

→ **successful
meetings**

**THE SINGLE LARGEST
AUDIENCE OF QUALIFIED BUYERS**

Successful Meetings Circulation Analysis*

Total Corporate	57,156
Corporate Administration	30,864
Sales/Marketing	14,211
Training & Development.....	1,227
Professional/Independent Meeting or Convention Planner Personnel	9,038
Other Titled Personnel	1,816
Association	12,019
Travel Agency Personnel	1,481
Government Agency Personnel	1,394
Total Circulation	72,050

Who's Reading Successful Meetings

72,050 powerful buyers responsible for†

Meetings	90.1%
Training & Development Meetings	51.9%
Incentive Travel Programs	31.4%
Exhibits	52.1%
Conventions	44.8%
Board Meetings	47.2%

→ **MeetingNews**

**THE ONLY NATIONAL NEWSPAPER
FOR THE MEETINGS INDUSTRY**

MeetingNews Circulation Analysis*

Total Corporate	39,450
Manufacturing	10,287
Service/Institution/Utility/Transportation	7,353
Medical/Healthcare	2,651
Wholesale/Retail	5,350
Finance/Banking/Real Estate/Insurance	3,673
Technology & Communications	3,548
Government.....	1,589
Professional/Independent Meeting or Convention Planner	4,999
Association	10,599
Travel Agency Personnel	3,064
Others Allied to the Field	6,987
Total Circulation	60,100

Who's Reading MeetingNews

60,100 subscribers responsible for†

Meeting Planning/Site Selection	88.2%
Conventions Planning/Coordination	58.2%
Training/Education Meetings	39.4%
Incentive Travel Programs	33.4%
Trade Show & Exhibit Planning	54.5%
Board Meetings	42.7%

* BPA, June 2004

† Hallmark Data Systems, May 2004