

Circulation The Workbook

30,000+ Europe, North America and Asia-Pacific

The largest ABC audited global distribution of any MICE industry directory.

The most highly qualified, pure international meeting, incentive and event buyer readership in the world.



Total Certified Mailed Copies 2008 Edition: 30,930 Europe: 12,117 North America: 18,013 Asia-Pacific: 800

THE WORKBOOK is the only international MICE industry directory to have its distribution fully audited and certified by ABC (Audit Bureau of Circulations).

Europe 12,117

Analysis This highly defined target group is drawn from the most productive outbound markets of Europe and is constructed from major industry association memberships, written subscription requests (reply cards and web based subscriptions) and other reliable sources. This circulation represents the core of European decision-makers who are qualified for their use of international destinations.

Austria 219	Finland 82	Italy 715	Russia 313	Switzerland . . . 304
Belgium 555	France 1,057	Netherlands . . . 394	Spain 708	UK 4,611
Denmark 96	Germany 2,461	Norway 56	Sweden 163	Other 383

North America 18,013

Analysis Selected from superbly qualified resources and written subscriptions (reply cards and web based subscriptions) the North America readership is 100% qualified for their stated ability to run incentive travel programs, corporate and association meetings, congresses, conventions and events outside the USA – specifically in Europe and/or Asia-Pacific.

USA 17,425 Canada 588

Asia-Pacific 800

Analysis Assembled in partnership with several professional MICE organizations in the region plus web based subscriptions, this initial distribution represents a buyer base from which I&MI Media will continue to build a highly qualified circulation in Asia.

Circulation By Industry

Medical, Pharmaceutical, Chemical, Cosmetic 14%	Information Technology, Technical, Electronics 11%
Industrial, Manufacturing, Automotive 13.5%	Insurance, Banking, Finance 9.8%
Professional Association, Society, Organization* 15.9%	Exhibition Organizations, Event Management 2%
PCO, Incentive Travel Organization, Meeting Planner 14.2%	Other** 19.6%
	Total 100%

* 5,227 copies distributed to 4,320 individual associations

** Including these Industries: Apparel, Beverages, Broadcasting, Entertainment/Recording Equipment, Food Products, Personal Appliances, Housewares, Oil & Gas, Publishing and Print,Transportation

Reader Profile *

Decision Making Responsibilities

42% of I&MI Buyer Readers are both Final Decision Makers and Recommenders
30% of I&MI Buyer Readers are purely Final Decision Makers
28% of I&MI Buyer Readers are purely Recommenders

Decision making by MICE Program type

	Meetings	Incentive Travel	Corporate Events	Destination Selection	Hotel Selection	Event Venue Selection
Final Decision for	91%	73%	81%	84%	90%	78%
Recommend	91%	79%	81%	89%	92%	82%

Use of Regions in the last 5 years

Europe	Middle East	Africa	Asia-Pacific	Mexico	Caribbean	Central America	South America
78%	17%	15%	45%	47%	50%	20%	17%

* I&MI Media Reader Survey 2007-08