

Why Meetings Focus West?

We are your Group Business Solution!

Selecting media for your next campaign can be like unraveling a puzzle. What is your target market? Are you seeking to reach a certain type of meeting planner? Are you targeting planners in a specific geographic area? What means the most to you in a publication?

Meetings Focus West:

- > 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 Western U.S., Western Canada and Mexico,* including: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Western Canada and Mexico.
- > Offers a new Brand Reach Audit that authenticates the audience of our print publication, webinars, and e-Newsletters, providing a total brand reach of 39,401.*
- > Is 100% direct request.* Each and every magazine subscriber asks for **Meetings Focus West** 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.**
- > Knows its subscribers; 28.1%, or 9,848* copies are delivered to Meeting/Convention Planner titles. Adding in webinar and e-Newsletter totals, this number jumps to 30.4%, or 11,978* 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 develop the most efficient and effective ways to reach planners in the format they want.



We can be your most efficient and cost-effective marketing partner!

* BPA Worldwide, June 2011; Total Qualified=35,079

** Publishers Own Data, August 2011