Meetings Today Audience Quality

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

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



33%

RECOMMEND/SPECIFY BRANDS/SUPPLIERS

Purchasing Involvement**

Respondents involved in the decision-making process from recommendation to authorization

14% INVOLVED IN PURCHASING SOME OTHER WAY 12% NOT INVOLVED



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

74%

ASSOCIATED ADS WITH RESPECTIVE BRANDS

89%

LIKED ONE OR MORE ADS

75%

APPROVE/AUTHORIZE PURCHASES

HAVE IMPROVED OPINION

BECAME NEWLY AWARE OF A PRODUCT/SERVICE