

MEETINGS & INCENTIVE TRAVEL

JULY 2018 TO JUNE 2019



Meetings & Incentive Travel has reported in accordance with ABC's industry-agreed standards for Business Magazines



21,558

CIRCULATION (AVERAGE PER ISSUE)

For more information:



CAT Media



sales@catmedia.global



www.meetpie.com



01342 306700

Issued: 05 Aug 2019

www.abc.org.uk

100%

CONTROLLED FREE
Issue distributed 15/05/19

OTHER FREE
Issue distributed 15/05/19

PAID

Issue distributed 15/05/19

MEMBERSHIP
Issue distributed 15/05/19

EVERY 2 MONTHS

6 ISSUES

MEDIA, MARKETING & ADVERTISING

MARKET SECTOR

MEETINGS & INCENTIVE TRAVEL

JULY 2018 TO JUNE 2019



| AUDIT ISSUE ANALYSIS | TOTAL | UNITED KINGDOM | OTHER COUNTRIES | PRINT EDITION | UNITED KINGDOM | OTHER COUNTRIES | DIGITAL EDITION | UNITED KINGDOM | OTHER COUNTRIES |
|-----------------------------|--------|----------------|-----------------|---------------|----------------|-----------------|-----------------|----------------|-----------------|
| ISSUE DISTRIBUTED 15/05/19 | 15,903 | 15,903 | - | 12,845 | 12,845 | - | 3,058 | 3,058 | - |
| FREE COPIES | 15,903 | 15,903 | - | 12,845 | 12,845 | - | 3,058 | 3,058 | - |
| CONTROLLED FREE | 15,903 | 15,903 | - | 12,845 | 12,845 | - | 3,058 | 3,058 | - |
| REQUESTED (INDIVIDUAL) | 12,231 | 12,231 | - | 9,173 | 9,173 | - | 3,058 | 3,058 | - |
| REQUESTED (COLLEAGUE) | - | - | - | - | - | - | - | - | - |
| NON-REQUESTED (NAME) | 3,672 | 3,672 | - | 3,672 | 3,672 | - | - | - | - |
| NON-REQUESTED (JOB) | - | - | - | - | - | - | - | - | - |
| OTHER FREE | - | - | - | - | - | - | - | - | - |
| NON-CONTROLLED FREE | - | - | - | - | - | - | - | - | - |
| MONITORED FREE DISTRIBUTION | - | - | - | - | - | - | - | - | - |
| SAMPLE FREE DISTRIBUTION | - | - | - | - | - | - | - | - | - |
| MEMBERSHIP COPIES | - | - | - | - | - | - | - | - | - |
| PAID COPIES | - | - | - | - | - | - | - | - | - |
| PAID SUBSCRIPTIONS | - | - | - | - | - | - | - | - | - |
| INDIVIDUAL | - | - | - | - | - | - | - | - | - |
| MULTIPLE COPY | - | - | - | - | - | - | - | - | - |
| CORPORATE | - | - | - | - | - | - | - | - | - |
| PAID SINGLE COPIES | - | - | - | - | - | - | - | - | - |

MEETINGS & INCENTIVE TRAVEL

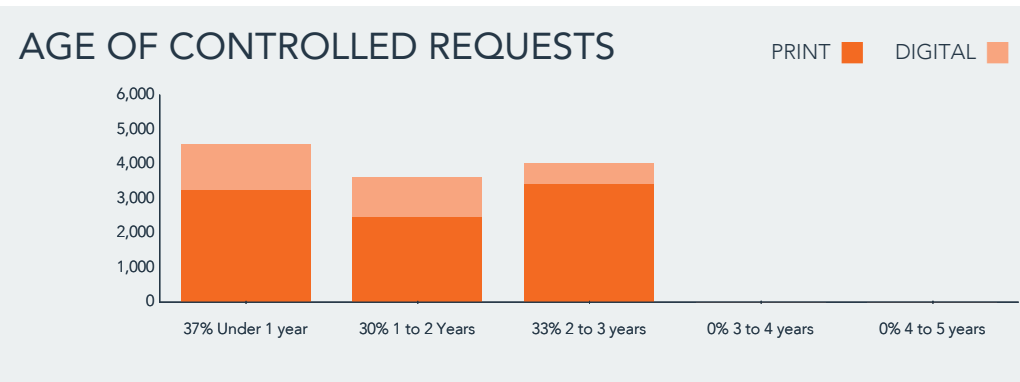
JULY 2018 TO JUNE 2019



AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Buyers of services for conferences, meetings, incentives, training, product launches and corporate hospitality



DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Industry Code

| DESCRIPTION | TOTAL | Print | Digital |
|------------------------|--------|--------|---------|
| Association | 2,665 | ~1,800 | ~865 |
| Corporate Organisation | 10,204 | ~7,500 | ~2,704 |
| Intermediary Agency | 3,034 | ~2,200 | ~834 |

15,903 individuals were analysed (100% of the audit issue)

Job function

| DESCRIPTION | TOTAL | Print | Digital |
|--|-------|--------|---------|
| Chairperson/Proprietor/Managing Director | 699 | ~500 | ~199 |
| Director | 2,205 | ~1,500 | ~705 |
| Manager | 5,830 | ~4,500 | ~1,330 |
| Executive/Administrator | 4,067 | ~3,000 | ~1,067 |
| PA/Secretary | 2,994 | ~2,200 | ~794 |
| Other | 108 | ~100 | ~8 |

15,903 individuals were analysed (100% of the audit issue)

Number of events planned per year

| DESCRIPTION | TOTAL | Print | Digital |
|--------------|-------|--------|---------|
| 1-3 | 2,258 | ~1,500 | ~758 |
| 4-7 | 1,768 | ~1,200 | ~568 |
| 8-11 | 875 | ~600 | ~275 |
| More than 12 | 6,546 | ~4,500 | ~2,046 |

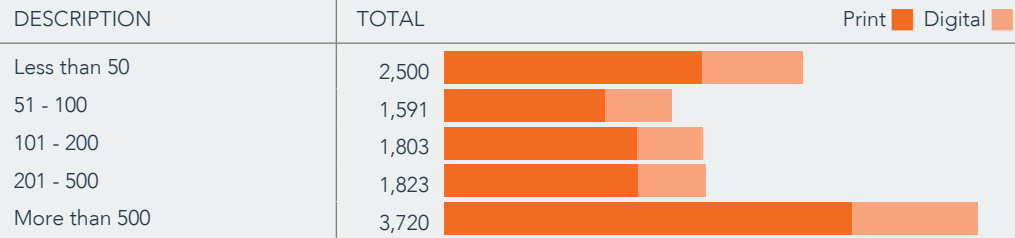
11,447 individuals were analysed (72% of the audit issue)

