

Audience Details

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

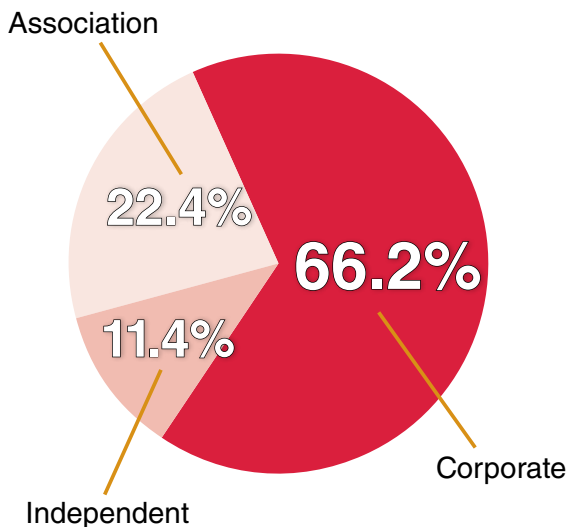
In addition, our new Brand Audit not only supports the audience claims of **Meetings Focus South**, but delivers authentication to our e-Newsletter and webinar totals.

Our national magazine circulation is 25,283,* 100% of whom are "direct request" subscribers.* This assures you that each and every subscriber to **Meetings Focus South** wants the publication and has asked to receive it.

Each month, our targeted editorial coverage of the South, Caribbean and Mexico 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 and 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. And, we know our subscribers, who they are, their title and their industry, as well as booking patterns.

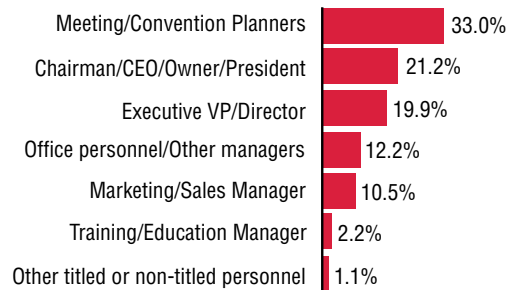
Audience Breakdown*



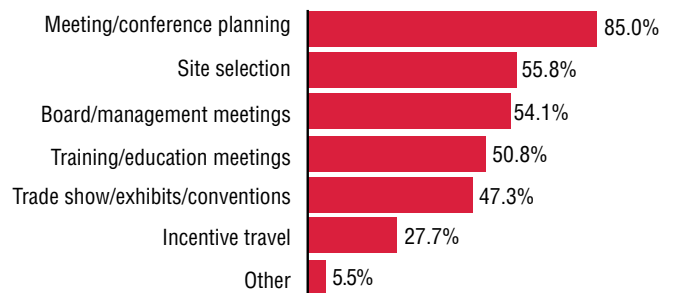
Meetings Focus South subscribers use a variety of facilities**

TYPES OF FACILITIES USED**			
Downtown Hotels	84.6%	Convention Centers	47.5%
Resorts	71.3%	Golf Resorts	43.8%
Conference Centers	58.9%	Spa Facilities	25.5%
Suburban Hotels	53.3%	Gaming Facilities	23.6%
Airport Hotels	50.0%	Cruise Ships/Boats	20.6%

Breakout of subscriber titles who plan in the Southern U.S., Caribbean/Islands and/or Mexico*



Breakdown of subscribers by job function**



*BPA Worldwide, June 2011; Total Qualified=25,283

** Publishers Own Data, September 2011

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