

# MEETINGS TODAY AUDIENCE

MEETINGS TODAY 2017

**100% DIRECT REQUEST\***

- **55,015\*** publication recipients
- **85,000+** unique newsletter recipients
- **Hundreds** of live event attendees
- **Over 400,000\*\*** visits per year

**Type of Planners:**

Corporate: **39,387\***  
 Association: **10,862\***  
 Independent: **4,766\***

**Meetings Today subscribers share!**

**7%** share an issue with 3 or more individuals.  
**31.4%** share an issue with 1-2 individuals.

**27.9%** Meetings Today users' budgets continue to rise!

subscribers report increases in budgets over 2015

Budgets of **\$300K-\$499K** **12.6%**

Budgets of **\$500K-\$999K** **12.2%**

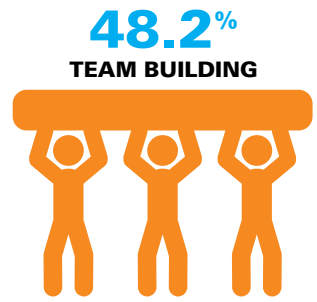
Budgets of **\$1M-\$4.9M** **21%**

Budgets of **\$5M+** **6.4%**

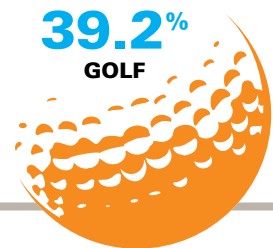
Typical single meeting budgets run the gamut: 29.1% spend \$50k or more per meeting, 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings from 2014 to 2015.

**Activities**

Planners continue to add to their meetings with great activities.

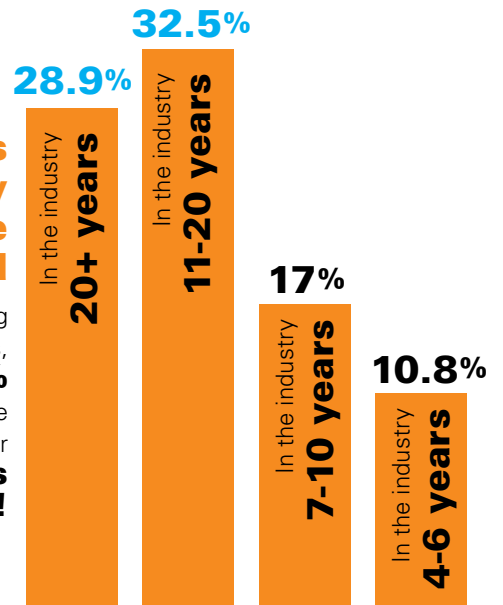


CSR.....	<b>28.3%</b>
SPORTING EVENTS .....	<b>26.1%</b>
SPA .....	<b>25.7%</b>
SPOUSAL PROGRAMS .....	<b>23.1%</b>
SHOPPING .....	<b>22.9%</b>
ATTRACTIONS/THEME PARKS ....	<b>21.3%</b>



**Meetings Today users are experienced**

We are always qualifying new planners, with **10.8%** of our users in the industry for **3 years or less!**



<b>WHAT PLANNERS DO AFTER SEEING YOUR AD</b>	<b>VISITED WEBSITE</b>	<b>44.6%</b>
	<b>VISITED MEETINGSTODAY.COM</b>	<b>25.3%</b>
	<b>PASSED AD ALONG</b>	<b>22.3%</b>
	<b>FILED FOR FUTURE</b>	<b>21.3%</b>
	<b>EMAILED AN ADVERTISER</b>	<b>10.4%</b>
	<b>SELECTED A SITE</b>	<b>9.2%</b>
	<b>CALLED AN ADVERTISER</b>	<b>6.4%</b>
<b>BOOKED A MEETING</b>	<b>4.4%</b>	

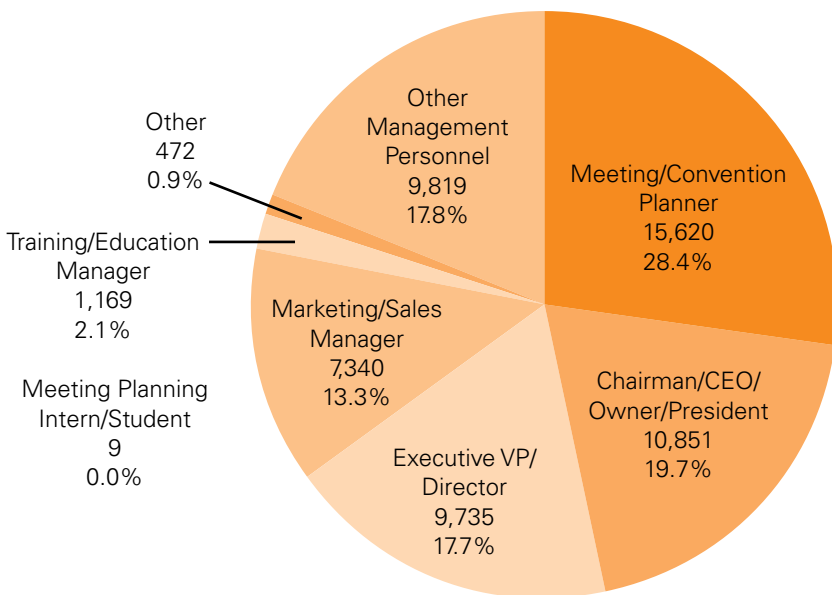
\* BPA Worldwide Brand Report, June 2016  
 \*\* Google Analytics – 2016 Average MPV  
 Unless otherwise indicated, all data on this page is publisher's own data

# QUALITY OR QUANTITY? WE'RE BOTH

MEETINGS TODAY 2017

Meetings Today has the largest circulation of any publication... reaching more than 55,000 meeting planners every month!

Meetings Today has the most subscribers with the title of convention and/or meeting planner.



# of Off-Site Meetings Planned Annually

# OF MEETINGS	#	%
Less than 6	21,673	39.4%
6-15	14,804	26.9%
16-30	6,139	11.2%
31-50	3,776	6.9%
51-100	3,227	5.9%
More than 100	4,160	7.6%
None of the above	1,291	2.3%

Meetings Today continues to be the leader

in providing quality education with more than 24,000 webinar registrants per year and numerous video broadcasts from top industry events.

Meetings Today users have over \$75 Billion in buying power!

All information on page is BPA Brand Report, June 2016 unless otherwise marked.

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