

ISSUE	FEATURES	DESTINATIONS	COLUMNS	ISSUE BONUS	RESERVATION DEADLINE	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
FEB	Corporate Social Responsibility* Insurance Meetings Mountain Meetings Safety: Contingency Planning	Connecticut Northern Ohio Ontario Philadelphia/Valley Forge Syracuse	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 Distribution: Destinations Showcase, Washington, D.C. Special Webinar Package: Corporate Social Responsibility; Safety: Contingency Planning	1/6	1/13	1/20
FEB	<i>Meetings Focus Trends</i> supplement** Distribution: All Trade Shows				12/16	N/A	12/30
MAR	Drive-To Meetings Resorts & Spas* Small Meetings	Baltimore/Eastern Shore Greater Toronto Lehigh Valley Massachusetts Upstate New York/Adirondacks	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: Resorts & Spas	2/3	2/10	2/17
APR/ MAY	Best of the East Nominations Conference Centers* Corporate Meetings Food & Beverage: Low-Cost Creativity Pharma/Medical Meetings	Buffalo/Niagara Falls Area Maine/Vermont/New Hampshire Ohio Pennsylvania Providence		Advertorial: Conference Centers Distribution: HSMAI's MEET Chicago Special Webinar Package: F&B: Low-Cost Creativity; Conference Centers	3/2	3/9	3/16
JUN/ JUL	Convention Centers* Association Meetings SMERF Meetings	Greater Hartford/Mystic Maryland Long Island/NYC/Westchester New Jersey		Advertorial: Convention Centers Distribution: HSMAI's MEET West; Destinations Showcase Chicago; MPI WEC; ASAE; AIBTM	5/11	5/18	5/25

*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



Meetings Focus East e-Newsletters: Be sure to add these highly visible and 'impression-generating' units to your 2012 efforts. Each week, the Meetings Focus East e-Newsline reaches 30,000++ 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

ISSUE	FEATURES	DESTINATIONS	COLUMNS	ISSUE BONUS	RESERVATION DEADLINE	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
AUG	Government Meetings Historic Properties & Places+ International Meetings	Eastern Canada Greater Wilmington/Brandywine Valley Newport New York State Washington, D.C.	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.	Listing: Historic Properties & Places Special Webinar Package: International Meetings	7/6	7/13	7/20
AUG	<i>Meetings Focus Guide**</i> Advertorial: <i>All CVBs</i> Listings: <i>All Properties</i> Distribution: <i>All Trade Shows</i>				6/1	6/8	6/15
SEP	Affordable Meetings Best of the East Awards* Green Meetings+	Baltimore New England Pittsburgh/Western Pennsylvania Southern Ohio	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.	Listings: Green Meetings Advertorial: Best of the East Awards Distribution: HSMIA's MEET National Special Webinar Package: International Meetings	8/3	8/10	8/17
OCT/ NOV	CVB Update* Gaming* Religious Meetings	Delaware Greater Cleveland Lancaster/Harrisburg/Hershey Springfield/The Berkshires State College, PA Area		Advertorial: CVB Update & Gaming Distribution: IMEX America Special Webinar Package: CVB Update	9/7	9/14	9/21
DEC/ JAN	Golf Resort Meetings* New & Renovated Properties* <i>Meetings Focus Trends</i> Preview	Atlantic City Greater Boston Montreal Montgomery County, MD Rhode Island		Advertorial: Golf Resort Meetings; New & Renovated Properties Distribution: PCMA 2013 Special Webinar Package: <i>Meetings Focus Trends</i> Preview	11/2	11/9	11/16

*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