

100% DIRECT REQUEST*

- More than **55,000*** publication recipients are 100% direct request
- Total Readership = **98,601** (pass-along)
- **80,000+** unique newsletter recipients
- **Hundreds** of live event attendees
- **Over 39,500**** visits per month

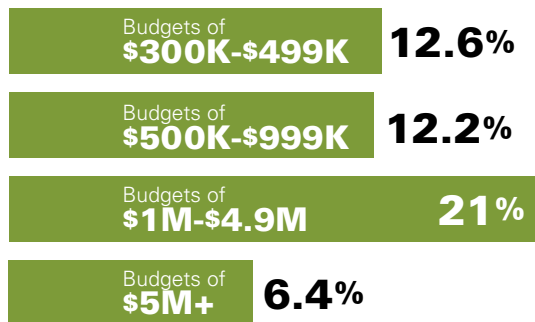
Type of Planners:

Corporate: **43,520***
 Association: **11,554***
 Independent: **6,691***

20.8%

Meetings Today users' budgets continue to rise!

subscribers report increases in budgets



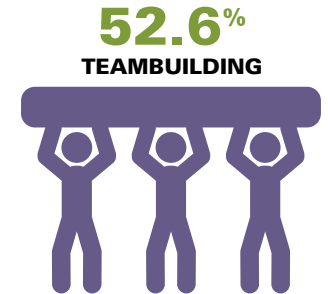
Typical single meeting budgets run the gamut: 29.1% spend \$50k or more per meeting, 2-; 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings.

88.1%

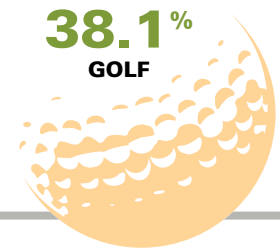
Of Meeting Planners say Meetings Today is useful to their job.

Activities

Planners continue to add to their meetings with great activities.

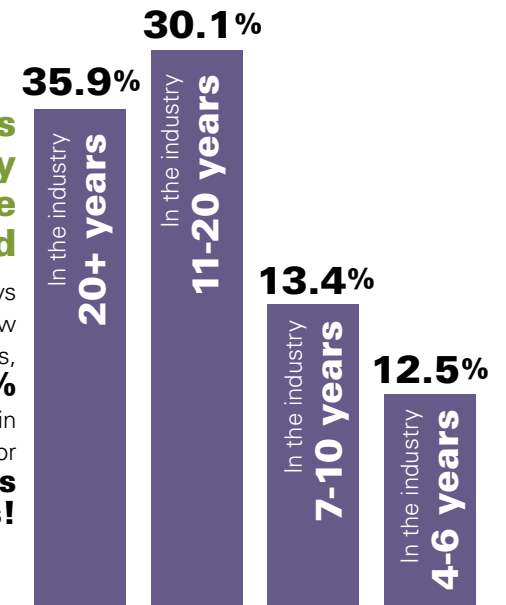


CSR.....	33.3%
SPORTING EVENTS	26.9%
SPA	31%
SPOUSAL PROGRAMS	27.6%
ATTRACTIONS/THEME PARKS	26%
WELLNESS.....	30.7%



Meetings Today users are experienced

We are always qualifying new planners, with **8.1%** of our users in the industry for **3 years or less!**



* Publisher's Own Data – May 2019

** Google Analytics – June 2019

Unless otherwise indicated, all data on this page is publisher's own data