



**HQ / West Sales**  
550 Montgomery Street, Suite 750  
San Francisco, California 94111  
p. 800.358.0388 f. 415.788.1358

**South / East Sales**  
2700 S. Quincy Street, Suite 310  
Arlington, Virginia 22206  
p. 800.610.6180 f. 703.824.1750

FOR IMMEDIATE RELEASE

### **Meetings Media Launches *Meetings MidAmerica***

SAN FRANCISCO, March 15, 2004— Meetings Media, publishers of three award-winning regionally focused meetings industry trade magazines, as well as online presence Meetings Focus.com, launched *Meetings MidAmerica*, targeting the Midwestern U.S. meetings market.

The new magazine will be Meetings Media's fourth meetings industry trade magazine, joining sister publications *Meetings West*, *Meetings South* and *Meetings East*.

"The addition of *Meetings MidAmerica* represents the completion of our efforts to bring vital industry information to meeting planners who plan meetings, events, conferences, conventions, and trade shows in each distinct region of North America," said Gregg Anderson, vice president/group publisher of Meetings Media. "Each of our magazines targets planners who hold meetings in a specific region of the continent, and we strive to bring them only the most current, regionally specific destination news and information, as well as career advice and articles dealing with topical issues of interest to the industry. This unique approach, in a highly competitive meetings trade magazine segment, has consistently propelled each brand's growth year after year since we first launched the concept in 1989."

*Meetings MidAmerica* will be published four times in its inaugural year, with issues scheduled for March, May, August, and November. The magazine is distributed to a qualified subscription base of meeting and event planners who hold meetings in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin, and will be accompanied by a monthly e-newsletter that delivers destination information, breaking news, topical feature stories, and information about hot deals in the region.

*Meetings MidAmerica* is supported by the company's planner-targeted website, Meetings Focus.com ([www.MeetingsFocus.com](http://www.MeetingsFocus.com)), which provides an online database of more than 10,000 meeting venues as well as an industry calendar of events, dining and attractions information in major cities, and content from each of its magazines. Meetings Media's corporate website can be found at [www.MeetingsMedia.com](http://www.MeetingsMedia.com).

Meetings Media's publications, as well as Meetings Focus.com, were recently nominated for five prestigious Western Publications Association Maggie Awards. *Meetings West* magazine was a Silver Winner for Outstanding Editorial Work at Folio magazine's Editorial Excellence Awards 2003 ceremony in New York, and has also won Maggie Awards for Best Tabloid Trade magazine and Most Improved Publication/Trade (circulation under 50,000). Meetings Media publications have also been recognized with Awards of Excellence from the American Society of Business Publication Editors.

A list of previous awards won by Meetings Media can be found at [www.meetingsmedia.com/aboutus.asp](http://www.meetingsmedia.com/aboutus.asp).

Meetings Media is a subsidiary of Cedar Rapids, Iowa-based Stamats Communications, Inc.

###

#### **CONTACT**

Gregg Anderson, Vice President/Group Publisher  
[gregg.anderson@meetingsmedia.com](mailto:gregg.anderson@meetingsmedia.com)  
(415) 788-2005