

Meetings Today Audience Quality

110,000+

Unique Audience*

- › 64,659 publication recipients
- › Total Readership = 135,784 (pass-along)
- › **Thousands** of live event and webinar attendees

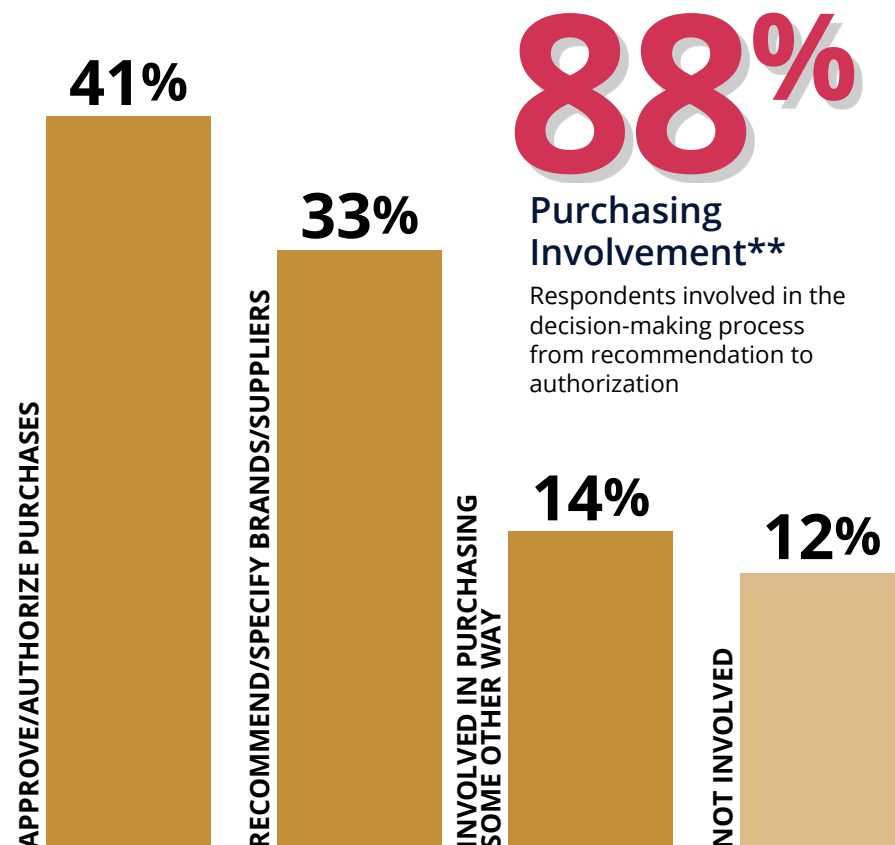


Print Audience:
Corporate: 53,603
Association: 10,733

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