

CORPORATE MEETINGS & INCENTIVES



30,000

QUALIFIED SUBSCRIBERS WHO HAVE RESPONSIBILITY FOR PLANNING CORPORATE MEETINGS AND/OR INCENTIVE PROGRAMS

47,940 REACH PER ISSUE WITH PASS ALONG

STRAIGHT FROM OUR READERS

"I look forward to receiving every issue. It keeps me up on the pulse of the industry."
Bess Stathos, Marketing Manager, Commerce West Insurance Company

"Love the magazine. Find it informative and interesting. There are always pertinent articles."
Julie Martinez, CMP, CMM Director, Events & Incentives, Lennox Industries, Inc.

CMI STATS

CORPORATE MEETINGS & INCENTIVES IS THE ONLY PUBLICATION FOCUSED EXCLUSIVELY ON MEETING AND INCENTIVE PLANNING AT LARGE CORPORATIONS.

CMI reaches companies with revenues of \$100 million+ including the Fortune 1000.

CMI targets senior-level executives

81.4% of subscribers are senior-level corporate executives with planning authority

100% of Corporate Meetings & Incentives subscribers are qualified decision-makers

\$2.1 million is the average annual budget our readers allocated for meeting and trade-show activity

12 is the average number of meetings planned by our readers per year

4.7 is the average number of incentives planned annually by our readers

70.1% of our readers plan 5 or more meetings 50.1% of our readers plan incentive travel

237 is our readers' average number of attendees per meeting and/or incentive

63.7% of our readers plan training meetings

\$3,846 is our readers' average per-person incentive budget for companies with fewer than 1,000 employees

\$4,500 is our readers' average per-person incentive budget for companies with more than 1,000 employees

TITLES

- 68.1%** General Management/Administration
- 16.3%** Sales/Marketing
- 12.6%** Meeting Planning/Convention Management
- 5.3%** Project Admin/Purchasing Mgr/Event Consultant
- 1.8%** Training/Development
- 1.2%** Procurement Management.

INDUSTRIES

- 45.2%** Manufacturing (High Technology)
- 25.1%** Professional Services Company/Institution
- 10.1%** Banking/Financial/Investment/Security/Insurance
- 9.7%** Retail/Wholesale Trade
- 6.0%** Transportation, Communications, Utility
- 2.1%** Agriculture, Forestry/Fisheries, Mining, Construction
- 1.8%** Meeting Planning Company

AS SEEN IN CMI:

- 53.4%** of our readers have visited an advertiser's Web site
- 36.2%** of our readers filed an ad for future use
- 20.9%** of our readers discussed/routed an ad to others
- 14.7%** recommended the product/service to others

TOP MEETING VENUES

- 57.1%** Downtown Hotel
- 49.3%** Conference Center
- 42.3%** Resort
- 41.1%** Suburban Hotel
- 34.7%** Airport
- 34.2%** All-Suite

TOP OFF-SITE DESTINATIONS

- 23.0%** Caribbean/Bermuda
- 16.5%** Mexico
- 15.2%** Europe
- 13.2%** Canada
- 8.4%** Asia/Pacific
- 6.0%** Central/South America
- 5.2%** Africa

CORPORATE MEETINGS & INCENTIVES EDITORIAL ACHIEVEMENTS:

- 2009 WINNER** • National Gold Award, American Society of Business Publication Editors, Best Case History, "Surviving Six Sigma"
- 2009 WINNER** • Northeast Regional Silver Award, American Society of Business Publication Editors, Best How-To Article, "Give Back, Get Raves," *Financial & Insurance Meetings*
- 2008 WINNER** • National Gold Award, American Society of Business Publication Editors, Best Publication Redesign
- 2008 WINNER** • Regional Bronze Award, American Society of Business Publication Editors, Best Special Section ("CMI 25")

AHEAD OF OUR COMPETITION

THE NUMBER OF EXECUTIVES EACH MAGAZINE REACHED SPENDING \$10,000+

According to the 2008-09 PURCHASE IN AMERICAN BUSINESS REPORT by Erdos & Morgan, CMI reaches more purchasing influencers in the categories to the right than our larger circulation and higher-priced competitors.

MAGAZINE/ CIRCULATION	airline/hotel/ car rental	incentive travel	meetings/ conventions
CMI (32,000)	40,492	16,833	30,721
Meeting News (41,000)	20,727	15,789	20,179
Meetings & Conventions (66,700)	35,803	13,409	25,884
Successful Meetings (70,050)	38,353	7,262	25,727