

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 readership*

\$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 2019

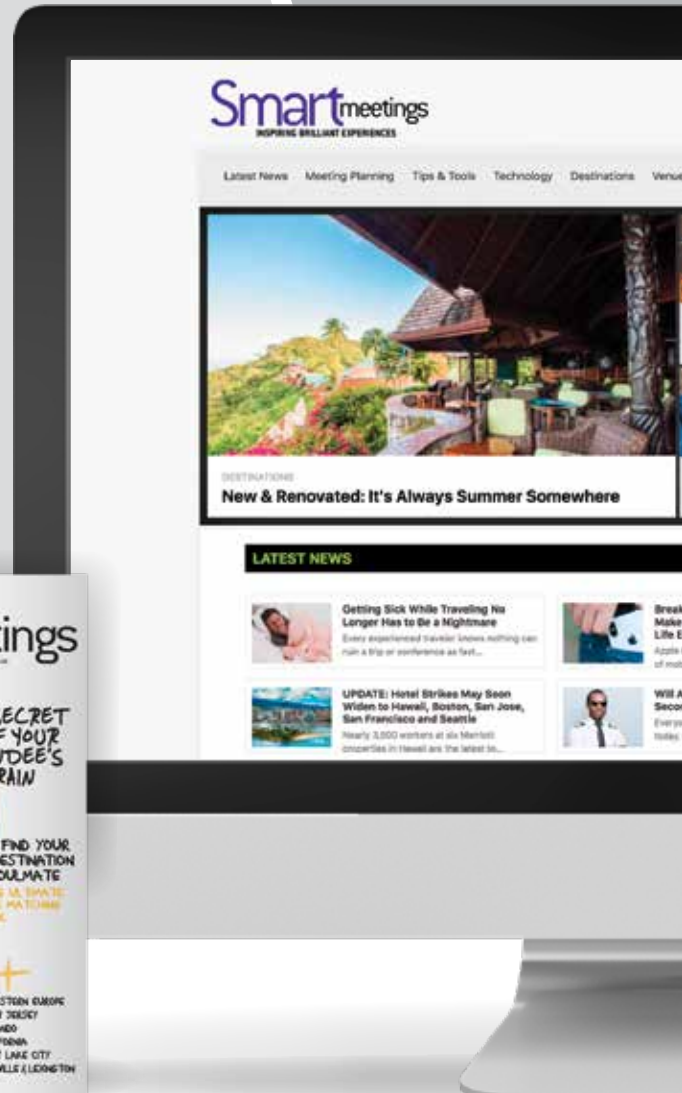
**** Based on Twitter, Facebook, Instagram and LinkedIn, January 2019

SUBSCRIBER PROFILE



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



MAGAZINE 47,250 Subscribers**

SMARTMEETINGS.COM

SUBSCRIBER MIX**

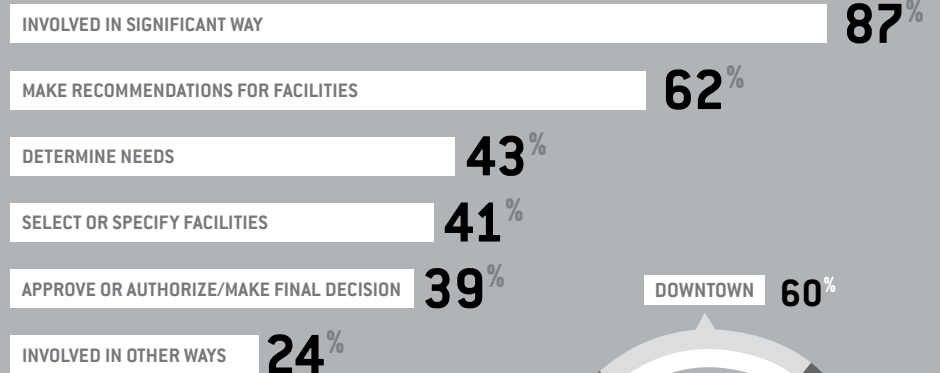
26.7% Meeting Planner/
Convention Manager

