

ISSUE	FEATURES	DESTINATIONS	COLUMNS	ISSUE BONUS	RESERVATION DEADLINE	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
JAN	Corporate Social Responsibility* Resorts* 2012 Programs & Packages <i>(a special advertising section)</i>	Greater Los Angeles Northern California Pacific Northwest Southwest <b>Close-Up:</b> TBD	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.	<b>Advertorial:</b> Corporate Social Responsibility; Resorts <b>Distribution:</b> PCMA <b>Special Webinar Package:</b> Corporate Social Responsibility	11/23	12/2	12/9
FEB	All-Inclusive Meetings* Executive Retreats Safety: Contingency Planning Wine Country Meetings 2012 Programs & Packages	Alaska Las Vegas Maui San Diego <b>Close-Up:</b> Long Beach		<b>Advertorial:</b> All-Inclusive Meetings <b>Distribution:</b> Destinations Showcase, Washington D.C.; MPI NCC <b>Special Webinar Package:</b> Safety: Contingency Planning	12/30	1/6	1/13
FEB	<i>Meetings Focus Trends supplement**</i>   <i>Distribution: All trade shows for 12 months</i>				12/16	N/A	12/30
MAR	Best of the West Nominations Summer Mountain Meetings Pharma/Medical Meetings University Venues 2012 Programs & Packages	Colorado Monterey/Santa Cruz Palm Springs Western Canada <b>Close-Up:</b> Napa	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.	<b>Distribution:</b> MPI SCC; MPI Cascadia	1/27	2/3	2/10
APR	Convention Centers* Food & Beverage: Low-Cost Creativity Luxury Hotels Native American Gaming 2012 Programs & Packages	Arizona Idaho Lake Tahoe Portland <b>Close-Up:</b> TBD		<b>Advertorial:</b> Convention Centers <b>Distribution:</b> HSMAI's MEET Chicago; CAL SAE <b>Special Webinar Package:</b> Food & Beverage: Low-Cost Creativity	2/24	3/2	3/9
MAY	Boutique/Hip Hotels Conference Centers* Historic Places & Properties Spas* 2012 Programs & Packages	Anaheim/Orange County Coastal Mexico Greater Seattle San Francisco/Bay Area <b>Close-Up:</b> Maui		<b>Advertorial:</b> Conference Centers & Spas <b>Special Webinar/Live Event Package:</b> Conference Centers	3/30	4/6	4/13
JUN	Small Meetings Special Venues Value Destinations* 2012 Programs & Packages	Coastal Northern California Inland Empire Oahu/Kauai Utah <b>WOW!</b> Las Vegas		<b>Advertorial:</b> Value Destinations <b>Distribution:</b> HSMAI's MEET West; AIBTM Baltimore; Destinations Showcase, Chicago	4/27	5/4	5/11

\*Free advertorial with ad (1/2 page or larger)  
 +Bonus advertiser listing  
 \*\* *Meetings Focus Trends*, *Meetings Focus California* and *Meetings Focus Hawaii* 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 West e-Newsletters:** Be sure to add these highly visible and 'impression-generating' units to your 2012 efforts. Each week, the Meetings Focus West e-Newsline reaches 48,000++ 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	Incentives* Team Building 2012 Programs & Packages	Denver/Boulder/Colorado Springs L.A.: Downtown/Hollywood/The Valley Reno Montana/Wyoming <b>Close-Up:</b> Bellevue	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.	<b>Advertorial:</b> Incentives <b>Distribution:</b> MPI WEC	5/25	6/1	6/8
AUG	Association Meetings Best of the West Awards* Coastal Meetings International Meetings 2012 Programs & Packages	Long Beach/Westside/Southbay New Mexico Phoenix/Scottsdale/Sedona <b>Close-Up:</b> TBD		<b>Advertorial:</b> Best of the West Awards <b>Distribution:</b> ASAE <b>Special Webinar Package:</b> International Meetings	6/29	7/6	7/13
AUG	<i>Meetings Focus Guide**   Advertorial: CVBs   Listings: Properties/Facilities   Distribution: All shows for 12 months</i>				6/1	6/8	6/15
AUG	<i>Meetings Focus Hawaii supplement**   Listings: Properties</i>				6/22	6/29	7/6
SEP	Emerging Destinations Green Meetings+ Winter Mountain Meetings 2012 Programs & Packages	Mexico's Interior Cities San Diego Silicon Valley Washington <b>Close-Up:</b> TBD	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.	<b>Listings:</b> Green Meetings <b>Distribution:</b> HSMAI's MEET National <b>Special Webinar Package:</b> Green Meetings	7/27	8/3	8/10
OCT	Attractions CVB Update* Gaming 2012 Programs & Packages	Colorado Mountains Island of Hawaii Oregon Southern Arizona <b>Close-Up:</b> TBD		<b>Advertorial:</b> CVB Update <b>Distribution:</b> IMEX America; Bravo! Portland <b>Special Webinar Package:</b> CVB Update	8/31	9/7	9/14
OCT	<i>Meetings Focus California supplement**   Listings: All Advertisers   Distribution: All Shows for the coming 12 months</i>				8/24	8/31	9/7
NOV	Airport Meetings Desert Meetings Drive-To Meetings 2012 Programs & Packages	Across the Borders Albuquerque/Santa Fe/Taos Coastal Orange County Napa/Sonoma <b>Close-Up:</b> TBD	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.		9/28	10/5	10/12
DEC	Golf Resort Meetings* <i>Meetings Focus Trends</i> Preview New & Renovated Properties* 2013 Programs & Packages	Central California Coast Mexico Meetings Nevada Sacramento/Central Valley/High Sierra Salt Lake City/Park City <b>Close-Up:</b> TBD		<b>Advertorial:</b> Golf Resort Meetings; New & Renovated Properties <b>Special Webinar Package:</b> <i>Meetings Focus Trends</i> Preview	10/26	11/2	11/9

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