

# Meetings | south

THE DESTINATION EXPERTS

Comprehensive coverage of destinations exclusively designed for a national audience of professionals who plan meetings, conventions and incentive programs in the Southern U.S., the Caribbean Islands and Bermuda, and Mexico's Yucatan Peninsula.



Alabama

Georgia

Mississippi

South Carolina

Virginia

Arkansas

Kentucky

North Carolina

Tennessee

West Virginia

Florida

Louisiana

Oklahoma

Texas

Mexico's Yucatan Peninsula

Caribbean Islands & Bermuda

# Publication Overview

## Meetings | south

The strongest integrated marketing option to influence meeting professionals.



### Targeted and qualified subscribers

*Meetings South's* BPA-audited circulation is highly targeted, and offers you a nationwide audience of 25,027\*. They have all asked for the publication: 100% are "personal direct request" subscribers. This way you know they want *Meetings South*, and they want to read our targeted editorial coverage of 14 Southern states, the Caribbean Islands and Bermuda, and Mexico's Yucatan Peninsula.

### Efficient investment of advertising dollars

Because *Meetings South* 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 South\*\*

and eliminating those professionals who don't have the ability, or the interest, to book your destination. Our audience reach is 25,027\*. Can other publications offer you this type of targeted buy?

### Editorial coverage

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

*Meetings South* delivers in-depth news, topical features and thorough destination coverage of the Southern meetings market. *Meetings South* 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 Southern locations for their meetings.

### Editors understand the marketplace

With more than 100 years of collective experience covering the travel trade industry, *Meetings South'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 South's* editorial content focuses on Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia, the Caribbean Islands and Bermuda, and Mexico's Yucatan Peninsula.

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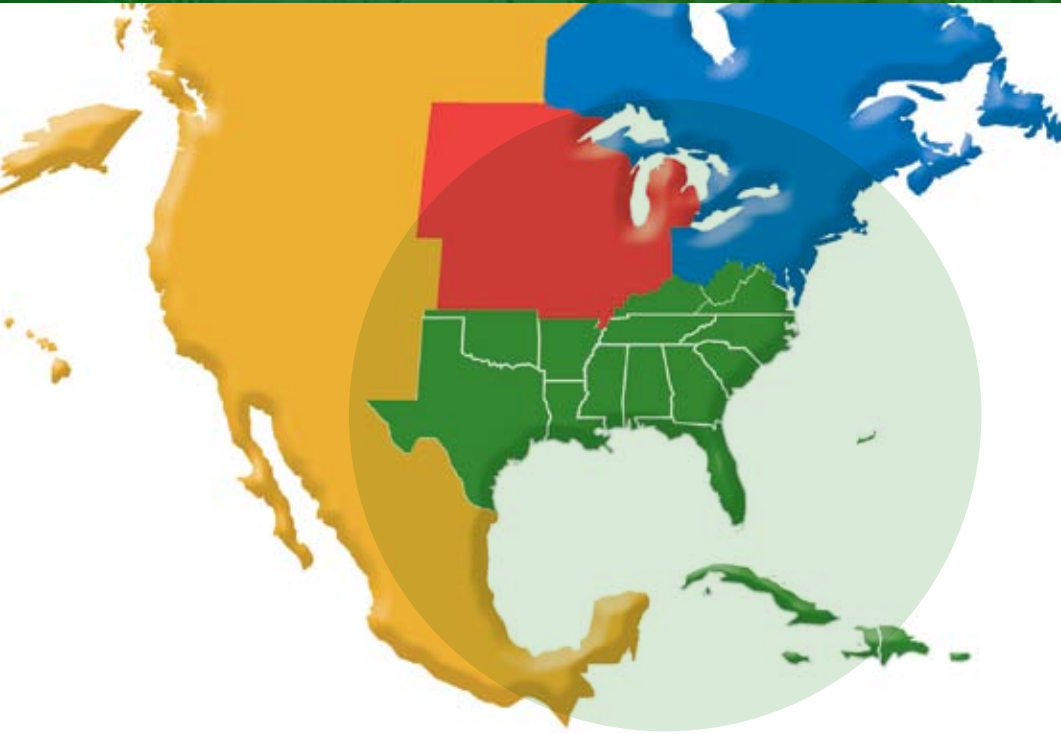
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\* BPA Worldwide, June 2008 Statement

