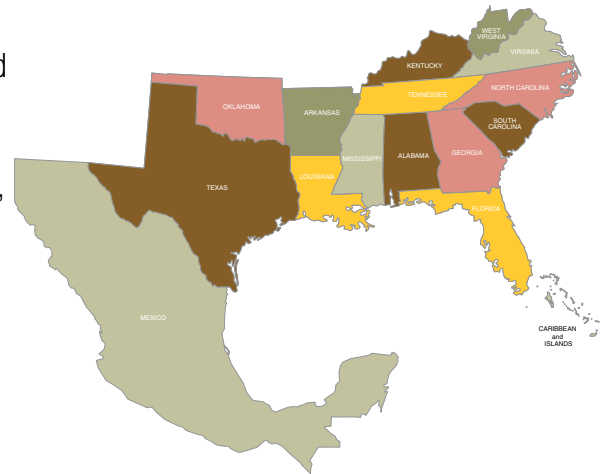


## Why Meetings Focus South?

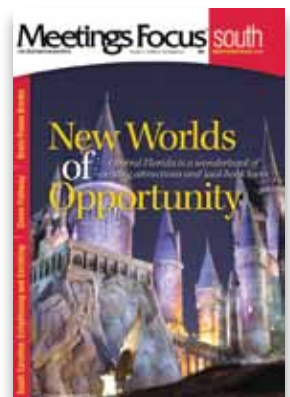
### We are your Group Business Solution!

#### **Meetings Focus South:**

- > 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 Southern U.S.,\* Caribbean/ Islands, and/or Mexico, including: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.
- > Offers a new Brand Reach Audit\* that authenticates the audience of our print publication, webinars, and e-Newsletters.
- > Is 100% direct request.\* Each and every subscriber asks for **Meetings Focus South** magazine personally.
- > Knows type of planner on 100% of its magazine subscribers: We can tell you the type of Planner (corporate, association, independent) the industry classification (Manufacturing, Pharmaceutical, Finance, SMERF and more), the type of meetings they book, attendance at meetings and more.\*\*
- > Knows its subscribers; 33.0%, or 8,335\* copies are delivered to Meeting Planner titles. Adding in webinar and e-Newsletter totals, this number is now 35.1%, or 11,189\* unique individuals. We offer you one of the highest percentages of Meeting 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 can be your most efficient and cost-effective marketing partner!**



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

\*\* Publishers Own Data, August 2011