragon Awards Ballot (matching advertorial - 1/2 page or larger)	FICP Newsletter • FICP Annual Meeting Preview • Hotel Customer Advisory Board Coverage	MPI WEC, July 24-27 • ASAE, August 21-24
SEPTEMBER Ad Close 8/05/10 Material Due 8/10/10 Mail Date 9/03/10	The CMI 25: Top Meeting & Incentive Planning Companies	GREATER CHICAGO*	2011 Paragon Awards Ballot • Caribbean supplement	Trends in Recognition Programs • FICP Newsletter • Hotel Customer Advisory Board Coverage	Affordable Meetings National, September 9-10, IT&ME/Motivation Show, Sept.29-Oct.1
OCTOBER Ad Close 9/03/10 Material Due 9/10/10 Mail Date 10/04/10	Management Training • Working with CVBs	MID-SOUTH (AL/KY/LA/MS/TN/WV)*	CVB & Convention Center Spotlights (matching advertorial - 1/2 page or larger)		ICCA, Oct. 23-27
NOVEMBER Ad Close 10/04/10 Material Due 10/08/10 Mail Date 11/02/10	Executive Retreats • Motivation Show Wrap	Gaming • MOUNTAIN MEETINGS (CO/UT/WY/ID/MT/OR/WA/RENO/TAHOE) • MID-ATLANTIC (CT/DC/DE/MD/NJ/NY/PA/VA/WV)*	Mexico • Las Vegas • FICP Hospitality Partners (matching advertorial - 1/2 page or larger)	Trends in Financial Services Meetings • FICP Newsletter	FICP Annual Meeting, Nov. 17-21
DECEMBER Ad Close 11/04/10 Material Due 11/10/10 Mail Date 12/06/10	Facilitating Small Meetings	Golf Resorts • FLORIDA MEETING PLANNER'S GUIDE • CANADA*	Supplier Insights to 2011 (matching advertorial - full page)		SITE Int'l Conference, Oct. 30-Nov. 2

* ALL BOLD CAP LISTINGS UNDER SITES INCLUDE MATCHING EDIT (1/2 PAGE OR LARGER)

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4-COLOR	1x	3x	6x	9x	12x
Full Page	9,540	8,110	7,630	6,675	5,730
2/3 Page	8,010	6,810	6,410	5,610	4,835
1/2 Page	7,080	6,020	5,665	4,955	4,250
1/3 Page	5,485	4,650	4,385	3,840	3,500
1/4 Page	4,820	4,100	3,855	3,500	3,300
1/6 Page	4,170	3,600	3,335	3,100	3,000
1/2p Spread	12,340	10,525	9,875	8,675	7,475
2p Spread	18,080	15,375	14,465	12,655	10,845

IN EVERY ISSUE

KEYNOTES Our front section takes a strategic look at meetings, and

includes interviews with industry leaders, news analyses, technology tidbits, and best practices. **COVER STORY AND FEATURES** The latest issues and trends affecting meeting managers and senior executives involved in meetings **BREAKOUTS** Hands-on advice from the experts • Betsy Bondurant



on Strategic Meetings Management, James Goldberg on Meetings Law • Bob Nelson on Motivation and Recognition •

Mitchell Beer on Facts and Arguments • Our humor column, Mike Donlin's "Last Laugh." **ALSO** checklists and tips

to help readers do their jobs better **SITES** News of facility openings, expansions, renovations, and On Locations

POSTCON Get to know a major industry player better

B&W	1x	3x	6x	9x	12x
Full Page	6,940	5,510	5,030	4,075	3,130
2/3 Page	5,410	4,210	3,810	3,010	2,235
1/2 Page	4,480	3,420	3,065	2,355	1,650
1/3 Page	2,885	2,050	1,785	1,240	900
1/4 Page	2,220	1,500	1,255	900	700
1/6 Page	1,570	1,000	735	500	400
1/2p Spread	7,765	5,950	5,300	4,100	2,900

Color	Page	Spread
Standard 2C	1,305	2,245
Matched 2C	2,065	3,615

Cover 4: Add 20%

Covers 2&3: Add 15%

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