

Audience Details

100% of **Meetings Focus West** magazine subscribers tell us they plan/hold meetings, conventions &/or conferences in the Western U.S., Western Canada &/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 West**, but delivers authentication to our e-Newsletter and webinar totals.

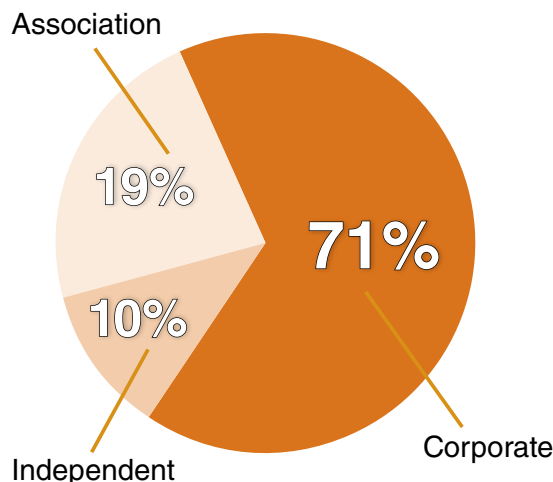
Our national magazine circulation is 35,079*, 100% of whom are "direct request" subscribers.* This assures you that each and every subscriber to **Meetings Focus West** wants the publication and has asked to receive it.

Each month, our targeted editorial coverage of the 13 Western states, Western Canada 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/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 where planners specifically authenticate their booking preference.

We also know a lot more about our subscribers: who they are, their title and their industry, as well as other booking patterns.

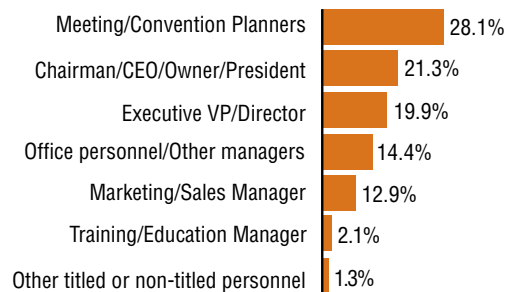
Audience Breakdown*



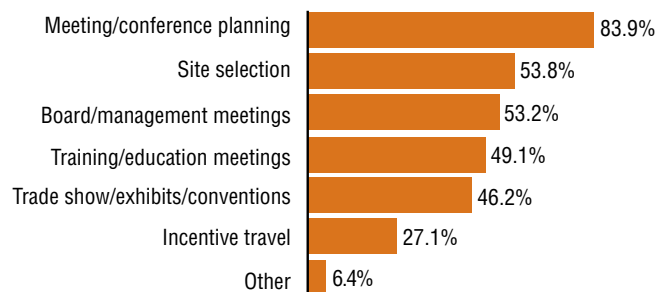
Meetings Focus West subscribers use a variety of facilities**

TYPES OF FACILITIES USED**			
Downtown Hotels	82.6%	Convention Centers	46.0%
Resorts	69.7%	Golf Resorts	42.4%
Conference Centers	56.5%	Spa Facilities	24.9%
Suburban Hotels	51.9%	Gaming Facilities	23.6%
Airport Hotels	48.6%	Cruise Ships/Boats	19.8%

Breakout of subscriber titles who plan in the Western U.S., Western Canada & Mexico*



Breakdown of subscribers by job function**



*BPA Worldwide, June 2011

** Publishers Own Data, September 2011

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