

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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PCMA convene®

Professional Convention
Management Association (PCMA)
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Official Publication of: PCMA
Established: 1986
Issues Per Year: 12



FIELD SERVED

PCMA CONVENE serves organizations and individuals active in conducting meetings and trade shows; independent meeting/convention planners; tradeshow organizers; and suppliers to the industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include meeting planners and event coordinators, executives, professional development personnel, marketing/sales managers and office personnel, independent consultants and agents, and other titled and non-titled personnel listed in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	-
TOTAL	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD							
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid		
	Copies	Percent	Copies	Percent	Copies	Percent	
Individual _____	26,396	81.5	26,375	81.4	21	0.1	
Sponsored Individually Addressed _____	-	-	-	-	-	-	
Membership Benefit _____	5,988	18.5	-	-	5,988	18.5	
Multi-Copy Same Addressee _____	-	-	-	-	-	-	
Single Copy Sales _____	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	32,384	100.0	26,375	81.4	6,009	18.6	

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
July _____	32,357
August _____	32,493
September _____	32,509
October _____	32,208
November _____	32,388
December _____	32,353

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
This issue is -% or 4 copies above the average of the other 5 issues reported in Paragraph two.

Business & Industry		TOTAL QUALIFIED	PERCENT OF TOTAL
1. MEETING PROFESSIONALS	Executives _____	8,401	25.9
	Manager/Coordinator/Operations _____	1,591	4.9
	Meeting Planners _____	8,751	27.0
	Corporate Planners _____	883	2.7
	Independent Planner _____	372	1.2
	Administrators/Human Resources _____	1,797	5.6
	Consultants _____	21	0.1
	Marketing/Sales/Promotion _____	1,856	5.7
	Exposition, Trade Show _____	648	2.0
	Training, programs, education _____	362	1.1
	Others including untitled personnel and company only copies _____	3,875	12.0
	Total Meeting Professionals	28,557	88.2
2. MEETING SUPPLIERS	Suppliers to the meeting industry including convention centers _____	3,831	11.8
	Total Meeting Suppliers	3,831	11.8
TOTAL QUALIFIED CIRCULATION		32,388	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	4,518	2,593	2,813	9,924	30.6
II. Request from recipient's company: _____	158	302	741	1,201	3.7
III. Membership Benefit: _____	6,324	-	-	6,324	19.5
IV. Communication from recipient or recipient's company (other than request): _____	17	-	1	18	0.1
V. TOTAL - Sources other than above (listed alphabetically): _____	14,920	-	1	14,921	46.1
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	8,615	-	-	8,615	26.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	6,305	-	1	6,306	19.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,937	2,895	3,556	32,388	100.0
PERCENT	80.1	8.9	11.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	29,916	92.4
Individuals by name only _____	2,443	7.5
Titles or functions only _____	9	-
Company names only _____	20	0.1
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	32,388	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	55		Kentucky _____	304	
New Hampshire _____	110		Tennessee _____	421	
Vermont _____	43		Alabama _____	255	
Massachusetts _____	799		Mississippi _____	141	
Rhode Island _____	86		EAST SO. CENTRAL	1,121	3.5
Connecticut _____	388		Arkansas _____	132	
NEW ENGLAND	1,481	4.6	Louisiana _____	191	
New York _____	1,892		Oklahoma _____	224	
New Jersey _____	1,161		Texas _____	1,729	
Pennsylvania _____	1,353		WEST SO. CENTRAL	2,276	7.0
MIDDLE ATLANTIC	4,406	13.6	Montana _____	48	
Ohio _____	1,108		Idaho _____	59	
Indiana _____	501		Wyoming _____	16	
Illinois _____	2,553		Colorado _____	713	
Michigan _____	609		New Mexico _____	116	
Wisconsin _____	758		Arizona _____	552	
EAST NO. CENTRAL	5,529	17.1	Utah _____	152	
Minnesota _____	606		Nevada _____	255	
Iowa _____	301		MOUNTAIN	1,911	5.9
Missouri _____	728		Alaska _____	22	
North Dakota _____	82		Washington _____	523	
South Dakota _____	59		Oregon _____	264	
Nebraska _____	170		California _____	2,627	
Kansas _____	362		Hawaii _____	75	
WEST NO. CENTRAL	2,308	7.1	PACIFIC	3,511	10.8
Delaware _____	63		UNITED STATES	30,771	95.0
Maryland _____	1,092		U.S. Territories _____	12	
Washington, DC _____	1,678		Canada _____	1,280	
Virginia _____	1,932		Mexico _____	50	
West Virginia _____	61		Other International _____	275	
North Carolina _____	775		AP0/FPO _____	-	
South Carolina _____	295		TOTAL QUALIFIED CIRCULATION	32,388	100.0
Georgia _____	939				
Florida _____	1,393				
SOUTH ATLANTIC	8,228	25.4			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*	July - December 2011*
Total Audit Average Qualified: _____	34,634	32,700	30,727	32,919	32,899	32,384
Qualified Non-Paid: ____	28,870	26,806	24,946	27,142	26,951	26,375
Qualified Paid: _____	5,764	5,894	5,781	5,777	5,948	6,009
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3B:

Business directories include 1 source of circulation for a quantity of 8,615 copies or 26.6%, including MPCD directory. Other Sources include 4 sources of circulation for quantities of 1 copy or -% to 5,338 copies or 16.5%, including Corporate Meeting Planner list.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 9, 2012
Deborah Sexton, Publisher	City	Pickering
Keisha Reed, Manager, Production and Circulation	State	Ontario
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	February 9, 2012
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	C712P0D1