

Religious Conference Manager, the official publication of the Religious Conference Management Association (RCMA), provides comprehensive in-depth editorial on the special issues that are important to the planners of religious conferences and meetings. Readers rely on *Religious Conference Manager* for clear, how-to information and trends that address their unique meeting concerns.

- RCM has 2,612 qualified subscribers who are members of the Religious Conference Management Association
- RCM has a 5,007 reach per issue with pass along



Religious Conference Manager magazine is the “official and premier magazine of the religious meetings industry in North America,” says Harry Schmidt, executive director of the Religious Conference Management Association. The newly redesigned bi-monthly magazine delivers all the news of the association, and is an integral part of the equation that drives RCMA’s new logo and mission: RCMA, Where Faith Meets. “RCMA is the proven faith-based association for meeting planners and suppliers, nurturing a community that inspires exceptional meetings,” Schmidt adds. RCMA’s members are 100% qualified religious event professionals who directly request their subscriptions when they receive their subscription as a member of RCMA. The publication also offers case studies, how-to information, and opinions geared to the specific needs of the religious conference planning community.

QUICK FACTS

- \$367k** the average annual budget our readers allocated for meeting and trade show activities
- 14** the average number of meetings planned by our readers per year
- 53%** of our readers plan 5 or more meetings per year
- 511** our readers’ average number of attendees per meeting
- 1330** the attendance at the readers’ annual conventions
- 44%** visited an advertiser Web site after seeing an advertisement in *Religious Conference Manager*
- 3.5** days average duration of meetings for conventions
- 5.3m** attendees at RCMA members meetings last year

RCMA Facts

- RCMA represents over 800 diverse religious organizations.
- RCMA members are responsible for planning 7,200 conventions, meetings, assemblies, and retreats, which annually attract more than 5.4 million participants.
- Founded in 1972, RCMA is dedicated to enhancing the professionalism of its members and improving the experience of religious meeting attendees throughout the world.
- In addition to our bi-monthly magazine, RCMA Highlights will be published on three consecutive days at the RCMA’s Annual EMERGE Conference. In addition to daily distribution at the Annual Conference, all three dailies will be digitally mailed to all members of RCMA.