

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2012  
(Including Supplementary Data)**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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**About BPA Worldwide**

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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# ASSOCIATION MEETINGS



Penton Media  
249 West 17 Street  
New York, NY 10011-5300  
Tel. No.: (212) 204-4202  
[www.meetingsnet.com](http://www.meetingsnet.com)

Official Publication of: None  
Established: 1989  
Issues per Year: 6

**FIELD SERVED**

ASSOCIATION MEETINGS serves professional associations/society, union, foundation, trade associations/society, association management companies, government, civic groups, social, hobby, sports, fraternal, ethnic, veteran groups, educational, research, religious organizations, independent meeting planners, travel agencies and other organizations allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Association Chairman, CEO, COO, CIO, President, Owner, Executive Director, Executive Vice President, Vice President, Director, Director of Communications, Human Resource Director, Association Meeting/ Convention/ Conference Planner, Meeting/ Administrative Assistant, Program/ Special Events Director, Association Exhibit Director/ Manager, Trade Show Director/ Manager, Association Director/ Manager/ Professor of Education or Training and Association Management Company Executives. Also included are other Association Executives and Independent Meeting Planner, Meeting Consultant and Others related to the field that are responsible for meetings.

**PURPOSE**

This circulation statement contains multiple analyses of respondents who indicate the following types of services/ facilities they use for their off-site meetings: resorts, downtown hotels, suburban hotels, conference centers, airport hotels, convention centers & auditoriums, all-suites, cruise ships, gaming properties/ facilities, convention & visitors bureaus, and other services/ facilities.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	24
Advertiser and Agency _____	367
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	153
Digital _____	-
All Other _____	291
<b>TOTAL</b>	<b>835</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,988	100.0	18,988	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,988</b>	<b>100.0</b>	<b>18,988</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	15,177	3,823	19,000
March/April _____	15,176	3,832	19,008
May/June _____	15,183	3,772	18,955

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012**

This issue is 0.3% or 49 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE					
					Association Chairman, CEO, COO, CIO, President, Owner, Executive Director, Director, Executive Vice President, Vice President, Director of Communications, Human Resource Director (A)	Association Meeting/ Convention/ Conference Planner, Meeting/ Administrative Assistant, Program/ Special Events Director (B)	Association Exhibit Director/ Manager, Trade Show Director/ Manager (C)	Association Director/ Manager of Education or Training, Professor (D)	Association Management Company Executives (E)	Other Association Executive (F)
Trade Association/ Society _____	4,555	24.0	3,664	891	3,067	1,128	170	106	80	4
Professional Association/ Society, Union, Foundation _____	6,698	35.3	5,348	1,350	4,388	1,795	224	164	122	5
Association Management Company _____	1,006	5.3	800	206	682	249	25	20	30	-
Trade Show Manager or Organizer _____	278	1.5	225	53	183	61	27	2	5	-
Travel Agency _____	2,244	11.8	1,810	434	1,439	590	49	32	129	5
Education, Research _____	2,123	11.2	1,704	419	1,385	563	61	73	39	2
Fraternal, Ethnic, Veterans _____	179	1.0	151	28	123	38	6	6	6	-
Government, Civic Group _____	874	4.6	696	178	531	250	38	28	26	1
Social, Hobby, Sports _____	597	3.2	472	125	402	144	26	8	16	1
Religious _____	377	2.0	296	81	234	128	7	4	4	-
Other _____	24	0.1	17	7	10	6	-	-	-	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,955</b>	<b>100.0</b>	<b>15,183</b>	<b>3,772</b>	<b>12,444</b>	<b>4,952</b>	<b>633</b>	<b>443</b>	<b>457</b>	<b>26</b>
<b>PERCENT</b>	<b>100.0</b>		<b>80.1</b>	<b>19.9</b>	<b>65.7</b>	<b>26.1</b>	<b>3.4</b>	<b>2.3</b>	<b>2.4</b>	<b>0.1</b>

