

Trade- Meetings

TRADE CO-OPS- Meetings

BLACK MEETINGS & TOURISM

Contact: Regina Buggs 318.255.4501
regina@bmtmag.com

Circulation: 28,000

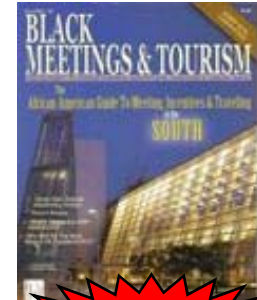
Distribution: National

Demographics: Incentive planners, group travel leaders, association executives for African American community

Issues:

February/March 2009

March/April 2010



CONVENTIONSOUTH

Contact: Lisa White 251.968.5300
lwhite@coveypubs.com

Circulation: 18,250

Distribution: National (49% South Atlantic)

Demographics: Meeting planners actively doing business in the 14 southern states (includes DC, MD, VA)

Issues:

February 2009

June 2009

August 2009

June 2010



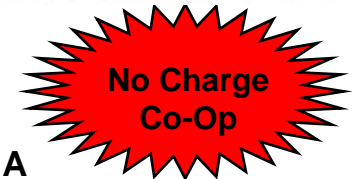
Virginia 
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TRADE CO-OP- Meetings

MEETINGS MAILER

Contact: Carey Mosser
cmosser@boomyourbrand.com

MEETINGMAILER®



DUE TO THE POPULARITY OF THIS OPPORTUNITY, WE WILL BE IMPLEMENTING A LOTTERY SYSTEM. PLEASE SEND TO CAREY MOSSER CMOSSER@BOOMYOURBRAND.COM YOUR INFORMATION IF YOU WOULD LIKE TO BE A PART OF ONE OF THE E-MAILS. IN NOVEMBER WE WILL RANDOMLY ASSIGN PARTNERS TO A DEPLOYMENT DATE.

Details: Virginia specific electronic newsletter sent to meeting planners. Includes RFP link and link to individual partners

Circulation: 43,500

Distribution: US & Canada

Demographics: Corporate, Associate, Independent Meeting Planners

Highlights: Co-op is free to partners. First come, first served. Limited number of partners per e-mail.

E-Mail Dates:

February 4, 2009

April 8, 2009

June 10, 2009

August 12, 2009

September 9, 2009

October 14, 2009

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TRADE CO-OPS- Meetings

MEETINGS SOUTH

Contact: Gregg Anderson 319-861-5180
Gregg.Anderson@meetingsmedia.com

Circulation: 25,040
Distribution: National
Demographics: Meeting/convention planners, executive VPs

Issues:
May 2009
August 2009
May 2010

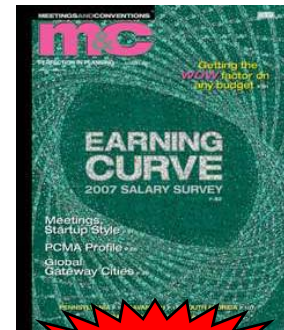
MEETINGS & CONVENTIONS

Contact: Kari Smith 202.544.5274
kcsmith@mcmag.com

Circulation: 70,015
Distribution: National
Demographics: Meeting managers in corporations and professional associations

Highlights: Ads included in digital edition

Issues:
February 2009
August 2009
February 2010
April 2010



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WASHINGTON BUSINESS JOURNAL

Contact: Selena Weaver 703.258.0895
sweaver@bizjournals.com

Details: Provides business coverage to assist owners in making decisions and competing in Washington DC

Circulation: 18,273

Distribution: DC, MD, Northern Virginia

Demographics: 67% C-Level Execs, 90% Top Management, 30% M&C decision makers

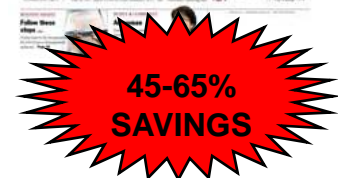
Highlights: Will reach out to top decision makers in business organizations in the DC market. This will be a one page 4C co-op.

Issues:

April 3, 2009 (Hospitality- Hotels)

September 11, 2009 (Hospitality- Convention Centers, meeting planners, facilities)

March 12, 2010 (Hospitality and Tourism)



TRADE NON CO-OP- Meetings

CONVENE

Contact: Diane Griffin 770.986.0515
dianeg@bellsouth.net

Circulation: 34,429

Distribution: National

Demographics: Associations, Independent, Corporate and Association Executives

NON CO-OP however partners are invited to contact the rep to inquire about individual advertising opportunities.



TRADE CO-OP- SMERF Meetings

REJUVENATE

Contact: Lonnie Milligan 770.582.9700
lonnie@collinsonpublishing.com

Circulation: 5,000
Distribution: National (18% in Virginia)
Demographics: Faith based meeting planners

Issues:
April/May 2009
November 2009
April/May 2010

SMERF MEETINGS JOURNAL

Contact: Nick Gazivoda 914.591.7600
nick@sellingcommunications.com

Circulation: 6,000
Distribution: National
Demographics: Society, Military, Educational, Religious and Fraternal organizations

Highlights: Integrated campaign includes e-mail newsletters to coincide with print.

Issues:
Summer 2009
Summer 2010



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SPORTSEVENTS

Contact: Shellie Underwood 251.968.5300
sunderwood@coveypubs.com

Details: Provides how-to information on planning events and spotlights on destinations across the country that cater to sports events.

Circulation: 16,550

Distribution: National, largest percentage of readers in South Atlantic

Demographics: Planners of sports competitions and events (youth and amateur)

Highlights: Will be Virginia's first co-op in a sports publication.

Issues:

March 2009

December 2009

March 2010



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TRADE NON CO-OP- SMERF Meetings

SPORTS TRAVEL

Contact: Lisa Furfine 310.577.3700

lisa.furfine@schneiderpublishing.com

Details: Targets sports meeting planners and is the premiere publication of TEAMS

Circulation: 16,251

Distribution: US & Canada

Demographics: Sports executives and event organizers

Highlights: Participating in TEAMS issue.

NON CO-OP however partners are invited to contact the rep to inquire about individual advertising opportunities.

