

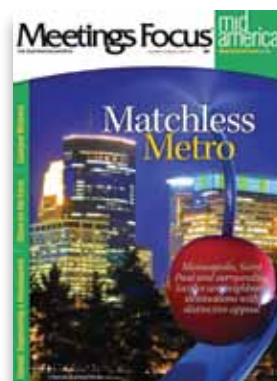
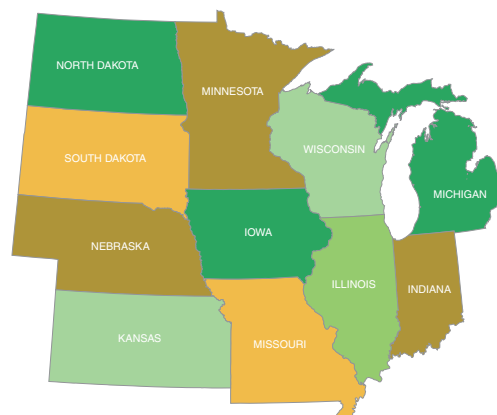
## Why Meetings Focus? MidAmerica?

### We are your Group Business Solution!

Selecting media for your next campaign can be like unraveling a puzzle. What is your target market? Are you seeking to reach a certain type of meeting planner? Are you targeting planners in a specific geographic area? What means the most to you in a publication?

#### **Meetings Focus MidAmerica:**

- > Is the **ONLY** publication for meeting professionals that has authenticated this claim: 100% of our magazine subscribers plan/hold meetings, conventions and/or conferences in the Midwestern U.S.\*, including: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin.
- > Offers a new Brand Reach Audit that authenticates the audience of our print publication, webinars, and e-Newsletters, and shows that the **Meetings Focus MidAmerica** brand reaches 28,330.\*
- > Is 100% direct request.\* This means that each and every magazine subscriber asks for **Meetings Focus MidAmerica** personally. We know they want it, unlike other publications that mail issues to lists with no Direct Request process.
- > Knows type of planner on 100% of its magazine subscribers: We can tell you the type of Planner (corporate, association, independent) and break that down further by industry classification (Manufacturing, Pharmaceutical, Finance, SMERF, and more), the type of meetings they book, attendance and more.\*\*
- > Knows its subscribers; 31.3%, or 6,319\* copies are sent to Meeting Planner titles. Adding in webinar and e-Newsletter totals, this number is now 33.8%, or 9,583\* unique individuals. We offer you one of the highest percentages of Meeting/Convention Planner titles in the market.
- > Is more than a magazine: we bring our content to meeting professionals nationwide with e-newsletters, e-blasts, webinars, hosted buyer programs, meeting planner videos and more. We develop the most efficient and effective ways to reach planners in the format they want.



**We can be your most efficient and cost-effective marketing partner!**

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

\*\* Publishers Own Data, August 2011