

# CONVENE DEMOGRAPHICS

## Convene Readership Behavior

**67%** of readers spend on average at least **30 minutes** reading an average issue of *Convene* and usually share it with one other person.

**80%** of respondents say *Convene* contains advertising relevant to their profession.

**70%** say *Convene* has high editorial content compared with other industry publications and **80%** agree *Convene* has a reputation for integrity and provides information useful to their specific role.

**74%** say *Convene* familiarizes them with products, services, destinations, and venues.

At least **62%** of *Convene* readers do not regularly read competitive industry publications; readers are 10-times more likely to pick-up and read *Convene* over any other industry publication.

**37%** of respondents went to an advertiser website, cut out an advertisement, telephoned an advertiser, or bought, recommended or sent an RFP in response to an advertisement in the past 12 months as a result of reading *Convene*.

**92%** of readers reported having acted on something they read in *Convene* in the last 12-months; 16,000+ (49%) readers save the entire issue for future reference

Source: 2010 *Convene* Reader Survey

## International Meetings

- ▶ More planners' organizations (about **50%**) are international versus national.
- ▶ Approximately **48%** of planners hold or plan to hold international meetings as outlined below:
  - ▶ Canada **78%**
  - ▶ Western Europe **40%**
  - ▶ United Kingdom **37%**
  - ▶ Asia **36%**
  - ▶ Mexico **34%**
  - ▶ Caribbean **27%**
  - ▶ Eastern Europe **26%**
  - ▶ Australia/Pacific Rim **25%**
  - ▶ South America **25%**
- ▶ More than **45%** of respondents reported that their attendees take pre- and/or post-event trips when traveling internationally.

Sources: 2011 Meetings Market Survey

## Types of Meetings Facilities

- ▶ Downtown hotel **85%**
- ▶ Conference center hotel **69%**
- ▶ Resort **69%**
- ▶ Suburban/airport hotel **65%**
- ▶ Golf resort **44%**
- ▶ Gaming facility **32%**

Source: 2010 *Convene* Reader Survey

## Types of Small Meetings

- ▶ Seminars **27%**
- ▶ Committee Meetings **23%**
- ▶ Board Meetings **22%**
- ▶ Training Sessions **18%**
- ▶ Other **11%**

Source: 2010 Meetings Market Survey

## Convene Circulation

Circulation reach of

**60,985**

meeting professionals.  
On average readers pass *Convene* magazine on to one other person in their organization.

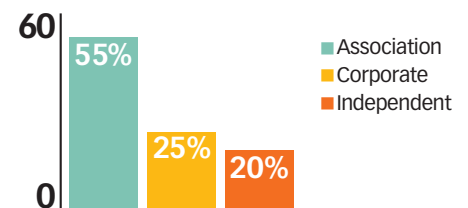
*Convene's* circulation is BPA audited.



▶ **32,935** Qualified Readers

▶ Approximately **89%** (or 29,260) of Qualified Readers are planners; roughly 25,000 planner readers are non-members of PCMA

## Planner Breakdown



▶ **11%** Supplier Community

▶ About **30%** of all Readers are Executive Level or C-Suite

Sources: December 2010 BPA Audit Statement and 2011 Meetings Market Survey

## Reader Buying Power

▶ **90%** final decision maker or recommend to final decision maker

Collectively per year, planners:

- ▶ Book over **340,000** meetings and exhibitions
- ▶ Hold over **1 million** small meetings
- ▶ Attract over **78 million** attendees
- ▶ Book **112 million** room nights
- ▶ Require **1.3 billion** square-feet in exhibit space

Source: 2011 Meetings Market Survey, 2010 *Convene* Reader Survey, 2010 December BPA Statement