

# Meetings Focus® | trends

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## Meetings Focus Trends: Delivering the best industry data!



The February 2012 *MEETINGS FOCUS TRENDS* report is filled with industry trends data, information planners and industry leaders want to know, need to know, and they'll find it with Meetings Focus.

What will drive business in 2012? Are booking windows shorter or longer? Are associations extending or shortening the length of their events? What social media are they using, and how? Who's spending more, less and WHY!

The *MEETINGS FOCUS TRENDS* supplement will be poly-bagged with the unique subscribers of our 4 core publications, and will reach more than 53,000\* planners nationwide. The publication will enjoy February distribution with *MEETINGS FOCUS EAST*, *SOUTH*, and *WEST*, with March/April distribution for *MEETINGS FOCUS MIDAMERICA*. In addition, enjoy bonus distribution at key industry events such as MPI, ASAE, AIBTM, IMEX and more.

*MEETINGS FOCUS TRENDS* offers a twelve month shelf life, in an easy to reference format, along with duplication in the digital version with added content. Enjoy your logo/link in a special post-issue marketing e-Blast.

*Be where your planners are with the Meeting Focus Trends issue!*

### Meetings Focus Trends 4-Color Rates

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2 Page Spread	\$18,720
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Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing

All rates are gross.

\* Publishers Own Data, August 2011

**Contact your sales representative today!**

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