PCMA convene

Circulation – Readership & BPA Data

92% prefer to read Convene in print,
however almost **57%** have a growing interest in reading Convene on the go digitally

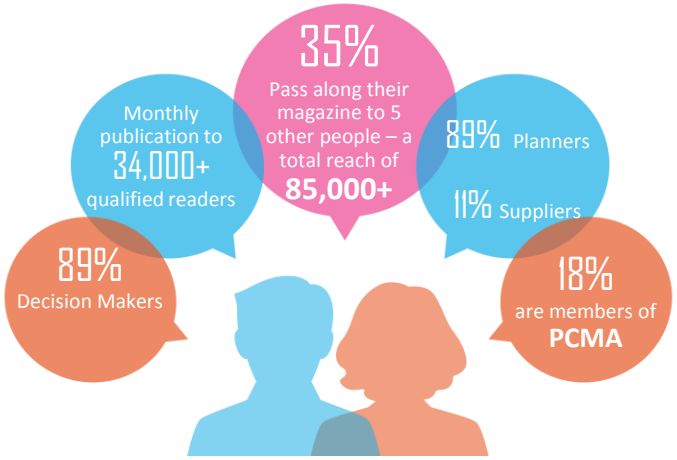
✓74% Readers familiarizes with products, services, destinations and venues

✓30% respond to advertising in Convene

✓90% find it useful to their role and helps them think strategically and creatively about their events and organization

✓83% believe it has high editorial content compared with other industry publications

✓70% believe it's the best magazine for innovative ideas and global business perspective



BPA WORLDWIDE BUSINESS

For more information, visit pcma.org/advertise

Audience & Meeting Demographics

Collectively, planners are spending $36.4 billion on meetings per year ($1.3 million average annual budget)
They book over 1.3 million meetings
Average 30-50 meetings per year

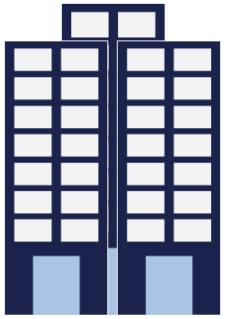
78% are small meetings (30+)
16% are larger meetings (10+)
6% are meetings with exhibits (3)

Booking Window

Small meetings **< 1-year**
Larger meetings **average 2.6 years**
Average Room-Block on peak ***almost 3,500 rooms!***

Small Meeting Venues

- 36% Downtown hotels
- 14% Suburban hotels
- 11% Airport hotels
- 11% Conference Centers
- 8% Resort hotels
- 19% Other off-premise
- meeting venues



Larger Meetings/ Exhibitions Venues

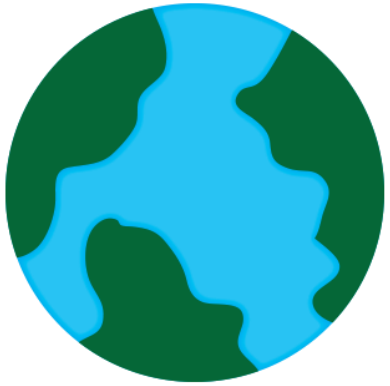
- 65% convention center
- 42% hotels

Audience & Meeting Demographics

(continued)

42% of meetings have the ability to go global

(outside the domestic US)



Canada 82%
Western Europe 44%
United Kingdom 42%
Asia 42%
Eastern Europe 39%

38% Mexico
34% Caribbean and Bermuda
28% Australia/Pacific Rim
28% South America
20% Africa

Services Planned/ Used/Purchased/Outsourced

(outside of destinations/venues)

- 87% Facebook
- 86% Twitter
- 57% Registration
- 56% Virtual Hybrid event platforms
- 60% Housing
- 47% Event-supply rentals
- 38% Trade-show management
- 46% Event Marketing, promotion, lists
- 20% Event-party planning
- 19% Speaker selection