



Print and Digital Editions Standard Certificate of Circulation with demographics

For the 9 issues distributed between 1 July 2009 and 30 June 2010

Business Magazines

Meetings & Incentive Travel



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The Primary Market Sector for this publication is:

Media, Marketing & Advertising: Corporate Entertainment & Conferences Organisers

This certificate expires on 30 September 2011 unless ABC has issued a new certificate before that date.

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Certification Statement

This certificate was issued on 12 July 2010. The data included is derived from a return of circulation prepared by the publisher: Conference & Travel Publications.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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Meetings & Incentive Travel

Certificate of Average Net Circulation for the 9 issues distributed between 1 July 2009 and 30 June 2010

	Net Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
TOTAL AVERAGE NET CIRCULATION PER ISSUE	19,774	17,348	2,426	19,444	17,348	2,096	330	-	330
Total Average Net Newstrade Sales Per Issue	-	-		-	-		-	-	

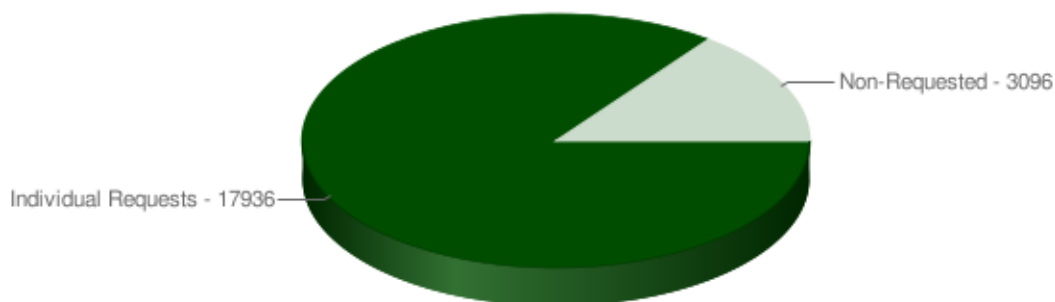
Analysis for the Audit issue cover dated May-10 and distributed on 29 April 2010

Total Net Circulation	21,032	18,205	2,827	20,909	18,205	2,704	123	-	123
Newstrade & Other Single Copy Sales	-	-		-	-		-	-	
Paid and Controlled	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate / Gift Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation Circulation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	21,032	18,205	2,827	20,909	18,205	2,704	123	-	123
<small>see terms of control on page 3. Sources for all addressees are less than 3 years old.</small>									
Individual Written Requests	1,070	1,038	32	1,061	1,038	23	9	-	9
Individual Electronic Requests	6,234	5,552	682	6,123	5,552	571	111	-	111
Individual Telephone Requests	10,632	8,519	2,113	10,629	8,519	2,110	3	-	3
Company Written Requests	-	-		-	-		-	-	
Company Electronic Requests	-	-		-	-		-	-	
Company Telephone Requests	-	-		-	-		-	-	
Non-requested by name	-	-		-	-		-	-	
Non-requested by job title / function	3,096	3,096		3,096	3,096		-	-	
Non-Controlled Free Circulation	-	-		-	-		-	-	

Note: Grey shading indicates circulation categories for which print or digital editions are excluded

The percentage of the Audit Issue Print Edition Circulation which also opted to receive a digital copy is: %

Duplication: The level of duplication on the mailing list for the audit issue was: 0%



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £60.00

The Annual Other Countries Subscription Rates for the audit issue were: \$200

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Controlled Circulation

Terms of Control in the audit period:

Organisers and buyers of services for conferences, meetings, incentives, training, product launches and corporate hospitality.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	17,936	100.0	8,652	48.2	5,940	33.1	3,344	18.6
Individual Requests - Print	15,109	84.2	7,200	40.1	4,748	26.5	3,161	17.6
Individual Requests - Digital	2,827	15.8	1,452	8.1	1,192	6.6	183	1.0
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

