

## Audience Details

100% of **Meetings Focus East** magazine 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.

In addition, our new Brand Audit not only supports the audience claims of **Meetings Focus East**, but delivers authentication to our e-Newsletter and webinar totals.

Our national magazine circulation is 22,533\*, 100% of whom are "direct request" subscribers.\* This assures you that each and every subscriber to **Meetings Focus 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.

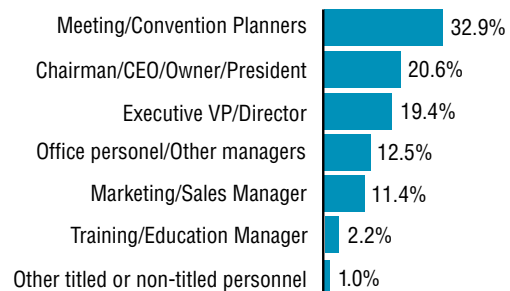
Why is this important? We know you have many choices when it comes to selecting media for your meetings/conventions initiative. We want to make it easier for you by making and substantiating important claims about our circulation. Planners ask for us, they book your destination, and we have the highest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

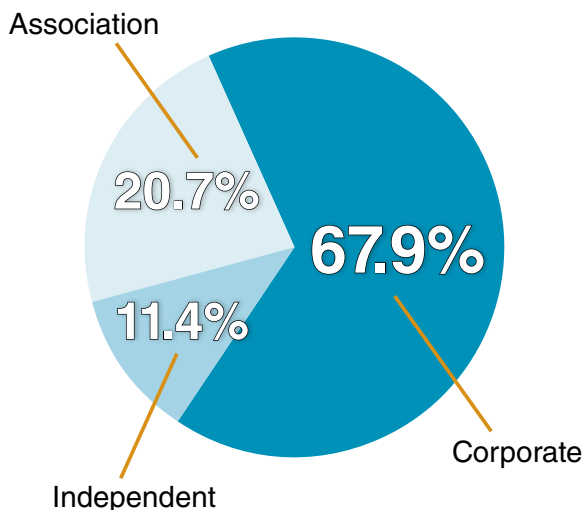
### Meetings Focus East subscribers use a variety of facilities

TYPES OF FACILITIES USED**			
Downtown Hotels	85.9%	Convention Centers	47.6%
Resorts	68.5%	Golf Resorts	42.3%
Conference Centers	60.7%	Spa Facilities	24.9%
Suburban Hotels	54.9%	Gaming Facilities	23.4%
Airport Hotels	49.6%	Cruise Ships/Boats	20.0%

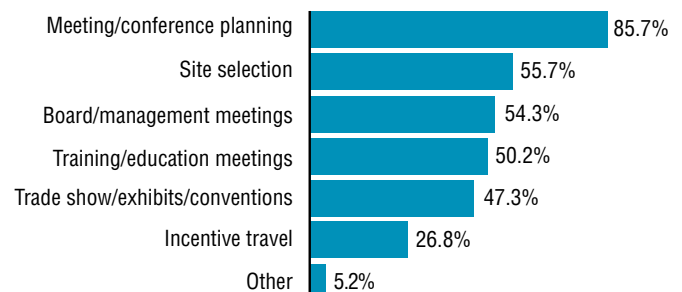
### Breakout of subscriber titles who plan in the Eastern U.S. &/or Eastern Canada\*



### Audience Breakdown\*



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



\*BPA Worldwide, June 2011; Total Qualified=22,533

\*\* Publishers Own Data, August 2011

Responses total more than 100% as respondents were allowed multiple answers.