

ISSUE	FEATURES	DESTINATIONS	COLUMNS	ISSUE BONUS	RESERVATION DEADLINE	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
JAN/ FEB	Corporate Social Responsibility* Resort Meetings* Safety: Contingency Planning	Chicago Suburbs Eastern Iowa Cities Kansas Milwaukee Area Close-Up: Grand Rapids, MI	Monthly "Case For" specials and columns are available for sponsorship. Topics include: The Case for Technology, The Case for Sustainability, The Case for F&B, and more. Contact your representative for more information.	Advertorial: Corporate Social Responsibility; Resort Meetings Distribution: PCMA; Destinations Showcase, Washington, D.C. Special Webinar Package: Corporate Social Responsibility; Safety: Contingency Planning	12/9	12/16	12/23
FEB	<i>Meetings Focus Trends</i> supplement** Distribution: All Trade Shows				12/16	N/A	12/30
MAR/ APR	Affordable Meetings Best of MidAmerica Nominations Convention Centers* F&B: Low-Cost Creativity Pharma/Medical Meetings	Chicago Lake Geneva Michigan South Dakota Close-Up: Manhattan, KS	Monthly "Case For" specials and columns are available for sponsorship. Topics include: The Case for Technology, The Case for Sustainability, The Case for F&B, and more. Contact your representative for more information.	Advertorial: Convention Centers Distribution: HSMAI's MEET Chicago Special Webinar Package: F&B: Low-Cost Creativity	2/3	2/10	2/17
MAY	Agricultural Meetings Conference Centers* Historic Properties & Places University Venues	Central Illinois Detroit Metro Area Minneapolis/St. Paul Metro Omaha/Council Bluffs Close-Up: Dubuque, IA		Advertorial: Conference Centers Special Webinar/Live Event Package: Conference Centers	4/6	4/13	4/20
JUN/ JUL	Corporate Meetings Emerging Destinations* Hip Hotels Lake Meetings	Iowa Lincoln, Nebraska Missouri Wisconsin Dells Close-Up: Bismarck-Mandan		Advertorial: Emerging Destinations Distribution: HSMAI's MEET West; Destinations Showcase Chicago; MPI WEC; AIBTM	5/4	5/11	5/18

*Free advertorial with ad (1/2 page or larger)
 +Bonus advertiser listing
 ** *Meetings Focus Trends* supplement is included with corresponding issues and included in bonus distributions. The *Meetings Focus Guide* mails on its own but is also included in bonus distribution.
 ***BPA Worldwide, June 2011

e-Media

Meetings Focus MidAmerica e-Newsletters: Be sure to add these highly visible and 'impression-generating' units to your 2012 efforts. Each week, the Meetings Focus MidAmerica e-Newsline reaches 32,000++ planners, and in months where your destination or connected feature story is covered, you will have multiple opportunities to be in an issue with these editorial connections. See our e-Media e-Newsletter recap for all the details.
 ++Publisher's Own Data

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AUG	Association Meetings Best of MidAmerica Awards* Downtown Meetings Green Meetings	Madison Minnesota North Dakota Southwest Missouri Close-Up: Fort Wayne, IN	Monthly "Case For" specials and columns are available for sponsorship. Topics include: The Case for Technology, The Case for Sustainability, The Case for F&B, and more. Contact your representative for more information.	Advertorial: Best of MidAmerica Awards Distribution: ASAE Special Webinar Package: Green Meetings	6/15	6/22	6/29
AUG	<i>Meetings Focus Guide** Advertorial: All CVBs Listings: All Properties Distribution: All Trade Shows</i>				6/1	6/8	6/15
SEP	Family-Friendly Meetings Gaming Destinations*	Central Missouri East Central Wisconsin Illinois Nebraska Close-Up: Traverse City, MI	Monthly "Case For" specials and columns are available for sponsorship. Topics include: The Case for Technology, The Case for Sustainability, The Case for F&B, and more. Contact your representative for more information.	Advertorial: Gaming Destinations Distribution: HSMAI's MEET National	7/13	7/20	7/27
OCT	Airport Properties CVB Update* Small Meetings/Executive Retreats	Central Iowa Northern Indiana Southwestern Michigan St. Louis Close-Up: Sheboygan, WI		Advertorial: CVB Update Distribution: IMEX America Special Webinar Package: CVB Update	8/17	8/24	8/31
NOV/ DEC	Golf Resort Meetings+ <i>Meetings Focus Trends</i> Preview New & Renovated Properties* Religious Meetings	Indianapolis Kansas City Area Rapid City/Mount Rushmore Area Wisconsin Close-Up: Peoria, IL		Advertorial: New & Renovated Properties Listings: Golf Resort Meetings Special Webinar Package: <i>Meetings Focus Trends</i> Preview	10/5	10/12	10/19

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