

Circulation

100% of **Meetings South** 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.

Our national circulation is 25,073,* 100% of whom are "direct request" subscribers.* This assures you that each and every subscriber to **Meetings 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. They 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.

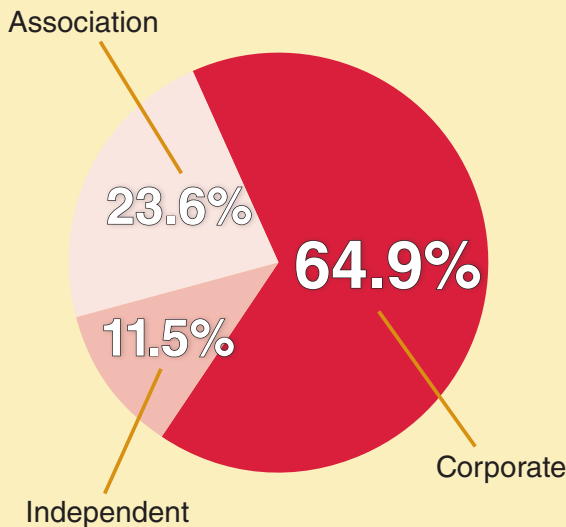
Meetings South subscribers use a variety of facilities**

TYPES OF FACILITIES USED**			
Downtown Hotels	84.7%	Convention Centers	46.7%
Resorts	73.7%	Golf Resorts	46.6%
Conference Centers	58.0%	Spa Facilities	26.5%
Suburban Hotels	53.4%	Gaming Facilities	24.7%
Airport Hotels	52.7%	Cruise Ships/Boats	22.1%

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

Meeting/Convention Planners	32.9%
Chairman/CEO/Owner/President	22.3%
Executive VP/Director	18.9%
Office personnel/Other managers	12.3%
Marketing/Sales Manager	10.0%
Training/Education Manager	2.3%
Others allied to the field	1.3%

Audience Breakdown*



Breakdown of subscribers by job function**

Meeting/conference planning	87%
Site selection	61.8%
Board/management meetings	56.3%
Training/education meetings	52.2%
Trade show/exhibits/conventions	50.0%
Incentive travel	29.4%
Other	5.6%

*BPA Worldwide, December 2009

** Publishers Own Data, August 2009