

# REJUVENATE 2012 CALENDAR

	Features	Destination Reports	Special Section
<b>February</b> <b>Deadline:</b> 12/1/11	<b>New: The Cool Issue</b> A collection of favorites (features, food, people, places, etc.) from our editors, planners, partners and other intelligence. Sure to be a keeper. (Be part of this issue by advertising your best feature in your print ad.)	<b>Venues Focus: Downtown Properties</b> <b>Southwest/Rocky Mountains:</b> AZ, CO, ID, MT, NM, OK, TX, UT, WY <b>West Coast:</b> AK, CA, HI, NV, OR, WA <b>Special Feature:</b> Florida	<b>International:</b> Canada, Caribbean, Mexico, Puerto Rico and South America
<b>April</b> <b>Deadline:</b> 2/1/12	<b>The Technology Issue</b> Hybrids, security and what you need to know beyond tools and websites. (Single sponsorship opportunity!)	<b>Midwest/Great Lakes:</b> OH, IL, IN, IA, KS, MI, MN, MO, NE, ND, SD, WI <b>Southeast/Mid-South:</b> AR, AL, FL, GA, KY, LA, MS, NC, SC, TN <b>Special Feature:</b> Texas	<b>Venues Focus: Conference/Convention Centers</b>
<b>June</b> <b>Deadline:</b> 4/2/12	<b>The Youth Issue</b> Real-life stories from planners who organize youth events: what worked, what didn't, what they learned...including a survival kit of advice.	See Destination Guide →	<b>Special Advertorial Section: Destination Guide</b> Highlight your city or venue in this informative resource guide with a page or half page of matching advertorial (minimum half-page ad). (Planners refer to this issue year-round!)
<b>August</b> <b>Deadline:</b> 6/1/12	<b>Our Annual 40 Under 40 Issue</b> Meet the entrepreneurs changing meetings—planners, hoteliers and destination managers.	<b>Mid-Atlantic:</b> DC, DE, MD, VA, WV <b>Northeast:</b> CT, MA, ME, NH, NJ, NY, PA, RI, VT <b>Special Feature:</b> California	<b>Marketplace Preview</b> A look at the speakers, trainers, planners and suppliers coming to the annual Rejuvenate show, plus tips, advice and insights.
<b>October</b> <b>Deadline:</b> 9/3/12	<b>New: The Ideas Issue</b> The next wave: programming, speakers, F&B, audiovisual, venues, meetings-to-go and more.	<b>Small Cities</b> Ease, savings, safety and singular charm attract planners and attendees to second- and third-tier cities as well as suburban venues.	<b>2012 Rejuvenate Marketplace Program Guide</b> The show resource guide includes schedules, maps and more. Distributed to all attendees as well as readers in our circulation. (Added bonus for full-page advertisers: your meeting planner guide placed in show bags, sponsor recognition and extra opportunities.)
<b>December</b> <b>Deadline:</b> 10/1/12	<b>Crossing the Divide</b> Planning for diversity: cultural, educational, capability challenges and global issues planners need to balance.	<b>Venues Focus: Hotels and Resorts</b>	<b>Special Advertising Insert: Leaders Spotlight</b> Our annual who's who insert lets your organization recognize your leader. (An opportunity to reinforce your partnership with faith-based meeting planners!)

Note: All calendar items are subject to change.

## REJUVENATE CONTENT

### In Every Issue

**Features:** In-depth stories with profiles and case studies from faith-based events

**Frontlines:** News, trends, technology, reviews, people, events, where they're meeting and more...

**How To:** Essential information focused specifically on the needs of faith-based meeting planners

**Talking Meetings:** Our readers comment on current issues and share inspirational meeting moments

**Places:** City Spotlight, Site Visits, Now Open, In the Works

## ENJOY ADDED VALUE

- Every time your ad is published, you get a **guaranteed number of leads**. We're determined to deliver ROI.
- We do the hard work for you, tracking down the planners who need and want your services, giving you a cost-effective way to spend your marketing dollars.

## DEVOTED PLANNERS

- Impact is more important than big numbers. Our powerful relationship with 5,000+ readers means extraordinary access for our advertising partners.
- Our circulation does not include any suppliers, so you aren't wasting dollars reaching your competitors.
- Our readers share their copies with their colleagues and boards, file issues for future reference and use our ads to make their destination decisions. (Pass-along readership: 2+)

## QUALIFIED DECISION-MAKERS

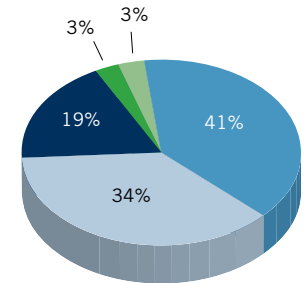
- \$2+ million average annual budgets for meetings and trade shows
- 2,000 attendees on average per meeting/event with some meetings drawing more than 10,000 people. Meetings range from 2- to 3-day board meetings and 3- to 5-day retreats to 3- to 5-day conferences and conventions.

## AUDIENCE DEMOGRAPHICS

Planners of faith-based conferences and events are a strong market segment. They form loyalties to destinations and service providers that answer their special needs. We partner with them through our award-winning magazine, website, social media networks and Rejuvenate Marketplace. They trust us as a solid resource for education, networking and reliable information. We'll add you to the inner circle when you partner with us.

## TARGET AUDIENCE

- 41% Conference Coordinator, Meeting Planner
- 34% Pastor, Minister, Bishop, Clergy
- 19% Administrative Assistant
- 3% VP, Associate Director, Administrator
- 3% Director of Meetings and Conferences and other



## MEETING VENUES

- Downtown Hotels
- Suburban/All-Suite Hotels
- Resorts
- College/University Campuses
- Conference Centers
- Airport Hotels
- Camps and Retreats
- Cruise Ships