**SUPPLEMENTARY DATA FOR ISSUE OF MAY/JUNE 2012**

This is an analysis of 18,452 or 97.3% respondents who indicated what types of Services/Facilities they use for their off-site meetings. (See question #6 on the questionnaire used to elicit these data on the back of this report.) Since any one respondent may have checked more than one response, the totals for each of these services/facilities should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL QUALIFIED RESPONDENTS	Downtown Hotel	Resort	Airport Hotel	Suburban Hotel	Conference Center	Convention Center or Auditorium	All-Suite	Cruise Ship	Gaming Property/Facility	Convention & Visitors' Bureau	Restaurant - (Non Hotel)	Other
Trade Association/ Society _____	4,555	24.0	4,545	2,765	1,564	1,909	1,884	2,216	1,639	1,254	488	879	1,361	830	130
Professional Association/ Society, Union, Foundation _____	6,698	35.3	6,665	4,121	1,737	2,604	2,670	3,438	2,515	1,787	670	1,140	1,993	1,235	313
Association Management Company _____	1,006	5.3	1,006	640	391	471	443	551	434	360	158	245	387	236	29
Trade Show Manager or Organizer _____	278	1.5	267	155	108	105	93	162	143	78	36	61	110	43	13
Travel Agency _____	2,244	11.8	1,814	1,329	1,081	919	997	1,156	984	851	624	707	845	571	572
Education, Research _____	2,123	11.2	2,115	1,179	486	735	751	1,025	705	482	171	285	482	354	190
Fraternal, Ethnic, Veterans _____	179	1.0	178	107	54	61	65	83	66	40	27	37	61	37	13
Government, Civic Group _____	874	4.6	870	477	161	326	344	432	291	214	57	122	243	160	49
Social, Hobby, Sports _____	597	3.2	595	310	156	197	228	262	193	155	65	83	162	109	40
Religious _____	377	2.0	375	194	79	144	142	177	135	89	35	36	112	57	2
Other _____	24	0.1	22	10	20	5	7	9	9	5	2	3	7	5	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,955</b>	<b>100.0</b>	<b>18,452</b>	<b>11,287</b>	<b>5,837</b>	<b>7,476</b>	<b>7,624</b>	<b>9,511</b>	<b>7,114</b>	<b>5,315</b>	<b>2,333</b>	<b>3,598</b>	<b>5,763</b>	<b>3,637</b>	<b>1,353</b>
<b>PERCENT</b>	<b>100.0</b>		<b>97.3</b>	<b>59.5</b>	<b>30.8</b>	<b>39.4</b>	<b>40.2</b>	<b>50.2</b>	<b>37.5</b>	<b>28.0</b>	<b>12.3</b>	<b>19.0</b>	<b>30.4</b>	<b>19.2</b>	<b>7.1</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	13,956	3,770	-	14,133	3,593	17,726	93.5
II. Request from recipient's company: _____	10	17	-	1	26	27	0.1
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	1,202	-	-	1,049	153	1,202	6.4
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,168</b>	<b>3,787</b>	<b>-</b>	<b>15,183</b>	<b>3,772</b>	<b>18,955</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>80.1</b>	<b>19.9</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	15,183	3,772	18,955	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,183</b>	<b>3,772</b>	<b>18,955</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2012									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	50	6	56		Kentucky _____	172	40	212	
