

ISSUE	FEATURES	DESTINATIONS	COLUMNS	ISSUE BONUS	RESERVATION DEADLINE	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
JAN	Corporate Social Responsibility* Drive-To Meetings: Part I* 2012 Programs & Packages <i>(a special advertising section)</i>	Coastal Carolina Dallas/Fort Worth Metroplex Inland Mississippi Northwest Florida West Virginia	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; Drive-To Meetings Distribution: PCMA Special Webinar Package: Corporate Social Responsibility	11/18	11/23	12/2
FEB	Gulf Coast Meetings Mountain Meetings Safety: Contingency Planning Value Destinations* 2012 Programs & Packages	Atlanta Miami/Fort Lauderdale Oklahoma Close-Up: Jacksonville		Advertorial: Value Destinations Distribution: Destinations Showcase Washington, D.C. Special Webinar Package: Safety: Contingency Planning	12/23	12/30	1/6
FEB	<i>Meetings Focus Trends</i> supplement** Distribution: All Trade Shows				12/16	N/A	12/30
MAR	Corporate Meetings+ Incentives & Resorts* Religious Meetings 2012 Programs & Packages	Central West Florida Charlotte Louisiana Northern Virginia	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: Incentives & Resorts Listings: Corporate Meetings	1/20	1/27	2/3
APR	Best of the South Nominations Downtown Meetings* Insurance Meetings Native American Gaming Food & Beverage: Low-Cost Creativity 2012 Programs & Packages	Georgia Hilton Head Little Rock, Arkansas Tennessee Galveston Close-Up: Columbia, South Carolina		Advertorial: Downtown Meetings Distribution: HSMAl's MEET Chicago Special Webinar Package: Food & Beverage: Low-Cost Creativity	2/17	2/24	3/2
APR	<i>Meetings Focus Florida</i> supplement** Listings: All CVBs and All Properties Distribution: All Trade Shows				2/10	2/17	2/24
MAY	Beach Meetings* Conference Center Meetings* Government Meetings Historic Properties & Places 2012 Programs & Packages	Biloxi/Mississippi Gulf Coast Central/West Texas Hampton Roads Houston Palm Beach/Treasure Coast	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: Beach Meetings & Conference Center Meetings Listing: Historic Properties & Places Special Webinar/Live Event Package: Conference Centers	3/16	3/23	3/30
JUN	Non-Traditional Meeting Sites Pharma/Medical Meetings Spas* 2012 Programs & Packages	Austin/The Hill Country Birmingham Florida Keys/Key West Kentucky Myrtle Beach		Advertorial: Spas Distribution: HSMAl's MEET West; AIBTM	4/20	4/27	5/4

*Free advertorial with ad (1/2 page or larger)

+Bonus advertiser listing

** *Meetings Focus Trends*, *Meetings Focus Florida* and *Meetings Focus Texas* supplements are all 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 South e-Newsletters: Be sure to add these highly visible and 'impression-generating' units to your 2012 efforts. Each week, the Meetings Focus South e-Newsline reaches 35,000++ 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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JUL	Emerging Destinations Meetings & Resorts* SMERF Meetings 2012 Programs & Packages	Central West Tennessee New Orleans South Texas Triangle, North Carolina	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: Meetings & Resorts Distribution: MPI WEC	5/18	5/25	6/1	
AUG	Association Meetings Gaming Destinations* International Meetings Small Meetings 1-100 2012 Programs & Packages	Arkansas Caribbean/Cancun Central West Virginia Savannah/Georgia Coast Close-Up: Wilmington		Advertorial: Gaming Destinations Distribution: ASAE Special Webinar Package: International Meetings	6/22	6/29	7/6	
AUG	<i>Meetings Focus Guide** Advertorial: All CVBs Listings: All Properties Distribution: All Trade Shows</i>				6/1	6/8	6/15	
SEP	Affordable Meetings Best of the South Awards* Green Meetings+ 2012 Programs & Packages	Central Florida Eastern Tennessee South Carolina Close-Up: Louisville	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 the South Awards Listing: Green Meetings Distribution: HSMAI's MEET National Special Webinar Package: Green Meetings	7/20	7/27	8/3	
SEP	<i>Meetings Focus Texas supplement** Listings: All Properties Distribution: All Trade Shows</i>				7/13	7/20	7/27	
OCT	Attractions CVB Update* Executive Retreats 2012 Programs & Packages	North Carolina Northeast Florida San Antonio/The Hill Country Virginia		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: CVB Update Distribution: IMEX America Special Webinar Package: CVB Update	8/24	8/31	9/7
NOV	Airport Properties+ Convention Centers* Drive-To Meetings: Part II* 2012 Programs & Packages	Mississippi Puerto Rico Southwest Florida Triad, North Carolina Close-Up: Nashville	Advertorial: Convention Centers; Drive-To Meetings Listings: Airport Properties		9/21	9/28	10/5	
DEC	Golf Resort Meetings+ <i>Meetings Focus Trends</i> Preview New & Renovated Properties* Sales & Marketing Meetings 2013 Programs & Packages	Alabama Central East Florida Shreveport/Baton Rouge Texas Gulf Coast Close-Up: Tulsa	Advertorial: Golf Resort Meetings; New & Renovated Properties Listing: Golf Resort Meetings Special Webinar Package: <i>Meetings Focus Trends</i> Preview		10/19	10/26	11/2	

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