

Meetings Focus® | trends

MEETINGSFOCUS.COM

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

AD SIZE	RATE
Full Page	\$10,400
Jr. Page	\$8,580
1/2 Page (h or v)	\$7,800
1/3 Page (sq or v)	\$5,305
2 Page Spread	\$18,720
1/2 Page Spread	\$13,500
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!

east

Gregg Anderson
319.861.5180
gregg.anderson@meetingsfocus.com

Steve Zarolnick
319.861.5130
steve.zarolnick@meetingsfocus.com

midamerica

Gregg Anderson
319.861.5180
gregg.anderson@meetingsfocus.com

Debbie Richards
319.861.5177
debbie.richards@meetingsfocus.com

south

Bill Freeman
319.861.5175
bill.freeman@meetingsfocus.com

Tom Bibby
319.861.5145
tom.bibby@meetingsfocus.com

Gregg Anderson
319.861.5180
gregg.anderson@meetingsfocus.com

west

Lynne Richardson
415.782.2247
lynne.richardson@meetingsfocus.com

Shawne Hightower
415.782.2248
shawne.hightower@meetingsfocus.com

Jenny McCann
415.782.2249
jennifer.mccann@meetingsfocus.com

Taylor McGurk
319.861.5087
taylor.mcgurk@meetingsfocus.com

Meetings Focus®
east midamerica south west live

615 5th St. S.E.
Cedar Rapids, IA 52401
p. 319.364.6167 f. 319.364.4278
www.meetingsfocus.com

030112