

Circulation

100% of **Meetings West** 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.

Our national circulation is 35,064,* 100% of whom are "direct request" subscribers.* This assures you that each and every subscriber to **Meetings 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. They 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.

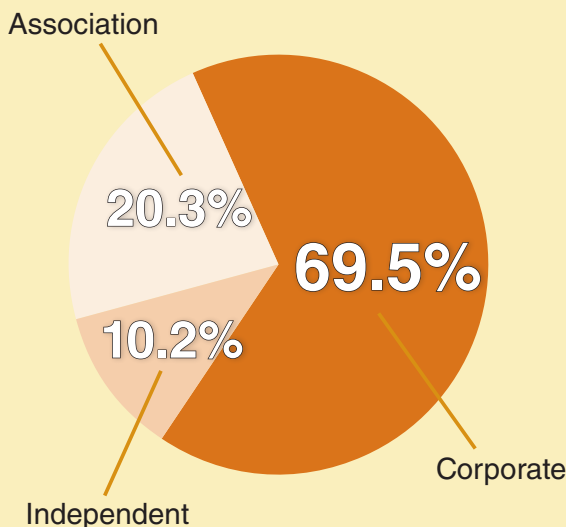
Meetings West subscribers use a variety of facilities**

TYPES OF FACILITIES USED**			
Downtown Hotels	83.5%	Convention Centers	45.2%
Resorts	72.6%	Golf Resorts	45.3%
Conference Centers	56.0%	Spa Facilities	26.4%
Suburban Hotels	52.1%	Gaming Facilities	24.6%
Airport Hotels	51.7%	Cruise Ships/Boats	21.1%

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

Meeting/Convention Planners	28.0%
Chairman/CEO/Owner/President	22.0%
Executive VP/Director	19.4%
Office personnel/Other managers	13.9%
Marketing/Sales Manager	13.2%
Training/Education Manager	2.1%
Others allied to the field	1.4%

Audience Breakdown*



Breakdown of subscribers by job function**

Meeting/conference planning	86.2%
Site selection	59.9%
Board/management meetings	55.2%
Training/education meetings	51.0%
Trade show/exhibits/conventions	48.8%
Incentive travel	28.7%
Other	6.0%

*BPA Worldwide, December 2009

** Publishers Own Data, August 2009

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