

AFFORDABLE LUXURY RESORTS

Book with MPI – We Have Your Reach!

80% of MPI planner members plan meetings at Full Service Hotels and Resorts.

1.2 million meetings are planned annually in North America by MPI member organizations.

MPI planners spend \$16.9 billion (US) on meetings and events every year.

30,000 circulation to meeting and event professionals

Now is the time to inspire planners to book their meetings and events at your destination. Reach your targets with an advertisement in MPI's feature supplement, Affordable Luxury Hotels and Resorts. Reserve your space today or accommodate your competition!

The Value of MPI



As the industry's leading source for valuable content that transforms into results for our members, Meeting Professionals International serves more than 23,000 members belonging to 71 chapters and clubs worldwide. Through a focus on creating human connections to knowledge and ideas, relationships, and marketplaces, MPI connects the \$16.9 billion buying power of planners with suppliers seeking the most effective way to profile their products and services. For more than 30 years, loyal readers within the meetings industry have turned to MPI and One+ magazine for their marketing solutions.

MPI Planner Member Profile

- 46% Corporate
- 30% Independent/Consultant/
Multi-management Companies
- 21% Association/Non-profit
- 3% Vertical Markets such as University,
Government and Medical

67% of Fortune 100 companies are represented by MPI membership

Source: MPI Member Database, June 2010

The Value of the 2011 Affordable Luxury Hotels and Resorts Feature Supplement

The 2011 Affordable Luxury Hotels and Resorts Supplement, a feature supplement to MPI's award-winning magazine One+, will be included with the July 2011 issue of One+. In addition to receiving exposure through the 30,000 readers of One+, as an advertiser, you will receive value-added benefits.

Value-added benefits include:

- FREE matching advertorial
- FREE digital banner to 24,000 opt-in subscribers of MPI News (Full-page only)
- FREE banner ad on MPI website
- Bonus distribution at:
 - MPI's 2011 World Education Congress (July 23-26, 2011)
 - DMAI, Incentive Works, and ASAE



Issue Date: July 2011

Space closing:
05/13/2011

Materials due:
05/20/2011

Full-Page, four color - \$7,308 gross/\$6,211.80 net

Half-Page, four color - \$5,120 gross/\$4,352 net

For more information, contact your local Strategic Account Manager or go to www.mpiweb.org/marketplace



MEETING PROFESSIONALS INTERNATIONAL

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