

OVERVIEW

Smartmeetings
INSPIRING BRILLIANT EXPERIENCES

GROW WITH US

ONLY SMART MEETINGS REACHES MEETING PLANNERS IN A MEANINGFUL WAY

MISSION

As the leading media company in the meetings industry, Smart Meetings engages, educates and empowers meeting planners with compelling content, educational opportunities, hosted-buyer events and more—all in the name of inspiring brilliant experiences.

PLANNER PREFERRED

We believe that accomplishments reflect a brand's history, and at Smart Meetings, we're proud of our past. In back-to-back blind media preference studies, Smart Meetings was rated as having the preferred magazine, email newsletter and events when compared to other leading meetings media companies.

READERSHIP

46%

of readers plan more than 10 meetings per year

55,000+

high-quality email subscribers

90,000

potential print circulation*

\$500 million

in booked business as a result of Smart Meetings events

* Based on 47,250 subscribers in June 2018 BPA Worldwide Brand Report and 0.9 pass along circulation according to August 2018 Bright Business Media LLC and Readex Research survey.

** BPA Worldwide Brand Report - June 2018, TQ = 47,250

*** Google Analytics

**** Based on Twitter, Facebook, Instagram and LinkedIn, September 2018

SUBSCRIBER PROFILE



SUBSCRIBER MIX**

26.7% Meeting Planner/ Convention Manager

41.9% CEO/VP/Director

12.7% Marketing/ Sales Manager

18.7% Training/ Education Manager/ Office Personnel/ Other Manager

READERS ARE DECISION MAKERS

INVOLVED IN SIGNIFICANT WAY **87%**

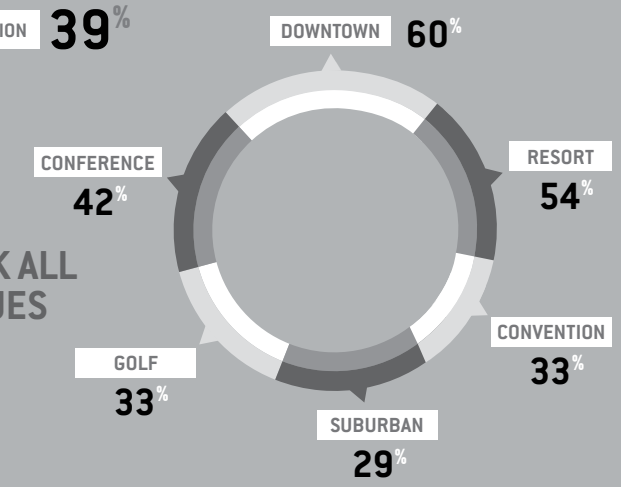
MAKE RECOMMENDATIONS FOR FACILITIES **62%**

