

# MEDICAL MEETINGS

12,117

QUALIFIED SUBSCRIBERS WHO HAVE RESPONSIBILITY FOR PLANNING MEETINGS AND/OR INCENTIVE PROGRAMS FOR THE MEDICAL INDUSTRY

20,175 REACH PER ISSUE WITH PASS ALONG



## STRAIGHT FROM OUR READERS

"I find your resources helpful and interesting."

Susan P. Tyler, Director, Continuing Medical Education,  
University of Cincinnati

"I look forward to reading the magazine for the timely articles on the CME industry."

Ruth Zarzycki, Manager, CME Accreditation Program, Medical Society of New Jersey

## MM STATS

*Medical Meetings* subscribers are 100% BPA qualified as having responsibility for planning meetings and/or incentive travel programs for the medical industry. We reach professionals who plan pharmaceutical, medical equipment, hospital and medical association meetings.

81% of our readers plan CME/CE/education/training

42% of our readers plan dinner meetings

\$2.2 million is the average annual budget our readers allocated for meeting and trade show activity

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

65% of our readers plan 5 or more meetings

293 is our readers' average number of attendees per meeting

69% of our readers agree that *MM* is the most comprehensible resource on medical meetings and CME planning strategies and ideas

61% of our readers agree that *MM* is the publication they read most carefully.

## TITLES

- 57.8% Administration Executives
- 19.0% Alliance for Continuing Medical Education
- 7.8% Meeting/Travel Convention
- 6.0% Other Administrative Executives
- 5.9% Education/Training Personnel
- 2.6% Advertising and Sales Personnel
- .9% Procurement Management

## INDUSTRIES

- 29.4% Pharmaceutical/Biomedical Equipment Manufacturer/Distributor
- 19.0% Alliance for Continuing Medical Education
- 13.6% Hospitals/Medical Centers
- 9.3% Healthcare or Scientific Education Facility/Medical School
- 3.1% Independent Meeting Planning Companies/Tour Operator
- 5.0% Medical Education/communication or marketing company
- 2.1% Government Agencies (Healthcare or Scientific)
- 1.9% Private Foundations (Healthcare or Scientific)
- 1.6% Association Management Firms
- .6% Insurance organization

## TOP OFF-SITE DESTINATIONS

- 15.2% Europe
- 14.7% Caribbean/Bermuda
- 10.9% Mexico
- 8.8% Asia/Pacific
- 6.1% Central/South America
- 4.6% Africa
- 2.7% Canada

## TOP MEETING VENUES

- 44.6% Downtown Hotel
- 37.8% Conference Center
- 35.6% Resort
- 30.8% Suburban Hotel
- 30.4% Convention Center/Auditorium
- 27.3% All-Suite Hotel
- 25.8% Airport Hotel
- 22.9% Convention & Visitors' Bureau
- 13.8% Cruise Ship
- 17.1% Gaming Property/Facility

## AS SEEN IN MM...

- 43.3% of our readers have visited an advertiser's Web site
- 22.7% of our readers have filed an ad for future use
- 21.6% of our readers discussed/routed an ad to others
- 9.3% of our readers recommended the product/service to others

## MEDICAL MEETINGS EDITORIAL ACHIEVEMENTS:

*Medical Meetings* Editor Sue Pelletier was selected to receive the 2007 President's Award on behalf of the Alliance for Continuing Medical Education. The award is in recognition of leadership and educational contributions to the Alliance as Editor of *Medical Meetings* magazine.

2008 WINNER • American Society of Business Publication Editors Northeast Region Bronze Award in the category of Editorial/Editor's Letter, for "Campaign for CME" June 2007 and "Spread the Word: CME Saves Lives" July/August 2007

2007 WINNER • Regional Award, American Society of Business Publication Editors

2006 WINNER • National Award, American Society of Business Publication Editors