PCMA Convene offers access to tens of thousands of senior-level, decision-maker meeting planners who annually book more than 1.3 million meetings.

What’s your EXPOSURE QUOTIENT?
Exposure: DMA West and PCMA Convene have teamed up for a 2020 Western Destinations Special Section.

Convene March 2019 Meetings Market Survey of our readers:
• 79% Hold meeting in the WEST
• 79% Hold meeting in the SOUTH WEST

Convene Circulation:
• Print 30,000 + Digital 5,000+
• PCMA.org posted and archived one year
• Association, Corporate, Independent and Incentive

DMA West | Western Destinations Special Section | March 2020

Full Page Ad 4 Color: $6,000 Net
   o Full page of Matching Editorial

Half Page Ad 4 Color plus matching editorial: $4,645 Net
   o Half page of Matching Editorial

Quarter Page Ad 4 Color plus matching editorial: $3,950 Net
   o Quarter Page of Matching Editorial

Enhance your PCMA exposure through adding different digital channels:
   o Video embedded on digital issue: $ 500.00 Net
   o ThisWeek@PCMA E-newsletter Anchor (33,000): $1,250.00 Net
   o News Junkie Anchor (19,000): $ 500.00 Net
   o PCMA.org ROS Anchor (30,000): $1,500.00 Net
   o PCMA.org ROS Top Pushdown (30,000): $1,500.00 Net
   o Custom Infographic, Video or Digital Article (60,000) $3,000.00 Net (inquire for details)

Space Deadline: January 15, 2020
MATERIAL DEADLINE: February 1, 2020
Editorial Deadline: Convene writer will contact the editorial contact and they will set deadlines.
Contact: Maggie Simkin | PCMA | 312.423.7248 | msimkin@pcma.org
PCMA CONVENE AUDIENCE BY THE NUMBERS

1,300,000+ POTENTIAL MEETINGS

- 960,000+ with less than 100 attendees
- 335,000+ with 500 to 100 attendees
- 83,000+ with more than 500 attendees

- 128,000 potential meetings to be booked at resorts
- 104,000 of meetings attendees prefer access to a Spa
- 90,700 meetings will involve Golf Outings

BOOKING WINDOW

80% of small meetings within 1 year
48% of large meetings within 1 to 3 years

MEETINGS BUDGET OUTLOOK
152,400+

Meetings budget will exceed $1,000,000

CIRCULATION BREAKDOWN
36,000+ QUALIFIED READERS

- Association, Corporate & Independent Meeting Planners
  - Corporate 50%
  - Association 25%
  - Independent 15%

- 86% hold positions with decision-making authority
- 23% are Executive Level or C-Suite