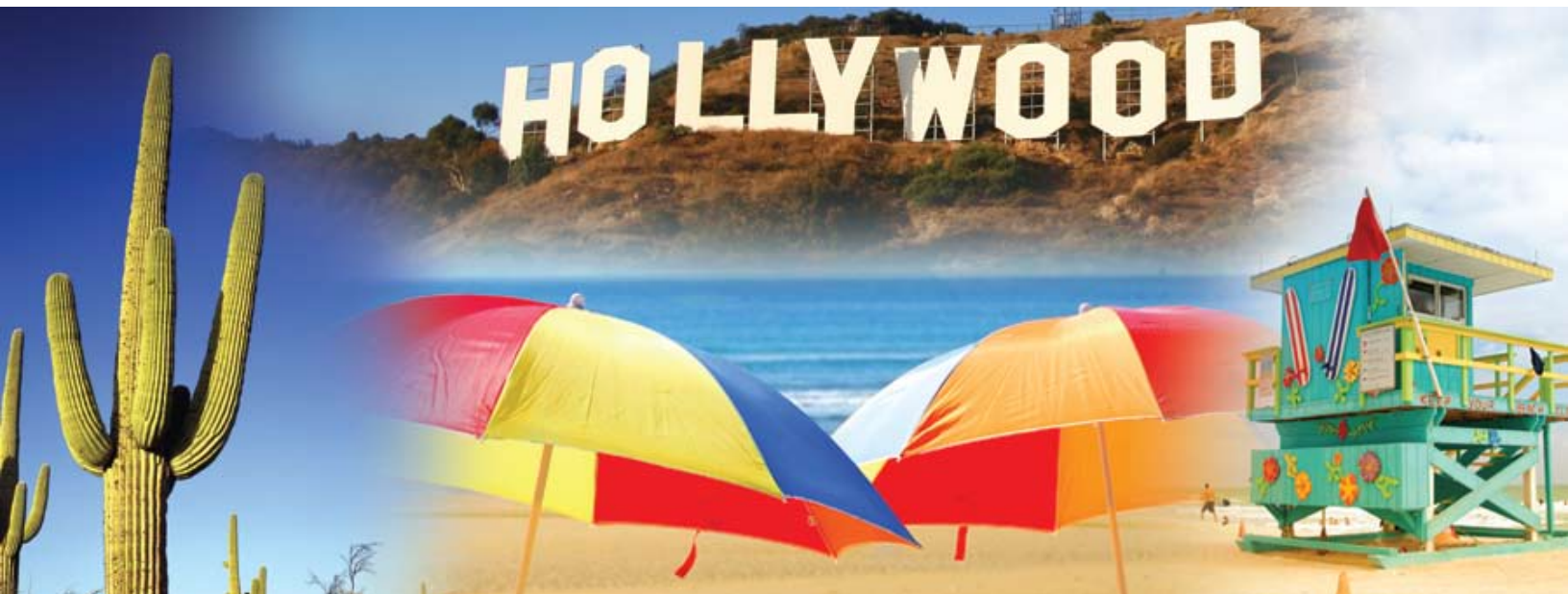


east | midamerica | south | west | focus

Meetings | west

THE DESTINATION EXPERTS

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



Alaska

Hawaii

New Mexico

Wyoming

Arizona

Idaho

Oregon

Western Canada

California

Montana

Utah

Mexico

Colorado

Nevada

Washington

Publication Overview

Meetings | west

The strongest integrated marketing option to influence meeting professionals.



Targeted and qualified subscribers

Meetings West's BPA-audited circulation is highly targeted, and offers you a nationwide audience of 31,010*. They have all asked for the publication: 100% are "personal direct request" subscribers. This way you know they want *Meetings West*, and they want to read our targeted editorial coverage of 13 Western states, Western Canada and Mexico.

Efficient investment of advertising dollars

Because *Meetings West* 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 West** and eliminating those professionals

who don't have the ability, or the interest, to book your destination. Our audience reach is 31,010*. Can other publications offer you this type of targeted buy?

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

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

Editors understand the marketplace

With more than 100 years of collective experience covering the travel trade industry, *Meetings West'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 West's editorial content focuses on Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Western Canada and Mexico.

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* BPA Worldwide, June 2008 Statement

** Publisher's Own Data



Professional profile

Meetings West subscribers come from a wide variety of industries and businesses—from manufacturing to medical/pharmaceutical, communications to finance, and education to healthcare. 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 California because of new air service into your market? Overall, *Meetings West* 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 West* subscribers have been involved in the industry an average of 12 years***
- 32% of *Meetings West* subscribers hold executive positions within their organization***

Meeting planning responsibilities and activities***

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

- 91% are responsible for selecting and/or recommending hotels/venues
- 84% are responsible for selecting and/or recommending destinations
- 57% develop the program, content and services
- 25% develop incentive programs
- The average annual meetings budget for *Meetings West* subscribers is \$1.5 million
- 44% of *Meetings West* subscribers say they plan meetings outside of the U.S.; Canada, Europe, Mexico and the Caribbean are the most frequent locations for their international meetings
- *Meetings West* subscribers plan an average of 23 meetings per year, with an average of 750 attendees; 34% of the meetings have 1,000 or more attendees
- The average duration of their meetings is 2.6 days

Involvement with *Meetings West****

- Subscribers typically spend 29 minutes with an issue of *Meetings West*
- 43% pass along their issue of *Meetings West* to at least one other person
- 96% say the quality of *Meetings West* is the same or better than the other industry publications they receive
- 96% rate *Meetings West* as excellent/good for its industry coverage
- 96% rate *Meetings West* as excellent/good for its destination coverage
- 96% say *Meetings West* is useful in their job
- 73% have taken an action as a result of reading an advertisement in *Meetings West*. Of these:
 - 69% have visited an advertiser's website
 - 24% have e-mailed an advertiser
 - 20% have called an advertiser
 - 21% have recommended an advertiser to others
 - 23% have selected a site
- 62% of *Meetings West* subscribers have used one of the *Meetings Media* guides in the last 12 months

TYPES OF ACTIVITIES***			
golf	62%	sporting events	39%
spa activities	45%	casinos/gambling	26%
attractions/theme parks	45%	cooking programs	14%
team building	41%	festivals	10%
spousal programs	39%	skiing	7%

TYPES OF FACILITIES USED**			
downtown hotels	82%	convention centers	43.4%
resorts	70.1%	golf resorts	42.5%
conference centers	53.2%	spa facilities	24.9%
suburban hotels	49.4%	gaming facilities	22.6%
airport hotels	48.5%	cruise ships/boats	20.1%

* BPA Worldwide, June 2008 Statement
 ** Publisher's Own Data
 *** Reader Profile Survey, 2007

Circulation

Reach an audience of 31,010.*
 These subscribers are responsible for booking meetings in the West.**

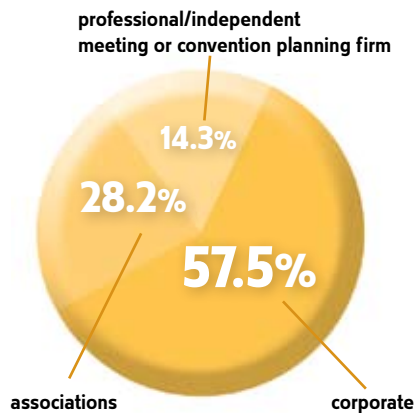
National qualified subscribers**

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

Strictly qualified subscribers**

Meetings West qualifies each subscription request by job title, type of business and where they plan/hold meetings. Our subscribers are 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**

