

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

41%

Approve/authorize purchases

33%

Recommend/specify brands/suppliers

88%

Purchasing Involvement*

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

14%

Involved in purchasing some other way

12%

Not involved