

# Meetings Today Audience Quality

# 109,000+

## Unique Audience\*

- > 64,759 publication planner recipients
- > Total Readership = 145,688 (pass-along)
- > Thousands of live event and webinar attendees

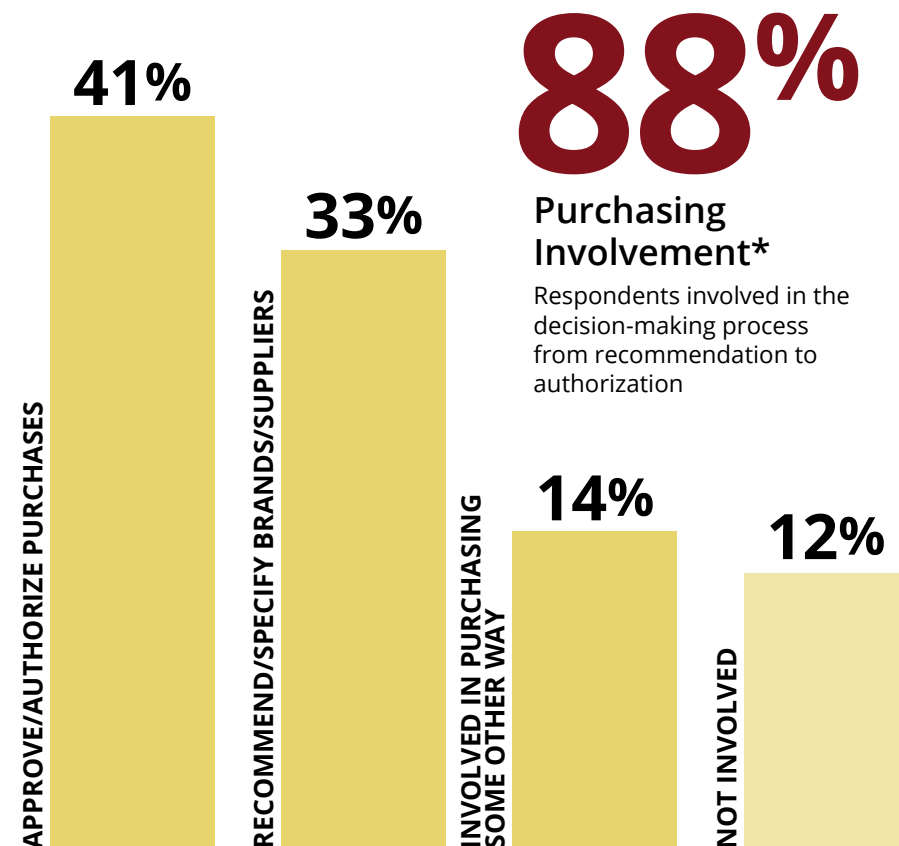


**Print Audience:**  
Corporate: 53,548  
Association: 9,676  
Other: 1,535

# 86%

## Purchasing Action\*

Respondents report taking one or more purchasing actions during the past year as a result of ads and/or editorials appearing in Meetings Today



## Influence

After seeing an ad in Meetings Today, **90%** of respondents reported one or more of the following:\*

# 74%

ASSOCIATED ADS WITH RESPECTIVE BRANDS

# 75%

HAVE IMPROVED OPINION

# 89%

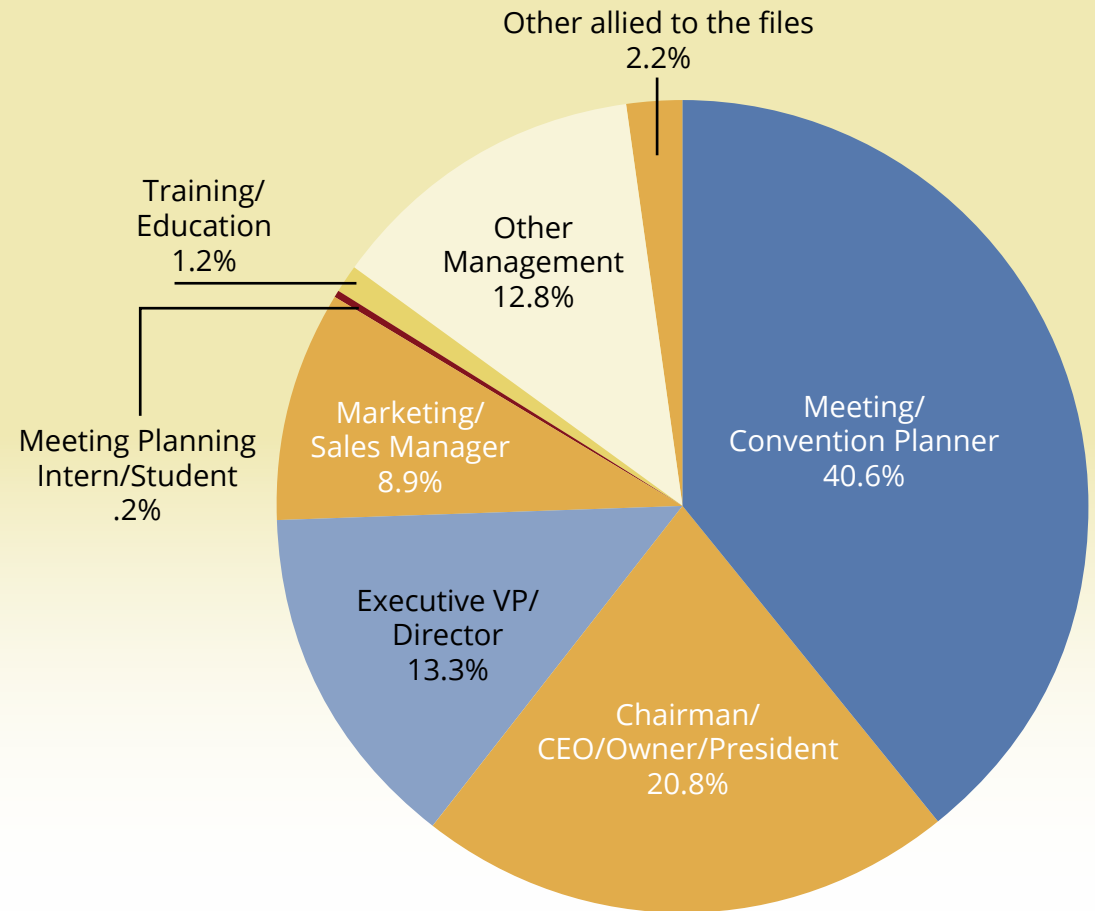
LIKED ONE OR MORE ADS

# 75%

BECAME NEWLY AWARE OF A PRODUCT/SERVICE

Meetings Today has the largest circulation of any publication... **reaching an audience of 64,759\* planners every month!**

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



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