

Audience Details

100% of **Meetings Focus MidAmerica** magazine subscribers tell us they plan/hold meetings, conventions &/or conferences in the Midwest.* We've made and continue to make a considerable investment in our circulation to be able to authenticate this claim with BPA.

In addition, our new Brand Audit not only supports the audience claims of **Meetings Focus MidAmerica**, but delivers authentication to our e-Newsletter and webinar totals.

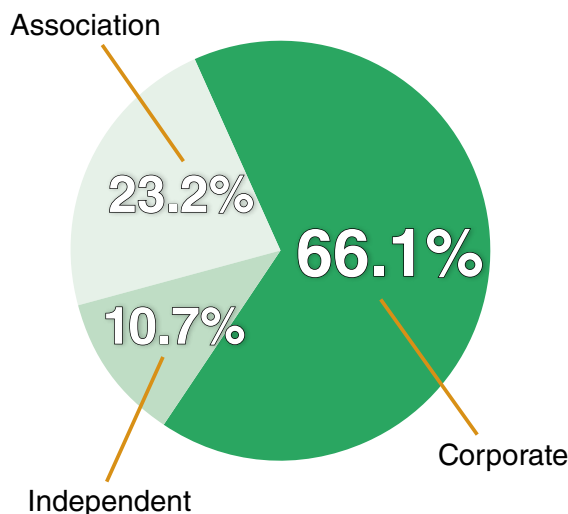
Our national magazine circulation is 20,182* 100% of whom are "direct request" subscribers.* This assures you that each and every subscriber to **Meetings Focus MidAmerica** wants the publication and has asked to receive it.

Each month, our targeted editorial coverage of the MidAmerica states is delivered to the meeting professionals you want and need to reach.

Why is all this important? We know you have many choices when it comes to selecting media for your meetings/conventions initiative. We want to make it easier for you by making and substantiating important claims about our circulation. Planners ask for us, they book your destination, and we have the highest qualified audience of any regionalized publication.

We also know a lot more about our subscribers, who they are, their title and their industry, as well as other booking patterns.

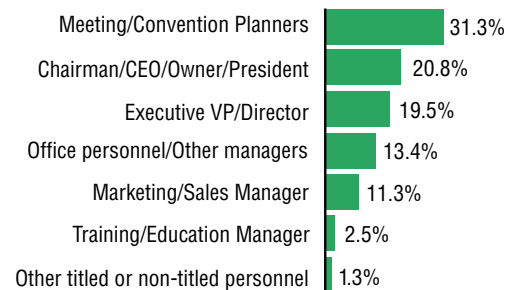
Audience Breakdown*



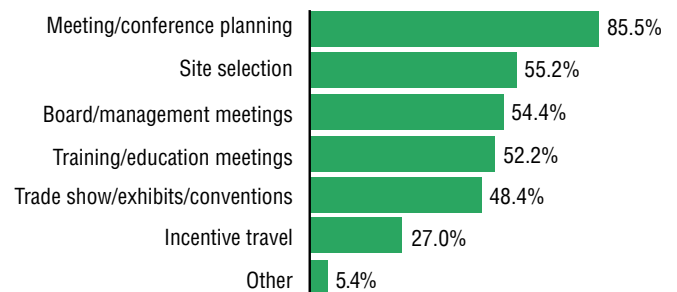
Meetings Focus MidAmerica subscribers use a variety of facilities

TYPES OF FACILITIES USED**			
Downtown Hotels	85.6%	Convention Centers	49.2%
Resorts	67.5%	Golf Resorts	42.2%
Conference Centers	60.3%	Spa Facilities	24.2%
Suburban Hotels	58.2%	Gaming Facilities	24.2%
Airport Hotels	52.8%	Cruise Ships/Boats	20.0%

Breakout of subscriber titles who plan in Midwestern U.S.*



Breakdown of subscribers by job function**



*BPA Worldwide, June 2011; Total Qualified=20,182

** Publishers Own Data, September 2011

Responses total more than 100% as respondents were allowed multiple answers.