

Meetings Focus[®]

MEETINGSFOCUS.COM



4 Magazines = 1 Buy

Meetings Focus National Buy program

Meetings Focus National Buys: We've got you covered!

Meetings Focus delivers publications to more than 53,000* meeting planners nationwide. Use our National products to take your message across all 'buying lines', and enjoy the LARGEST single publication audience available in the marketplace.

- The *Meetings Focus Guide*: your definitive view of North America, national/brand advertisers all enjoy upfront positions, along with bonus advertorial.
- *Meetings Focus Trends* supplement: Annual research on the market, and how planners see the coming year shaping up. The most requested issue of the year, associate yourself with research planners want with your ad in an issue that enjoys visibility all year long.
- Also, choose to run a '4 book buy', and enjoy 103,000* distribution with a single ad running in *MEETINGS FOCUS EAST, MIDAMERICA, SOUTH* and *WEST!*

Our website, meetingsfocus.com, has always offered the opportunity to reach all of our planners, as it combines the content, listings, news, hot deals, and more of all of our coverage areas.

Meetings Focus national e-Newsletters reach more than 92,000* meeting planners and decision-makers. Choose from our monthly *Hot Topic* e-Newsletter, *Meetings in a Minute* video sponsorship e-Blasts, and our National Webinar Sponsorships, which also include e-Newsletter opportunities.

2011 also brought a special opportunity in a partnership with HSMIA, producing their new '*MEETings Insights*' e-Newsletter for planners. This product will include Meetings Focus' 92,000* distribution, along with the attendees from all 3 HSMIA MEET events (formerly Affordable Meetings), approximately 6,000 planners

For more information, contact your sales representative, call 800-358-0388, or e-mail us at sales@meetingsfocus.com



* Publisher's Own Data, August 2011
** BPA Worldwide Meetings West, Meetings South, Meetings East and Meetings MidAmerica, Individual June 2011 Statements