MEETINGS & INCENTIVE TRAVEL

JULY 2018 TO JUNE 2019



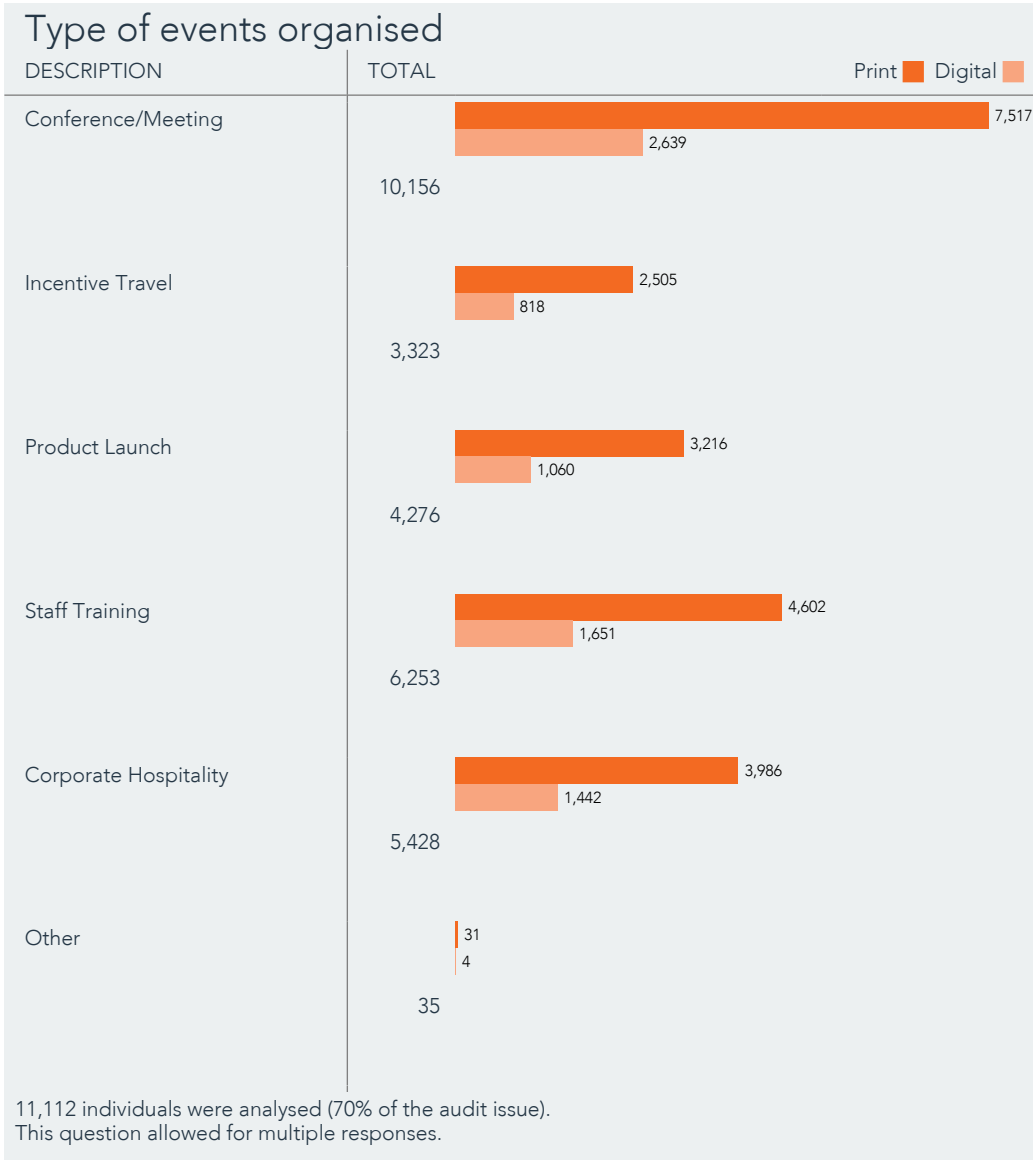
Largest attendance of event



11,437 individuals were analysed (72% of the audit issue)

