

east | midamerica | south | west | focus

Meetings | east

THE DESTINATION EXPERTS

Comprehensive coverage of destinations exclusively designed for a national audience of professionals who plan meetings, conventions and incentive programs in the Eastern U.S. and Eastern Canada.



Connecticut

Massachusetts

Ohio

Washington, D.C.

Delaware

New Hampshire

Pennsylvania

Eastern Canada

Maine

New Jersey

Rhode Island

Maryland

New York

Vermont

Publication Overview

Meetings | east

The strongest integrated marketing option to influence meeting professionals.



Targeted and qualified subscribers

Meetings East's BPA-audited circulation is highly targeted, and offers you a nationwide audience of 22,046*. They have all asked for the publication: 100% are "personal direct request" subscribers. This way you know they want *Meetings East*, and they want to read our targeted editorial coverage of 12 Eastern states, the District of Columbia and Eastern Canada.

Efficient investment of advertising dollars

Because *Meetings East* is so targeted, the publication provides the highest level of efficiency and the best return on your advertising investment by directly reaching planners who hold meetings in the East** and eliminating those professionals who don't

have the ability, or the interest, to book your destination. Our audience reach is 22,046*. Can other publications offer you this type of targeted buy?

Editorial coverage *It's all about destinations, including yours*

Meetings East delivers in-depth news, topical features and thorough destination coverage of the Eastern meetings market. *Meetings East* covers hotel, resort, convention and conference facilities; interesting event venues; renovation updates; industry news; and topical articles of general interest to meeting professionals. Your advertising reaches professionals while they are reading about Eastern locations for their meetings.

Editors understand the marketplace

With more than 100 years of collective experience covering the travel trade industry, *Meetings East's* staff of editors understands the specific needs of today's meeting professionals. Articles are written by authoritative, informed and experienced industry professionals, who provide reliable and current information that meeting planners can depend on to do their job efficiently.

Meetings East's editorial content focuses on Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Washington, D.C., and Eastern Canada.

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* BPA Worldwide, June 2008 Statement

** Publisher's Own Data



Professional profile

Meetings East subscribers come from a wide variety of industries and businesses—from manufacturing to medical/pharmaceutical, communications to finance, and education to healthcare. We know who belongs to what, and their title. This enables us to help you target your customers even more efficiently. Interested in planners from the pharmaceutical market with a meeting planner title? Looking for planners who are based in New Jersey because of new air service into your market? Overall, *Meetings East* can target your true customer, with print, online and face-to-face opportunities. We know our subscribers, and they want to know about you.

- *Meetings East* subscribers have been involved in the industry an average of 12 years***
- 33% of *Meetings East* subscribers hold executive positions within their organization***

Meeting planning responsibilities and activities***

Meetings East subscribers have significant responsibilities for the meetings they plan:

- 25% develop incentive programs
- 82% are responsible for selecting and/or recommending destinations
- 90% are responsible for selecting and/or recommending hotels/venues
- 58% develop the program, content and services
- *Meetings East* subscribers plan an average of 24 meetings per year, with an average of 701 attendees; 34% of the meetings have 1,000 or more attendees
- The average annual meetings budget for *Meetings East* subscribers is \$1.6 million
- The average duration of their meetings is 2.7 days
- 46% of *Meetings East* subscribers say they plan meetings outside the U.S.

Involvement with *Meetings East****

- Subscribers typically spend 28 minutes with an issue of *Meetings East*
- 44% pass along their issue of *Meetings East* to at least one other person
- 95% say the quality of *Meetings East* is the same or better than the other industry publications they receive
- 95% rate *Meetings East* as excellent/good for its industry coverage
- 96% rate *Meetings East* as excellent/good for its destination coverage
- 96% say *Meetings East* is useful in their job
- 68% have taken an action as a result of reading an advertisement in *Meetings East*. Of these:
 - 72% have visited an advertiser's website
 - 24% have called an advertiser
 - 26% have e-mailed an advertiser
 - 23% have recommended an advertiser

TYPES OF ACTIVITIES***

golf	59%	sporting events	33%
spa activities	46%	casinos/gambling	28%
attractions/theme parks	43%	cooking programs	11%
team building	42%	festivals	10%
spousal programs	39%	skiing	7%

TYPES OF FACILITIES USED**

downtown hotels	84.9%	convention centers	43.5%
resorts	68.9%	golf resorts	43%
conference centers	55.9%	spa facilities	27.3%
suburban hotels	51.3%	gaming facilities	22.1%
airport hotels	48.9%	cruise ships/boats	20.3%

