



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 Special Section.

Convene March 2019 Meetings Market Survey of our readers:

- 79% Hold meetings in the WEST
- 79% Hold meetings in the SOUTHWEST

Convene Circulation:

- Print 36,000 + Digital 5,000+
- PCMA.org posted and archived one year
- Association, Corporate, Independent and Incentive

DMA West | Western Destinations Special Section | March/April 2021 Issue

Full Page Ad 4 Color: \$6,000 Net

- Full page of Matching Editorial

Half Page Ad 4 Color plus matching editorial: \$4,645 Net

- Half page of Matching Editorial

Quarter Page Ad 4 Color plus matching editorial: \$3,950 Net

- Quarter Page of Matching Editorial

Enhance your PCMA exposure through adding different digital channels:

- Video embedded on digital issue: \$ 500.00 Net
- ThisWeek@PCMA E-newsletter Anchor (33,000): \$1,250.00 Net
- News Junkie Anchor (19,000): \$ 500.00 Net
- PCMA.org ROS Anchor (30,000): \$1,500.00 Net
- PCMA.org ROS Top Pushdown (30,000): \$1,500.00 Net
- Custom Sales Webinar to planners \$5,000.00 Net

Space Deadline: February 2, 2021

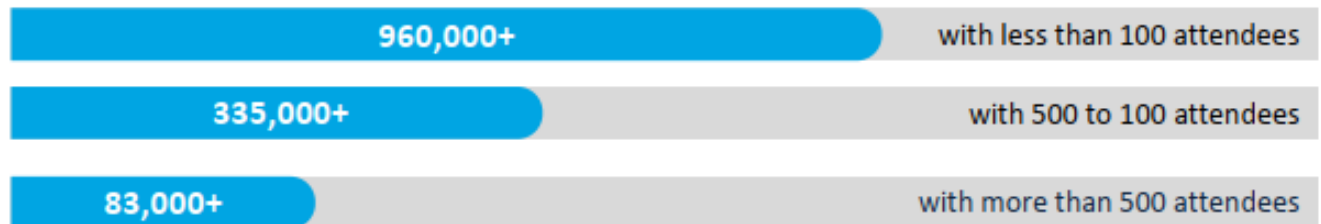
MATERIAL DEADLINE: March 2, 2021

Editorial Deadline: Convene writer will contact the editorial contact and they will set deadlines.

Contact: Maggie Simkin | PCMA | 312.423.7248 | msimkin@pcma.org

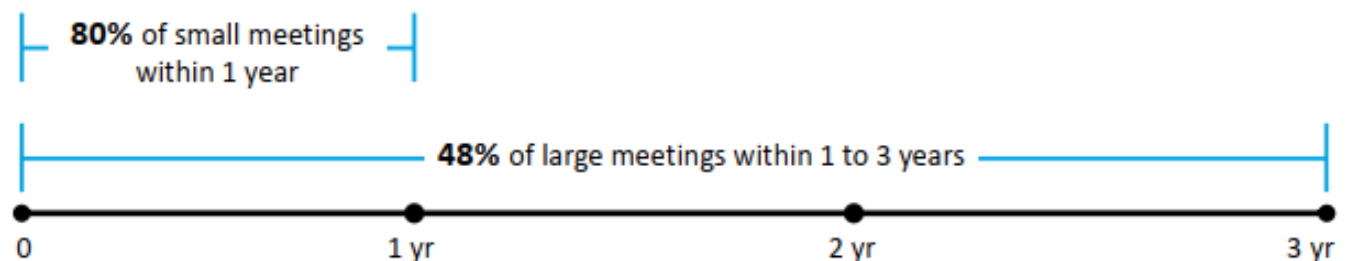
PCMA CONVENE AUDIENCE BY THE NUMBERS

1,300,000+ POTENTIAL MEETINGS

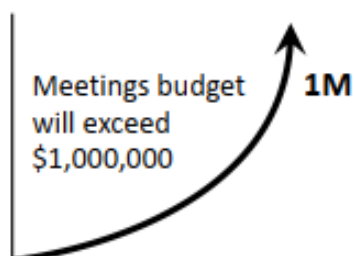


- **128,000** potential meetings to be booked at resorts
- **104,000** of meetings attendees prefer access to a Spa
- **90,700** meetings will involve Golf Outings

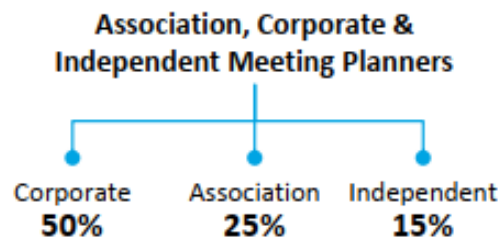
BOOKING WINDOW



MEETINGS BUDGET OUTLOOK 152,400+



CIRCULATION BREAKDOWN 36,000+ QUALIFIED READERS



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