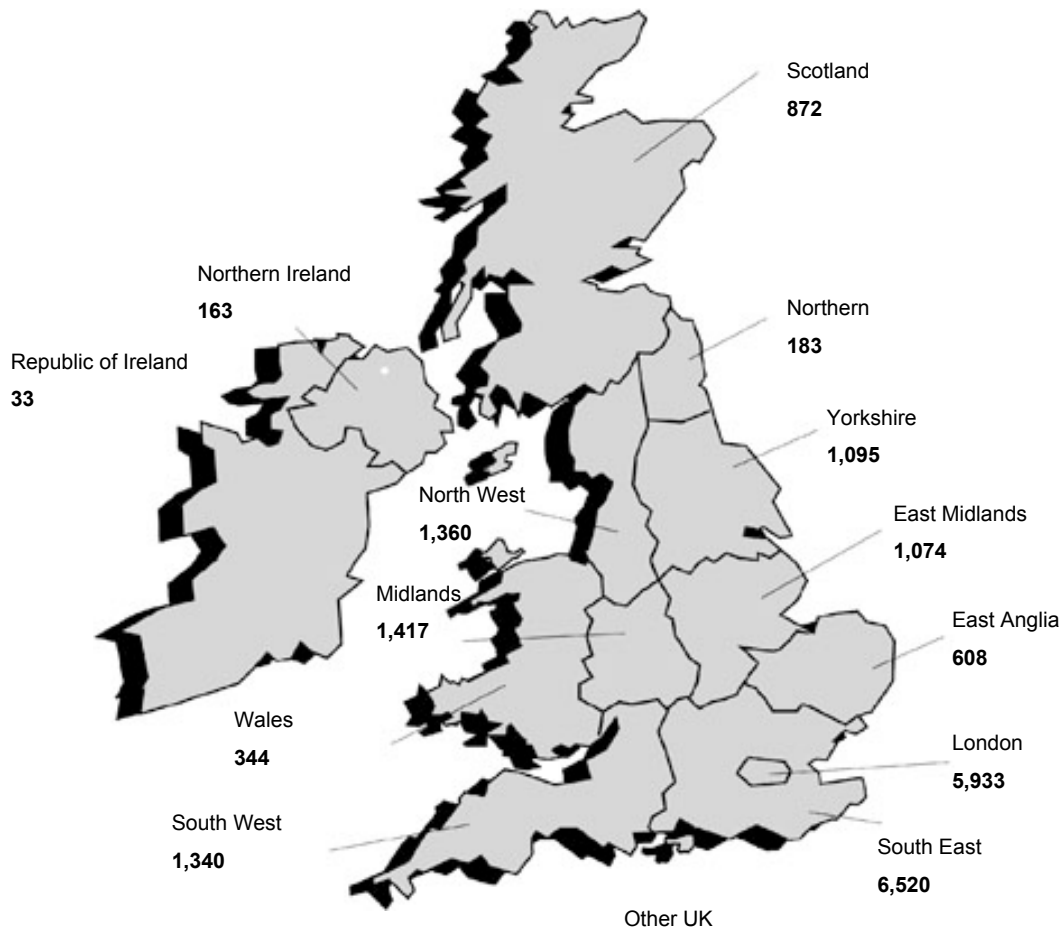
Cover Date / ID	Distribution Date	Total Net Circ.	Print	Digital	Variance %	Cover Date / ID	Distribution Date	Total Net Circ.	Print	Digital	Variance %
Jul/Aug 09	01-Jul-2009	20,308	18,266	2,042	-						
Sep-09	01-Sep-2009	17,926	15,812	2,114	-						
Oct-09	02-Oct-2009	18,931	16,815	2,116	-						
Nov/Dec 09	17-Nov-2009	19,415	17,291	2,124	-						
Feb-10	12-Feb-2010	18,939	16,806	2,133	-						
Mar-10	02-Mar-2010	20,095	17,811	2,284	-						
Apr-10	30-Mar-2010	20,901	17,811	3,090	-						
May-10	29-Apr-2010	21,032	18,205	2,827	-						
Jun-10	25-May-2010	20,423	17,316	3,107	-						

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Geographical Analysis of circulation of the audit issue

	Total	Print	Digital		Total	Print	Digital		Total	Print	Digital
Total Circulation	21,032	18,205	2,827	Total Analysed	21,032	18,205	2,827	Total Not Analysed			



United Kingdom	20,909	18,205	2704
East Anglia	608	526	82
East Midlands	1,074	949	125
London	5,933	5116	817
Midlands	1,417	1235	182
North West	1,360	1182	178
Northern	183	152	31
South East	6,520	5,746	774
South West	1,340	1,158	182
Yorkshire	1,095	954	141
Northern Ireland	163	140	23
Scotland	872	751	121
Wales	344	296	48
Other UK			
Republic of Ireland	33		
Other Countries (exc Rol)	90		90

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DEMOGRAPHIC DATA

Analysis of the Audit Issue by: Nature of Organisation's Business

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,205		2,827		21,032		21,032
Not Analysed							
Analysed	18,205		2,827		21,032		21,032
Association Buyers	3,634		911		4,545		4,545
Corporate Buyers	9,907		1,302		11,209		11,209
Intermediary Buyers	4,664		614		5,278		5,278
Others							

Analysis of the Audit Issue by: Largest attendance of event

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,205		2,827		21,032		21,032
Not Analysed	3,222		19		3,241		3,241
Analysed	14,983		2,808		17,791		17,791
Less than 50	1,533		324		1,857		1,857
51 - 100	2,066		413		2,479		2,479
101 - 200	2,660		550		3,210		3,210
201 - 500	3,318		604		3,922		3,922
Over 500	5,406		917		6,323		6,323

Analysis of the Audit Issue by: Type of event organised

This analysis allows for multiple responses by the addressee

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,205		2,827		21,032		21,032
Not Analysed	3,726		167		3,893		3,893
Analysed	14,479		2,660		17,139		17,139
Total Responses	39,373		6,529		45,902		45,902
Conference/Meeting	13,504		2,454		15,958		15,958
Incentive Travel	5,216		749		5,965		5,965
Product Launch	6,465		971		7,436		7,436
Staff Training	6,917		1,220		8,137		8,137
Corporate Hospitality	7,271		1,135		8,406		8,406

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Analysis of the Audit Issue by: Where past events have been held

This analysis allows for multiple responses by the addressee

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,205		2,827		21,032		21,032
Not Analysed	3,226		28		3,254		3,254
Analysed	14,979		2,799		17,778		17,778
Total Responses	35,856		5,959		41,815		41,815
UK	14,815		2,729		17,544		17,544
Europe	6,562		968		7,530		7,530
North America	3,714		549		4,263		4,263
Africa / Middle East	3,361		509		3,870		3,870
South America	2,225		391		2,616		2,616
Asia	3,055		466		3,521		3,521
Australasia	2,124		347		2,471		2,471

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.