DETERMINE NEEDS **43%**

SELECT OR SPECIFY FACILITIES **41%**

APPROVE OR AUTHORIZE/MAKE FINAL DECISION **39%**

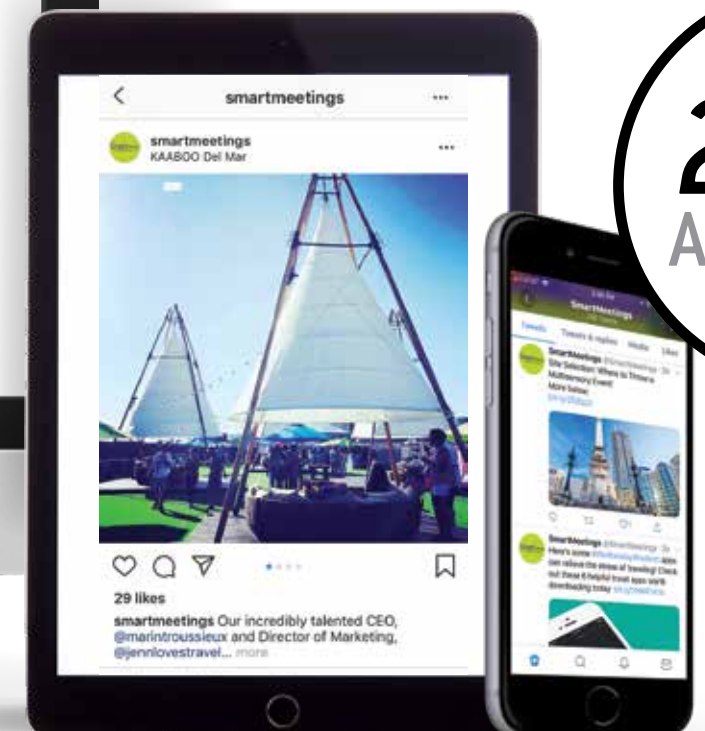
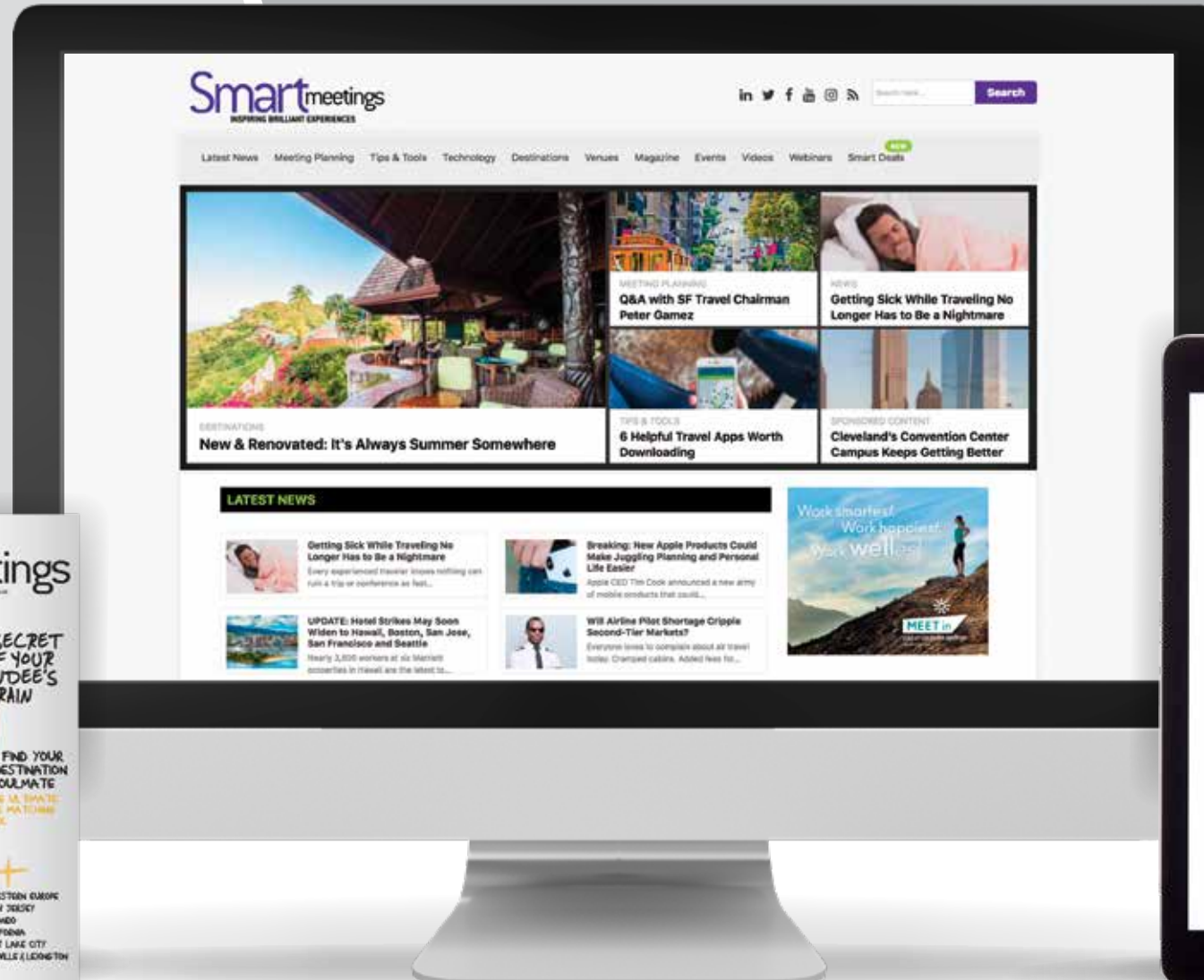
INVOLVED IN OTHER WAYS **24%**



READERS BOOK ALL TYPES OF VENUES

SMART MEETINGS DELIVERS

- **69%** of readers took some type of action as a result of advertising
- Readers plan an average of **15 meetings** per year
- The average issue has a shelf life of **6.4 months**
- Preferred **6 to 1** over the competition
- **87%** are involved in the selection of hotels/destinations
- **82%** of readers are involved in purchasing equipment, audiovisual, event apps, ground transportation and air



200K
AUDIENCE



MAGAZINE 47,250 Subscribers**

SMARTMEETINGS.COM 150,000 Monthly Visitors***

SOCIAL MEDIA 36,000 Followers****

Unless otherwise indicated, all data on this page is a result of a Bright Business Media LLC Redex Research survey of Smart Meetings' subscribers collected in August 2018. No Attempt has been made to eliminate duplicates that may exist across media channels.

Smartmeetings

Smart Meetings/Bright Business Media, LLC
475 Gate 5 Road, Suite 235, Sausalito, CA 94965
415.339.9355 • smartmeetings.com • sales@smartmeetings.com