MEETINGS & INCENTIVE TRAVEL

JULY 2018 TO JUNE 2019

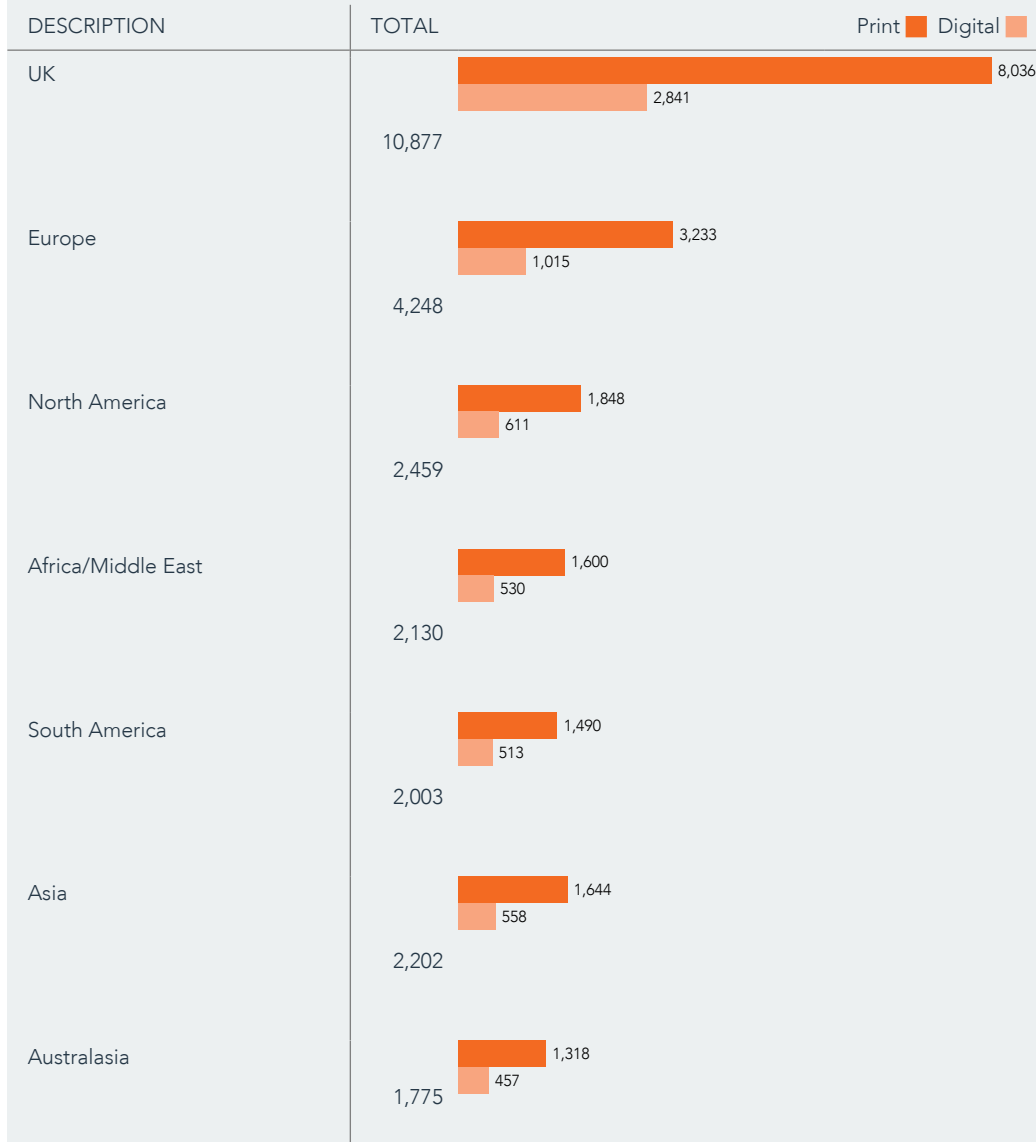


MEETINGS & INCENTIVE TRAVEL

JULY 2018 TO JUNE 2019

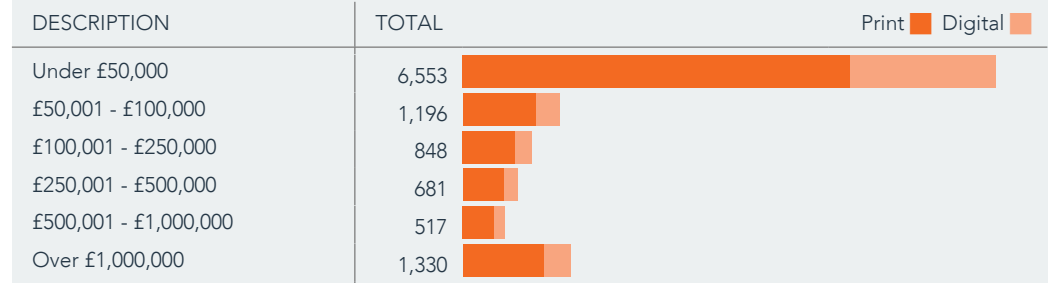


Where past events have been held



11,223 individuals were analysed (71% of the audit issue).
This question allowed for multiple responses.

Events - total budget



11,125 individuals were analysed (70% of the audit issue)

MEETINGS & INCENTIVE TRAVEL

JULY 2018 TO JUNE 2019



GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

| REGION/AREA | TOTAL |
|------------------|--------|
| United Kingdom | 15,903 |
| East Anglia | 399 |
| East Midlands | 936 |
| London | 4,876 |
| Midlands | 1,331 |
| North West | 1,033 |
| Northern | 143 |
| South East | 4,505 |
| South West | 784 |
| Yorkshire | 697 |
| Northern Ireland | 170 |
| Scotland | 739 |
| Wales | 290 |

15,903 individuals were analysed (100% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

| | TOTAL | UNITED KINGDOM | OTHER COUNTRIES |
|---------------------|--------|----------------|-----------------|
| AVERAGE CIRCULATION | 21,558 | 20,746 | 812 |
| PRINT EDITION | 15,237 | 15,211 | 26 |
| DIGITAL EDITION | 6,321 | 5,535 | 786 |

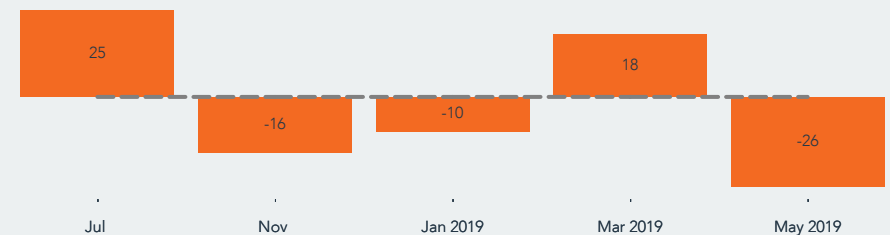
ISSUE ANALYSIS

PRINT ■ DIGITAL ■

| ISSUE | DISTRIBUTED | TOTAL |
|----------------|-------------|--------|
| July 2018 | 09/07/18 | 27,006 |
| September 2018 | 11/09/18 | 23,583 |
| November 2018 | 22/11/18 | 18,032 |
| January 2019 | 16/01/19 | 19,422 |
| March 2019 | 15/03/19 | 25,400 |
| May 2019 | 15/05/19 | 15,903 |

ISSUE VARIANCES > 10%

--- AVERAGE CIRCULATION



About this certificate

This certificate, issued 05/08/19, has been produced from data declared by Conference & Travel Publications as being prepared in accordance with the ABC Reporting Standards. If a subsequent audit or inspection reveals a material inaccuracy we will publish an updated certificate.

While care has been taken to ensure the information presented is correct, ABC cannot accept responsibility for any errors or omissions.

© Copyright ABC and Conference & Travel Publications.

This certificate is supported by the following organisations:



About ABC

ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

For more information please visit: www.abc.org.uk

