

PCMA

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36,000 subscribers

(Annual Directory receives additional 215,000 retargeting impressions)

EDITORIAL CALENDAR 2023

2023	WITHIN FEATURE ARTICLES Full or Half Page ad within	WITHIN SPECIAL SECTIONS Full or Half Page ad AND matching editorial	BONUS DISTRIBUTION	DEADLINES
Issue: JANUARY/ FEBRUARY	PCMA CL23 HIGHLIGHTS MEDICAL MEETINGS	CONVENTION CONNECTIONS Special Two-page Editorial Profile (no ad) ATLANTIC CITY TEXAS		Space close: 12/01/2022 Material close: 12/30/2022 PUBLISHES: 2/07/2023
Issue: MARCH/ APRIL	HOTEL UPDATE EVENT TECHNOLOGY	THE TOP TEN REASONS TO MEET IN... FLORIDA LAS VEGAS		Space Close: 2/01/2023 Material close: 3/01/2023 PUBLISHES: 4/07/2023
Issue: MAY/ JUNE	DMO/CVB UPDATE PCMA 2023 EDUCON PREVIEW	DMO'S TODAY RESORTS, GOLF AND SPA MEETINGS	EduCon 2023	Space close: 3/31/2023 Material close: 5/01/2023 PUBLISHES: 6/07/2023
Issue: JULY/ AUGUST	CORPORATE MEETINGS MEDICAL MEETINGS	CONVENTION CENTERS UNIQUE VENUES DMA WEST SUPPLEMENT APAC	ASAE CEMA Annual	Space close: 6/01/2023 Material close: 6/30/2023 PUBLISHES: 8/07/2023
ALSO IN THIS ISSUE:	PCMA ANNUAL DIRECTORY IS THE REVERSE BACK COVER	PCMA ANNUAL DIRECTORY OF EVENT DESTINATIONS, VENUES, AND TECHNOLOGY		* ANNUAL DIRECTORY DIGITAL EDITION INCLUDES 215,000 RETARGETING IMPRESSIONS TO SOCIAL MEDIA AND AD NETWORKS
Issue: SEPTEMBER/ OCTOBER	DMO/CVB UPDATE CONVENTION CENTERS GLOBAL MEETINGS ANNUAL SALARY RESEARCH	DMO'S TODAY INCENTIVE MEETINGS MEDICAL MEETINGS MEXICO, CARIBBEAN, AND LATIN AMERICA	IMEX America	Space close: 8/01/2023 Material close: 9/01/2023 PUBLISHES: 10/07/2023
Issue: NOVEMBER/ DECEMBER	ANNUAL EVENTS INDUSTRY FORECAST PCMA 2024 CONVENING LEADERS PREVIEW	RENOVATIONS, EXPANSIONS, NEW BUILDINGS GAMING DESTINATIONS CANADA EMEA	Convening Leaders 2024	Space close: 10/02/2023 Material close: 11/01/2023 PUBLISHES: 12/07/2023