* BPA Worldwide, June 2008 Statement

** Publisher's Own Data

*** Reader Profile Survey, 2007

Circulation

Reach an audience of 22,046.*
 These subscribers are responsible for booking meetings in the East.**

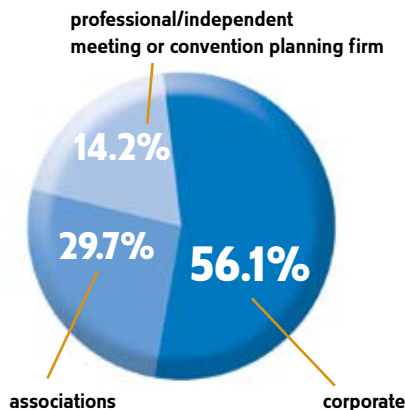
National qualified subscribers**

Our award-winning circulation department provides advertisers with a 100% qualified, national audience, including those in Fortune 1000 companies. In addition, *Meetings East* subscribers belong to the industry associations you target: MPI, SITE, PCMA, SGMP and more. These subscribers are responsible for selecting destinations and meeting facilities in the East; planning or supervising all aspects of meetings; training/education; incentive travel; coordination of trade shows, exhibits and conventions; and planning board/management meetings.

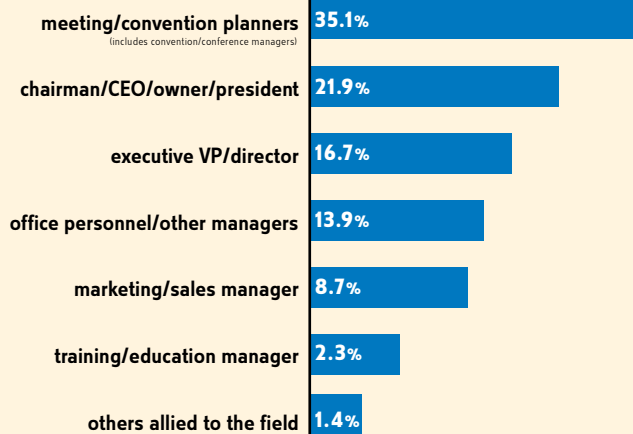
Strictly qualified subscribers**

Meetings East qualifies each subscription request by job title, type of business and where they plan/hold meetings. Our subscribers are also polled on their job functions, types of facilities used, number of off-site meetings planned annually and attendance at off-site meetings.

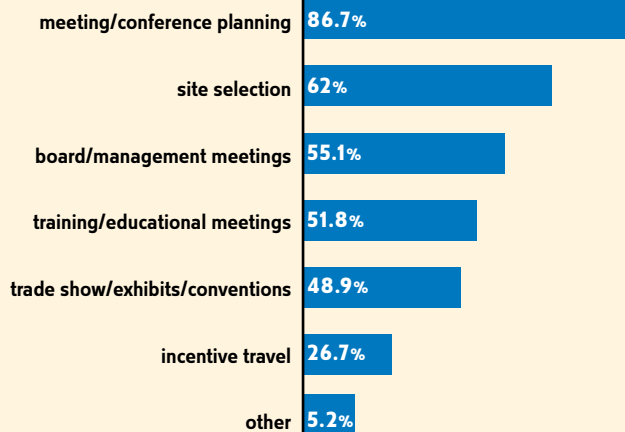
Subscribers' business*



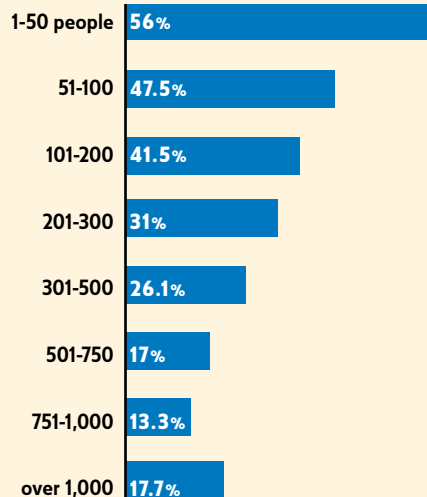
SUBSCRIBER TITLES*



JOB FUNCTIONS OF SUBSCRIBERS**



SIZE OF SUBSCRIBERS' MEETINGS**



* BPA Worldwide, June 2008 Statement
 ** Publisher's Own Data