

BUSINESS PUBLICATION

Publisher's Statement

6 months ended June 30, 2017

Subject to Audit

MEETINGS + INCENTIVE TRAVEL

Field Served:

Canadian meeting, conference, convention, exposition and incentive travel industry.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 17,704



• Graffiti Walls | Hard Wired
• PCMA Experiments in Innovation
• Planning Out of the Box
• Creating Ottawa 2017

1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	13,939	
Digital Only, See Par. 11(b)	2,344	
Print & Digital (Unduplicated), See Par. 11(c)	1,421	
Total Individual.	<u>17,704</u>	
Total Average Qualified Nonpaid Circulation		17,704

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated for Shows & Conventions	242
Miscellaneous, Including Staff Copies, See Par. 11(d)	703
Total Average Nonqualified Circulation	945

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	17,862		14,107	2,279	1,476	17,862
Mar/Apr	17,846		14,111	2,263	1,472	17,846
May/Jun	17,400		13,599	2,490	1,311	17,400

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
CORPORATION					
i) Pharmaceuticals, Healthcare, Medical.....	507	2.9	416	66	25
ii) Finance, Insurance, Banking, Legal, Real Estate.....	1,573	9.1	1,300	168	105
iii) Technology and Communications.....	1,017	5.9	787	164	66
iv) Manufacturing, Automotive.....	3,434	19.7	2,752	505	177
v) Retail, Wholesale, Distribution.....	1,438	8.3	1,144	203	91
vi) Other.....	1,712	9.8	1,303	268	141
vii) Blank.....	2,808	16.1	2,699	87	22
Sub-Total.....	12,489	71.8	10,401	1,461	627
ASSOCIATION/SOCIETY/UNION/NOT FOR PROFIT.....	1,985	11.4	1,360	416	209
INDEPENDENT MEETING/EVENT PLANNING ORGANIZATIONS.....	1,844	10.6	1,280	329	235
GOVERNMENT (MUNICIPAL, PROVINCIAL, FEDERAL).....	586	3.4	396	125	65
Others Allied to the Field.....	496	2.8	162	159	175
Other Paid Circulation					
Subscriptions.....					
Single Copy Sales.....					
Total Qualified Circulation.....	17,400	100.0	13,599	2,490	1,311

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OCCUPATIONAL ANALYSIS

Occupational Analysis	Qualified Nonpaid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
MEETING, EVENT OR INCENTIVE TRAVEL PLANNING.....	2,199	1,513	402	284
ADMINISTRATION.....	3,141	2,516	453	172
MARKETING + PROMOTIONS.....	3,463	3,001	315	147
HUMAN RESOURCES.....	1,438	1,164	204	70
SENIOR MANAGEMENT / VICE PRESIDENT.....	3,213	2,422	520	271
OWNER / PRESIDENT.....	2,848	2,186	422	240
OTHER.....	1,098	797	174	127
Total Qualified Circulation.....	17,400	13,599	2,490	1,311

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AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Direct request from recipient.....	10,624	2,432	1,287	9,209	5,134		14,343	82.4
Direct request from recipient's company.....	410	58	24	492			492	2.8
Communication other than request.....								
Association.....								
Business Directories, See Par. 11(e).....	2,565			2,565			2,565	14.8
Lists.....								
Acquired Circulation.....								
Other Sources.....								
Total Qualified Nonpaid Circulation	13,599	2,490	1,311	12,266	5,134		17,400	100.0
Percent.....	78.2	14.3	7.5	70.5	29.5		100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation.....								
Single Copy Sales.....								
Total Qualified Circulation							17,400	

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MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	17,398	100.0	13,597	2,490	1,311
Individual by name only	2	0.0	2		
Title or occupation only					
Company name only					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	17,400	100.0	13,599	2,490	1,311
Single Copy Sales					
Total Qualified Circulation	17,400				

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GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	1,024	162	64	1,250
British Columbia	1,082	168	91	1,341
Manitoba	370	67	21	458
New Brunswick	170	38	13	221
Newfoundland/Labrador	116	23	6	145
Northwest Territories	4	2	2	8
Nova Scotia	269	51	30	350
Nunavut	2			2
Ontario	7,803	1,439	838	10,080
Prince Edward Island	37	9	3	49
Quebec	2,450	492	225	3,167
Saskatchewan	269	37	18	324
Yukon Territory	3	2		5
Canadian Unclassified				
Total Canada	13,599	2,490	1,311	17,400
United States				
Military or Civilian Personnel Overseas				
Other International				
Total International				
E-Mail Address Only				
Other Unclassified				
Grand Total	13,599	2,490	1,311	17,400

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2017**

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PRICE DATA Reporting not required

7

SALES CHANNELS Reporting not required

6

TERM DATA Reporting not required

8

PREMIUM USAGE Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

11 EXPLANATORY

Audit Cycle: June Ending.

- (a) Print Only Individual subscriptions, averaging 13,939 copies per issue, represents copies served to individuals receiving the print version only of MEETINGS + INCENTIVE TRAVEL.
- (b) Digital Only Individual subscriptions, averaging 2,344 copies per issue, represents copies served to individuals receiving the digital version only. The digital version of MEETINGS + INCENTIVE TRAVEL is made available to subscribers through an e-mail sent to recipients notifying them of availability of each issue.
- (c) Print and Digital (Unduplicated) Individual subscriptions, averaging 1,421 copies per issue, represents copies served to individuals receiving both a print and digital version of MEETINGS + INCENTIVE TRAVEL. The digital version of MEETINGS + INCENTIVE TRAVEL is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.
- (d) Miscellaneous includes checking and promotion copies, averaging 495 copies per issue, served to advertisers and agencies.
- (e) Business Directories represent copies served to subscribers obtained from recognized directories.

Definition of Recipient Qualification:

Qualified recipients are: Qualified Canadian meeting, conference, convention, exposition, and incentive travel managers in Corporations, Associations/Society/Unions, Independent Meeting/Events Planning Organizations, and Federal/Provincial Governments and others allied to the field. Recipients receive six issues of Meetings + Incentive Travel magazine and the annual Meeting + Incentive Travel Buyers' Guide.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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T: (416) 442-5600 • F: (416) 510-6875

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Editor: Lori Smith

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