

Why Meetings Focus East?

We are your Group Business Solution!

Meetings Focus East:

- > Is the ONLY publication for meeting professionals that has authenticated this claim: 100% of our magazine subscribers plan/hold meetings, conventions and/or conferences in the Eastern U.S. and or Eastern Canada,* including: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Washington, D.C., Ontario and Quebec.
- > Offers a new Brand Reach Audit* that authenticates the audience of our print publication, webinars, and e-Newsletters.
- > Is 100% Direct Request.† Each and every subscriber asks for **Meetings Focus East** magazine personally.
- > Knows type of planner on 100% of its magazine subscribers: We can tell you the type of Planner (corporate, association, independent), the industry classification (Manufacturing, Pharmaceutical, Finance, SMERF and more), the type of meetings they book, attendance.**
- > Is more than a magazine: we bring our content to meeting professionals nationwide with e-Newsletters, e-blasts, webinars, hosted buyer programs, meeting planner videos, live events and more.

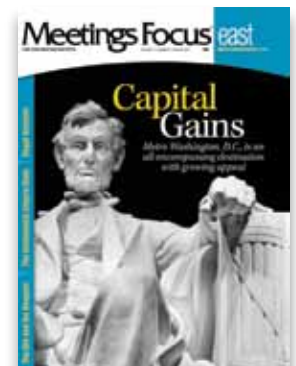


We can be your most efficient and cost-effective marketing partner!

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

** Publishers Own Data, August 2011