

# Meetings Focus<sup>®</sup>

MEETINGSFOCUS.COM

## Target planners who book your region Target planners who book the world

You can target it all with Meetings Focus e-Newsletters.

Meetings Focus Newslines, delivered weekly (or bi-weekly) to planners who book the East, MidAmerica, South or West, provide a quick and easy way for planners to find out what is new and important in the industry, in the areas they book!  
In 2012, e-Newsletter sends will be as follows:

**Meetings Focus East Newslines:** Monday

**Meetings Focus West Newslines:** Tuesday

**Meetings Focus South Newslines:** Wednesday

**Meetings Focus MidAmerica Newslines:** Thursday

Looking for a more broad-based approach and bigger sends? Turn to the *Meetings Focus Hot Topic* e-Newsletter, delivered monthly to 100,000\* planners nationwide. Hot Topics are delivered monthly on Fridays.

Meetings Focus now publishes the *HSMAI MEETings Insight* monthly e-Newsletter, exploring thought provoking industry topics along with key market notables. These editions will reach 100,000\* meeting planners and decision makers AND the HSMAI MEET event attendance (formerly Affordable Meetings).



	Net Send
Meetings Focus West Newslines	55,000*
Meetings Focus East Newslines	37,000*
Meetings Focus South Newslines	38,000*
Meetings Focus Mid-America Newslines	41,000*
National e-Newsletters	100,000*

Promote your property/destination with Leaderboards, Skyscrapers, Rectangles, and 'evertorial' opportunities.

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\*Publisher's own data