New Hampshire _____	62	14	76		Tennessee _____	247	65	312	
Vermont _____	36	11	47		Alabama _____	161	35	196	
Massachusetts _____	368	80	448		Mississippi _____	108	26	134	
Rhode Island _____	46	9	55		<b>EAST SO. CENTRAL</b>	<b>688</b>	<b>166</b>	<b>854</b>	<b>4.5</b>
Connecticut _____	167	35	202		Arkansas _____	89	21	110	
<b>NEW ENGLAND</b>	<b>729</b>	<b>155</b>	<b>884</b>	<b>4.7</b>	Louisiana _____	136	25	161	
New York _____	952	231	1,183		Oklahoma _____	148	43	191	
New Jersey _____	409	86	495		Texas _____	811	222	1,033	
Pennsylvania _____	609	151	760		<b>WEST SO. CENTRAL</b>	<b>1,184</b>	<b>311</b>	<b>1,495</b>	<b>7.9</b>
<b>MIDDLE ATLANTIC</b>	<b>1,970</b>	<b>468</b>	<b>2,438</b>	<b>12.9</b>	Montana _____	55	11	66	
Ohio _____	470	119	589		Idaho _____	41	13	54	
Indiana _____	259	68	327		Wyoming _____	33	4	37	
Illinois _____	1,230	290	1,520		Colorado _____	296	89	385	
Michigan _____	346	94	440		New Mexico _____	54	13	67	
Wisconsin _____	339	101	440		Arizona _____	187	54	241	
<b>EAST NO. CENTRAL</b>	<b>2,644</b>	<b>672</b>	<b>3,316</b>	<b>17.5</b>	Utah _____	69	23	92	
Minnesota _____	369	80	449		Nevada _____	88	17	105	
Iowa _____	184	49	233		<b>MOUNTAIN</b>	<b>823</b>	<b>224</b>	<b>1,047</b>	<b>5.5</b>
Missouri _____	348	87	435		Alaska _____	24	1	25	
North Dakota _____	62	15	77		Washington _____	211	58	269	
South Dakota _____	38	14	52		Oregon _____	146	48	194	
Nebraska _____	118	31	149		California _____	1,101	192	1,293	
Kansas _____	175	49	224		Hawaii _____	31	13	44	
<b>WEST NO. CENTRAL</b>	<b>1,294</b>	<b>325</b>	<b>1,619</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>1,513</b>	<b>312</b>	<b>1,825</b>	<b>9.6</b>
Delaware _____	35	9	44		<b>UNITED STATES</b>	<b>15,164</b>	<b>3,760</b>	<b>18,924</b>	<b>99.8</b>
Maryland _____	575	148	723		U.S. Territories _____	6	1	7	
Washington, DC _____	967	273	1,240		Canada _____	13	5	18	
Virginia _____	984	274	1,258		Mexico _____	-	-	-	
West Virginia _____	73	10	83		Other International _____	-	6	6	
North Carolina _____	378	85	463		APO/FPO _____	-	-	-	
South Carolina _____	146	42	188		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,183</b>	<b>3,772</b>	<b>18,955</b>	<b>100.0</b>
Georgia _____	446	121	567						
Florida _____	715	165	880						
<b>SOUTH ATLANTIC</b>	<b>4,319</b>	<b>1,127</b>	<b>5,446</b>	<b>28.7</b>					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011	January - June 2012*
Total Audit Average Qualified	19,343	18,837	18,896	19,153	19,039	18,988
Qualified Non-Paid Total	19,343	18,837	18,896	19,153	19,034	18,988
Print Version Only	16,837	15,520	15,389	15,522	15,370	15,179
Digital Version Only	2,506	3,317	3,507	3,631	3,664	3,809
Qualified Paid Total	-	-	-	-	5	-
Print Version Only	-	-	-	-	2	-
Digital Version Only	-	-	-	-	3	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January - June 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

