

MEDICAL

Audience & Market

Medical Meetings engages an audience of devoted medical meeting professionals with essential, industry-specific information and trends relevant to their unique convention, conference, and symposium needs. *Medical Meetings'* ongoing, detailed coverage of regulatory and educational issues draws an audience at a level that no one else can match.

- *Medical Meetings* has 8,000 qualified subscribers who have responsibility for planning meetings, incentives, conventions, and continuing education for the medical industry
- *MM* has a 15,930 reach per issue with pass along
- As a benefit to members, *MM* reaches all 1,798 associates of the Alliance for Continuing Medical Education Association



“Current, concise and relevant. *Medical Meetings* has always been a resource that we as a professional industry can rely on for valuable information. It is a wonderful vehicle for conversational topics that matter to healthcare educators.”

—Audrie Tornow, CCMEP, CME Director
Paradigm Medical Communications, LLC

“I have been a regular *Medical Meetings* reader and fan for a long, long time, back when “digital” was a term only used in medical circles. Over the years, *Medical Meetings* has distinguished itself from its competition by addressing strategic issues that a medical meeting/events manager needs to understand to earn a place at the table. It does not ignore tactical needs, but it also helps raise readers’ levels of understanding of what is really important for them to maintain their professional growth.”

—Rod Abraham, Managing Director
The Rod Abraham Group LLC

“*Medical Meetings* magazine is a great opportunity to stay on top of the trends of our industry. While other publications and organizations give information, advice, and suggestions that apply to meetings in general, *Medical Meetings* specifically targets the hottest topics we who plan pharmaceutical company meetings face every day. The publication is a great resource and I look forward to every issue.”

—James Vachon, CMM, Associate Director of Events,
Meetings and Conventions,
Millennium: The TAKEDA Oncology Company

QUICK FACTS

- \$2.1m** the average annual budget our readers allocated for meeting and trade show activities
- 15** the average number of meetings planned by our readers per year
- 62%** of our readers plan 5 or more meetings per year
- 46%** of our readers plan 10 or more meetings per year
- 384** our readers’ average number of attendees per meeting
- 1922** the average attendance at readers’ annual conventions
- 43%** visited an advertiser Web site after seeing an advertisement in *Medical Meetings*