41.9% CEO/VP/Director

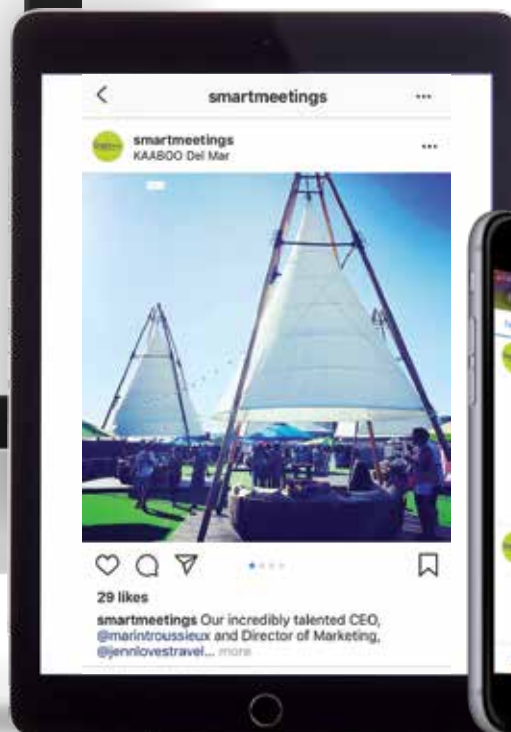
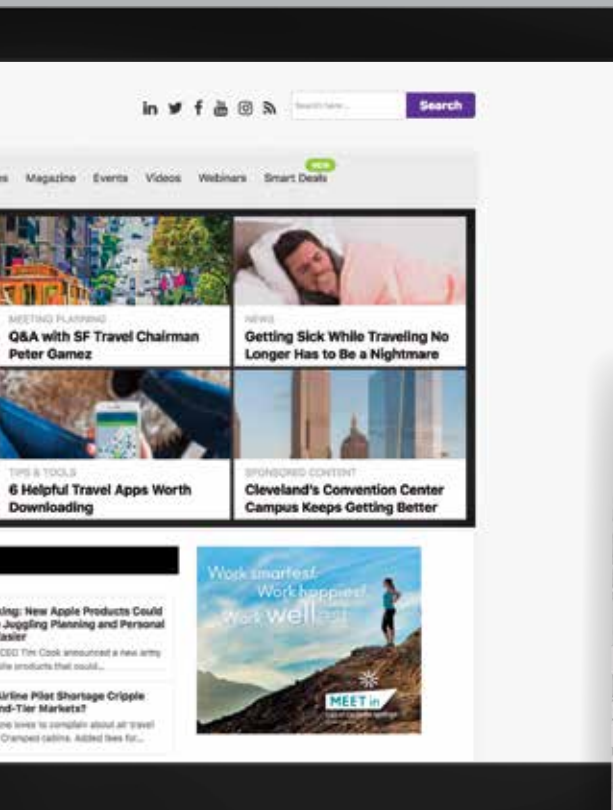
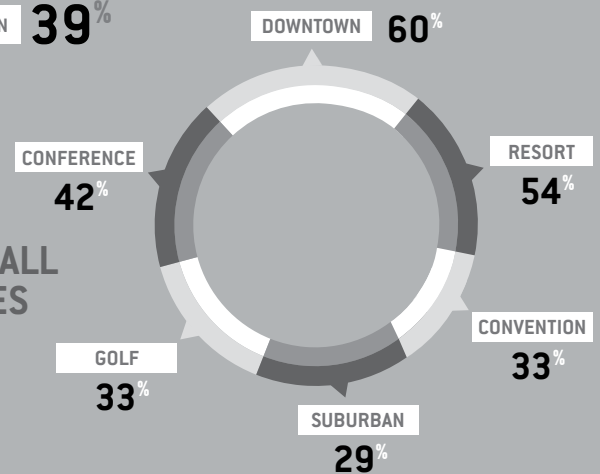
12.7% Marketing/
Sales Manager

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

READERS ARE DECISION MAKERS



READERS BOOK ALL TYPES OF VENUES



240K
AUDIENCE



55,000 Unique Monthly***
Visitors

150,000 Average Monthly***
Pageviews

SOCIAL MEDIA 43,000 Followers****

Smartmeetings

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