**STATEMENT OF CONTENT PLATFORM**

Editorial Replica - If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

**PARAGRAPH 3b:**

Communication from recipient or recipient's company (other than request) includes 2 sources of circulation for quantities of 448 or 2.4% to 754 copies or 4.0%.

**QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**

**Complimentary subscription offer**

Please print with a black pen.

Print Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Prov. \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone ( \_\_\_\_\_ ) \_\_\_\_\_  
 FAX\* ( \_\_\_\_\_ ) \_\_\_\_\_  
 E-Mail \* \_\_\_\_\_ @ \_\_\_\_\_



\*Your fax number is used to communicate to you. By providing your fax number, you are giving your written consent to receive subscription & other related information from Association Meetings that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us any time in the future. \*For a full statement of our Subscriber Privacy Policy, visit our website at gpo.com. Allow 4 to 6 weeks for processing. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,179	100.0	15,179	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,179</b>	<b>100.0</b>	<b>15,179</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,809	100.0	3,809	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,809</b>	<b>100.0</b>	<b>3,809</b>	<b>100.0</b>	-	-

**1 Do you wish to receive/continue to receive a complimentary subscription to Association Meetings?**  YES  No  
 Signature required \_\_\_\_\_  
 Date \_\_\_\_\_

**2 How would you like to receive your copy of Association Meetings?** (If you want to receive the digital version of the magazine, we must have your e-mail address.)  
 Digital  
 Print

**3 Are you involved in the selection, authorization, approval, planning and/or review of off-site association meetings?**  
 Yes  
 No  
 (If NO, please route this form to the appropriate person in your organization)

**4 What types of programs are you responsible for?** (Check all that apply.)  
 Annual Conventions  
 Trade Shows/Exhibitions  
 Board Meetings  
 Training/Educational Meetings  
 Regional/Chapter Meetings  
 Virtual Meetings  
 Other (Please List) \_\_\_\_\_

**5 What best describes your organization?** (Check only ONE)  
 Trade Association  
 Professional Association/Society, Union, Foundation  
 Association Management Company  
 Third-Party Meeting Management Company or Travel Agency  
 Trade Show Management Company  
 Educational or Research Institution  
 Fraternal, Ethnic, Veterans  
 Government, Military, Civic Group  
 Social, Hobby, Sports Groups  
 Religious Groups  
 Other (please specify) \_\_\_\_\_

**6 What is your title classification?** (Check only ONE)  
 CEO, COO, President, Owner, Executive Director, Director, Executive Vice President, Vice President  
 Association Meeting/Convention/Conference Planner, Meeting Administrative Assistant, Program/Special Events Manager  
 Association Exhibition Director/Manager, Trade Show Director/Manager  
 Association Director/Manager of Education or Training  
 Association Management Company Executives  
 Other (please specify) \_\_\_\_\_

**7 What types of SERVICES/FACILITIES do you use for your meetings?** (Check all that apply.)  
 Resort  
 All-suite  
 Downtown Hotel  
 Cruise Ship  
 Suburban Hotel  
 Conference Center  
 Airport Hotel  
 Gaming Property/Facility  
 Convention Center or Auditorium  
 Convention & Visitors Bureau  
 Restaurant (Non-Hotel Affiliated)  
 Other \_\_\_\_\_

**8 Check ALL destinations inside the USA where you have held or plan to hold meetings or incentive travel programs.**  
 New England (ME, NH, VT, MA, RI, CT)  
 Middle Atlantic (NY, NJ, PA)  
 South Atlantic (DE, MD, DC, VA, WV)  
 South East Atlantic (NC, SC, GA, FL)  
 East North Central (OH, IN, IL, MI, WI)  
 West North Central (MN, IA, MO, ND, SD, NE, KS)  
 East South Central (KY, TN, AL, MS)  
 West South Central (AR, LA, OK, TX)  
 Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)  
 Pacific (WA, OR, CA)  
 Alaska  
 Hawaii  
 Not applicable

**9 Do you plan meetings outside the United States?** (By checking yes, you will receive Beyond Borders, the annual supplement about planning international meetings.)  
 Yes (if yes must check at least one destination below)  
 No (if no go to next question)  
**Check ALL destinations outside the USA where you have held or plan to hold meetings or incentive travel programs.**  
 Caribbean  
 Europe  
 Mexico  
 Canada  
 Asia/Pacific  
 Bermuda  
 Africa/Near East  
 Central/South America  
 None outside the USA

**10 Approximate the attendance at your meetings?** (Check all that apply.)  
 Less than 100  
 101-500  
 501-1,000  
 1,001-2,500  
 2,501-5,000  
 5,001-10,000  
 10,001-20,000  
 20,001-50,000  
 50,001 or more  
 N/A

**11 What is the gross square footage of your largest annual exhibition?** (Check only ONE)  
 Greater than 500,000  
 250,001-500,000  
 100,001-250,000  
 50,001-100,000  
 25,000-50,000  
 Less than 25,000  
 N/A

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and testify that all data set forth in this statement are true.

Melissa Fromento, Group Publisher  
 Erica Namtalov, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 10, 2012  
 State New York  
 County New York  
 Received by BPA Worldwide August 10, 2012  
 Type PSD  
 ID Number A175Y0J2