

Meetings Focus[®]



The 2012 edition of Meetings Focus California!

California is the #1 destination for meetings among our subscribers**!

And, did you know that **Meetings Focus West** has more circulation actually located in California and the West than:

	Western states:	California only:
Meetings Focus West	16,916 (48%) [†]	8,629 [†]
Meetings & Conventions	10,814 (22%) [†]	5,135 [†]
Successful Meetings	8,808 (18%) [†]	4,507 [†]
Smart Meetings	10,541 (26%) [†]	5,619 [†]

Meetings Focus California, through its distribution with **Meetings Focus West**, will help you reach an exclusive and highly targeted audience of meeting planners and professionals.

Meetings Focus California:

- > Is distributed with **Meetings Focus West**. 35,079[†] qualified planners
- > Offers bonus distribution at national and regional industry trade events**
- > Offers a 12-month shelf life in an easy-to-use, easy-to-store standard format
- > Is a comprehensive state resource with stories, listings, contact information, creative features and sidebars; it is a must-have for planners who book California
- > Offers a bonus expanded listing in print and online
- > Online listings include photos, logo, links and more

** Publishers own data, August 2011

[†]BPA Worldwide, June 2011 (*Meetings Focus West Magazine* TQ=35,079; *Meetings & Conventions* TQ=50,000, *Successful Meetings* TQ=50,060, *Smart Meetings* TQ=40,000)

4-Color Rates

AD SIZE	Rate
Full Page	\$8,390
1/2 Page	\$6,580
1/3 Page	\$5,155
Back Cover	\$9,790
Cover 2 or 3	\$9,390
Covers, Gatefolds, Spreads, Special Units	Contact your sales representative for availability and pricing

Meetings Focus California is polybagged with the October issue of **Meetings Focus West**.

Space Closes: August 24, 2012

Materials Due: September 7, 2012

Listings Close: August 31, 2012

Meetings Focus[®]

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www.meetingsfocus.com

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Key circulation to your target market:

Meetings Focus California will enjoy **Meetings Focus West's** national distribution, of which 71% are corporate, 19% are associations and 10% are professional/independent meeting or convention planning firms.*

- > Number of meetings: while 70.3% of **Meetings Focus West** subscribers book from 1-15 meetings/year; the 'average' **Meetings Focus West** subscriber books 22 meetings/year.**
- > 28.1% of **Meetings Focus West** subscribers are titled either meeting or convention planner.*
- > Team Building, Golf and Local Tours are the 3 top recreational programs used by **Meetings Focus West** subscribers.**
- > 45.2% of **Meetings Focus West** subscribers share their copy with at least one other person.**
- > 74.4% of **Meetings Focus West** subscribers have taken action as a result of seeing an ad in the publication; 58% of them have gone to the advertiser's website.**



Special packages are available with Meetings Focus Live! West. Ask your sales representative for details.

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* BPA Worldwide, June 2011, Total Qualified = 35,079
** Reader Profile Survey, August 2011