\*\* Publisher's Own Data



## Professional profile

*Meetings South* 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 Georgia because of new air service into your market? Overall, *Meetings South* 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 South* subscribers have been involved in the industry an average of 12 years\*\*\*
- 32% of *Meetings South* subscribers hold executive positions within their organization\*\*\*

## Meeting planning responsibilities and activities\*\*\*

*Meetings South* subscribers have significant responsibilities for the meetings they plan:

- 25% develop incentive programs
- 83% are responsible for selecting and/or recommending destinations
- 88% are responsible for selecting and/or recommending hotels/venues
- 57% develop the program, content and services
- *Meetings South* subscribers plan an average of 23 meetings per year, with an average of 675 attendees; 30% of the meetings have 1,000 or more attendees
- The average annual meetings budget for *Meetings South* subscribers is \$1.6 million
- The average duration of their meetings is 2.6 days
- 43% of *Meetings South* subscribers say they plan meetings outside the U.S.

\* BPA Worldwide, June 2008 Statement

\*\* Publisher's Own Data

\*\*\* Reader Profile Survey, 2007

## Involvement with *Meetings South*\*\*\*

- Subscribers typically spend 28 minutes with an issue of *Meetings South*
- 43% pass along their issue of *Meetings South* to at least one other person
- 96% say the quality of *Meetings South* is the same or better than the other industry publications they receive
- 94% rate *Meetings South* as excellent/good for its industry coverage
- 96% rate *Meetings South* as excellent/good for its destination coverage
- 96% say *Meetings South* is useful in their job
- 69% have taken an action as a result of reading an advertisement in *Meetings South*. Of these:
  - 75% have visited an advertiser's website
  - 24% have e-mailed an advertiser
  - 24% have recommended an advertiser

### TYPES OF ACTIVITIES\*\*\*

golf	61%	sporting events	32%
spa activities	45%	casinos/gambling	26%
attractions/theme parks	45%	cooking programs	13%
team building	43%	festivals	11%
spousal programs	40%	skiing	7%

### TYPES OF FACILITIES USED\*\*

downtown hotels	83.5%	convention centers	43.8%
resorts	70.6%	golf resorts	43%
conference centers	54.8%	spa facilities	26.2%
airport hotels	49.3%	gaming facilities	21.6%
suburban hotels	49.1%	cruise ships/boats	20.4%

# Circulation

Reach an audience of 25,027.\*  
 These subscribers are responsible for booking meetings in the South.\*\*

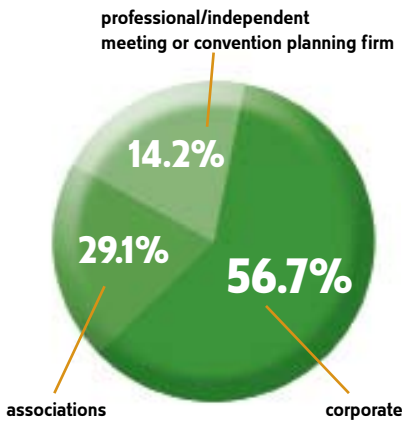
## National qualified subscribers\*\*

Our award-winning circulation department provides advertisers with a 100% qualified, national audience, including those in Fortune 1000 companies. In addition, *Meetings South* subscribers belong to the industry associations you target: MPI, SITE, PCMA, SGMP and more. These subscribers are responsible for selecting destinations and meeting facilities; 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 South* 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\*

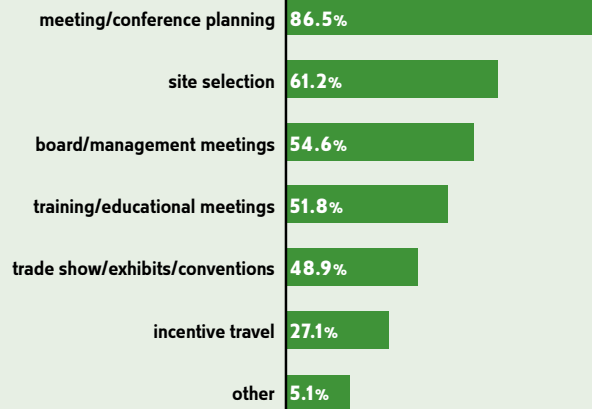


\* BPA Worldwide, June 2008 Statement  
 \*\* Publisher's Own Data

## SUBSCRIBER TITLES\*



## JOB FUNCTIONS OF SUBSCRIBERS\*\*



## SIZE OF SUBSCRIBERS' MEETINGS\*\*

