

CONNECT 2012 CALENDAR

	Features	Destination Reports	Special Section
January/February Deadline: 11/1/11	New: The Cool Issue A collection of favorites (features, food, people, places, etc.) from our editors, planners, partners and other intelligence. Sure to be a keeper. (Be part of this issue by promoting your best feature in your ad.)	Venues Focus: Casinos and Casino Resorts Southwest/Rocky Mountains: AZ, CO, ID, MT, NM, OK, TX, UT, WY West Coast: AK, CA, HI, NV, OR, WA Special Feature: Florida	International: Canada, Caribbean, Mexico, Puerto Rico and South America
March/April Deadline: 1/2/12	The Technology Issue Hybrids, security and what you need to know beyond tools and websites. (Single sponsorship opportunity!)	Midwest/Great Lakes: OH, IL, IN, IA, KS, MI, MN, MO, NE, ND, SD, WI Southeast/Mid-South: AR, AL, FL, GA, KY, LA, MS, NC, SC, TN Special Feature: Texas	Small Cities Ease, savings, safety and singular charm attract planners and attendees to second- and third-tier cities as well as suburban venues.
May/June Deadline: 3/1/12	The Sports Issue Get in the game with these pointers from a variety of group planners and sports-oriented destinations. (Advertise your sports destination or venue!)	Mid-Atlantic: DC, DE, MD, VA, WV Northeast: CT, MA, ME, NH, NJ, NY, PA, RI, VT Special Feature: California	Venues Focus: Conference/Convention Centers
July/August Deadline: 5/1/12	Annual 40 Under 40 Issue Meet the entrepreneurs changing meetings—planners, hoteliers and destination managers.	See Destination Guide →	Special Advertorial Section: Destination Guide Highlight your city or venue in this informative resource guide with a page or half page of matching advertorial (minimum half-page ad). (Planners refer to this issue year-round!)
September/October Deadline: 7/1/12	New: The Ideas Issue The next wave: programming, speakers, F&B, audiovisual, venues, meetings-to-go and more.	See Marketplace Guide →	2012 Connect Marketplace Program Guide The show resource guide includes schedules, maps and more. Distributed to all attendees as well as readers in our circulation. (Added bonus for full-page advertisers: your meeting planner guide placed in show bags, sponsor recognition and extra opportunities.)
November/December Deadline: 9/3/12	Career Planning Glass ceilings, education and certification, and other industry career paths. (Single sponsorship opportunity!)	Venues Focus: Hotels and Resorts	Special Advertising Insert: Leaders Spotlight Our annual who's who insert lets you recognize your organization's leader. (An opportunity to reinforce your partnership with association meeting planners!)

Note: All calendar items are subject to change.

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& events

CONNECT CONTENT

In Every Issue

Features: In-depth stories on topics that concern professional and specialty association planners in all segments

The Mix: News, sources, trends, tips, tools and whimsy, all related to the world of meeting planning

Case Studies: Real-world stories from association planners that provide insight, examples and tips for their peers

How to: Practical lessons specifically for association planners from programming and speakers to food and beverage

Places: City Spotlight, Site Visits, In the Works, Now Open

ENJOY ADDED VALUE

- Every time your ad is published, you get a **guaranteed number of leads**. We're determined to deliver ROI.
- We do the hard work for you, tracking down the planners who need and want your services, giving you a cost-effective way to spend marketing dollars.
- Our circulation includes pre-qualified planners only—not your competitors, so you aren't wasting your dollars reaching your competitors. As a valuable partner, you are part of our team; we represent you whenever we have an opportunity to get in front of meeting planners.

AUDIENCE DEMOGRAPHICS

Professional and Specialty Association Meeting Planners

As an advertising partner, we put you front and center with professional and specialty association planners who come to us for resources and education that fit their needs. We make sure they meet you at Connect Marketplace, read about you in our national, award-winning magazine and newsletter, and are linked to you from our Web and social media sites.

QUALIFIED DECISION MAKERS

National Association Meetings

With a focus on Tier 2 and 3 association planners, we deliver a critical component in today's economy.

Sports Meetings

Do we need to say more? Sports meetings and destinations are hot, hot, hot—and we've got them covered.

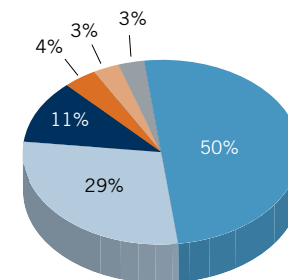
SMERF Meetings

Social, military, educational, reunion and fraternal. (We cover the faith-based meetings market in-depth in Rejuvenate, our related meetings publication.)

- **Circulation:** 8,500 planners
- **Readers per copy:** 2
- **Frequency:** 6x/year

TARGET AUDIENCE

- 50% Meeting Planner/Event Coordinator, Association CEO, Director, Manager
- 29% Executive Director, President, Executive Assistant
- 11% Director of Meetings, Conferences or Conventions
- 4% VP, Associate Director, Administrator
- 3% Administrative Assistant
- 3% Other



MEETING VENUES

- Convention Centers
- Conference Centers/Special Facilities
- Suburban/All-Suite Hotels
- Downtown Hotels
- Resorts
- Airport Hotels