

## Circulation

100% of **Meetings MidAmerica** 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.

Our national circulation is 20,051,\* 100% of whom are "direct request" subscribers.\* This assures you that each and every subscriber to **Meetings 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. They 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.

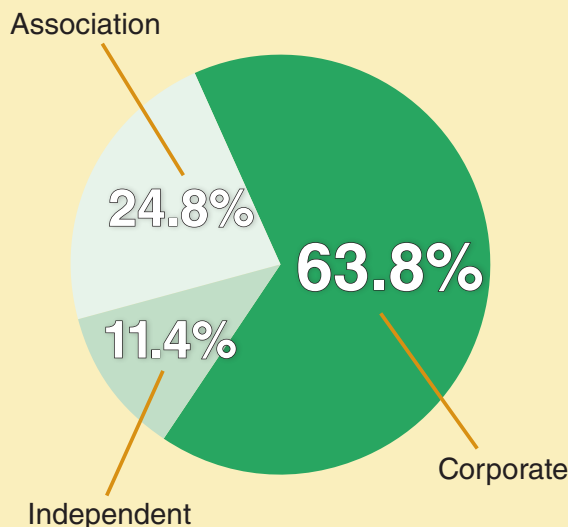
## Meetings MidAmerica subscribers use a variety of facilities

TYPES OF FACILITIES USED**			
Downtown Hotels	86.4%	Convention Centers	48.3%
Resorts	71.1%	Golf Resorts	45.0%
Conference Centers	59.1%	Spa Facilities	25.3%
Suburban Hotels	57.1%	Gaming Facilities	25.2%
Airport Hotels	54.8%	Cruise Ships/Boats	20.9%

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

Meeting/Convention Planners	32.8%
Chairman/CEO/Owner/President	21.3%
Executive VP/Director	18.8%
Office personnel/Other managers	12.9%
Marketing/Sales Manager	10.2%
Training/Education Manager	2.6%
Others allied to the field	1.4%

## Audience Breakdown\*



## Breakdown of subscribers by job function\*\*

Meeting/conference planning	86.7%
Site selection	61.5%
Board/management meetings	56.7%
Training/education meetings	53.3%
Trade show/exhibits/conventions	50.7%
Incentive travel	28.4%
Other	5.3%

\*BPA Worldwide, December 2009

\*\* Publishers Own Data, July/August 2009