

## Circulation

100% of **Meetings East** subscribers tell us they plan/hold meetings, conventions &/or conferences in the Eastern U.S. &/or Eastern Canada.\* We've made and continue to make a considerable investment in our circulation to be able to authenticate this claim with BPA.

Our national circulation is 22,086\*, 100% of whom are "direct request" subscribers.\* This assures you that each and every subscriber to **Meetings East** wants the publication and has asked to receive it.

Each month, our targeted editorial coverage of the East and Eastern Canada is delivered to the meeting professionals you want and need to reach.

Why is this important? We know you have many choices when it comes to selecting media for your meetings/conventions initiative. We want to make it easier for you by making and substantiating important claims about our circulation. They ask for us, they book your destination, and we have the highest qualified audience of any regionalized publication.

We also know a lot more about our subscribers: who they are, their title, and their industry; booking patterns; facilities used, and more:

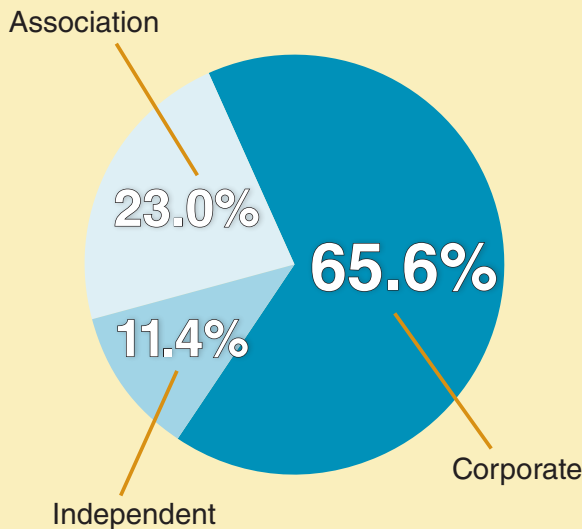
## Meetings East subscribers use a variety of facilities

TYPES OF FACILITIES USED**			
Downtown Hotels	86.1%	Convention Centers	47.0%
Resorts	71.2%	Golf Resorts	45.3%
Conference Centers	58.9%	Spa Facilities	26.5%
Suburban Hotels	55.6%	Gaming Facilities	24.8%
Airport Hotels	52.5%	Cruise Ships/Boats	21.7%

## Breakout of subscriber titles who plan in the Eastern U.S. &/or Eastern Canada\*

Meeting/Convention Planners	33.9%
Chairman/CEO/Owner/President	21.7%
Executive VP/Director	18.6%
Office personnel/Other managers	12.4%
Marketing/Sales Manager	10.1%
Training/Education Manager	2.1%
Others allied to the field	1.2%

## Audience Breakdown\*



## Breakdown of subscribers by job function\*\*

Meeting/conference planning	86.6%
Site selection	61.2%
Board/management meetings	55.6%
Training/education meetings	52.2%
Trade show/exhibits/conventions	49.9%
Incentive travel	27.9%
Other	5.7%

\*BPA Worldwide, December 2009

\*\* Publishers Own Data, August 2009. Responses total more than 100% as respondents were allowed multiple answers.