

# Audience & Market

## ASSOCIATION

*Association Meetings* focuses exclusively on association meetings and conventions. *Association Meetings* provides an objective analysis of trends and issues affecting national and international associations meetings and expositions.

- *Association Meetings* has 17,000 qualified subscribers who have responsibility for planning meetings and conventions for the association market
- *AM* has a 37,485 reach per issue with pass along
- All *AM* subscribers are 100% BPA-qualified as having responsibility for planning meetings and conventions for the association market.
- *AM* reaches national, international, regional, and large state associations that meet outside of their state. *Association Meetings* reaches 12,259 different associations.



## Association Meetings Editorial Achievements

**2010 WINNER** • National award (design, feature article) for *Association Meetings* “Have You Heard” feature, October 2009

**2010 WINNER** • Northeast regional award (design, cover) for *Association Meetings* Tales from the Dark Side, June 2009

## QUICK FACTS

**\$1m** the average annual budget our readers allocated for meeting and trade show activities

**13.5** the average number of meetings planned by our readers per year

**67%** of our readers plan 5 or more meetings per year

**41%** of our readers plan 10 or more meetings per year

**332** our readers' average number of attendees per meeting

**1,422** the average attendance at the readers' annual conventions

**45%** have visited an advertiser's Web site as a result of seeing an advertisement in *Association Meetings*

“I’m happy to report that I received an email from a meeting planner of a large association considering Korea for 2015 – she saw our ad in the August issue of *Association Meetings*.”

— Sung K. Kim, MICE Manager  
Korea Tourism Organization, New York Office

“As an association meeting planner (my whole 22-plus-year career), I find *Association Meetings* to be very useful because of its targeted approach. Unlike other publications, every *Association Meetings* article has direct application to me and the events I am responsible for. In some issues I find myself dogearing nearly every page to re-read, share, keep on file, and look up online.”

— Joyce Paschall, CAE, CMP Director of Education and Meeting Services, American College of Occupational and Environmental Medicine

“I really appreciate *Association Meetings* because it keeps me up-to-date on issues that are facing associations. I need the information to help me help my clients. Thank you for a great job!”

— Molly Rasor, CMP, CMMM, Principal,  
Meetings Plus More! LLC