

4,378

qualified subscribers who are members of the
Religious Conference Management Association

6,641 REACH PER ISSUE WITH PASS ALONG



STRAIGHT FROM OUR READERS

"I read every issue."

Charles Melear, Conference Planner, United Church of God

"I think it is very informative and helpful to me in making some of my decisions."

Andrew E, Butts, Pastor, OMC Fellowship Church of God In Christ

RCM STATS

• *Religious Conference Manager* is the official publication of RCMA (Religious Conference Management Association), a professional, nonprofit, interfaith organization whose members have responsibility for planning and/or managing meetings, conferences, conventions, or assemblies for religious organizations and those who provide services within this specialized field.

- Founded in 1972, RCMA is dedicated to enhancing the professionalism of its members and improving the experience of religious meeting attendees throughout the world.
- In addition to our bi-monthly magazine, *RCMA Highlights* will be published on three consecutive days at the RCMA's Annual Conference & Exposition in Fort Worth, Texas in 2010. In addition to daily distribution at the Annual Conference, all three dailies will be collated and mailed to all members of RCMA immediately following the conference.
- The latest RCMA news can be found on the *Religious Conference Manager* page on MeetngsNet.com

\$1.9 million is the average annual budget our readers allocated for meeting and trade show activity

9 is the average number of meetings planned annually by our readers

1,825 is our readers' average number of attendees per meeting/event

ATTENDANCE AT MEETINGS PLANNED BY RCMA MEMBERS IN 2008

11,387,533 Total

9,204,732 Convention/Center

118,890 Board

530,416 Committee/Seminar

346,404 Retreat

1,187,091 Other

TITLES

39.8% Conference or Event Coordinator, Meeting Planner

19.5% Exec Secretary, Executive Director, Director, President

10.5% Director of Meetings/Conferences/Conventions

9.8% VP, Associate Director Administrator

9.0% Secretary, Coordinator, Administrative Assistant

5.3% Pastor, Minister, Bishop, Clergy

TOP MEETING VENUES

17.5% Downtown Hotel

16.8% Conference Center

13.1% Suburban Hotel

11.3% Convention/Civic Center

11.1% Camps/Resort

10.9% Resort Hotel

10.8% Airport Hotel

7.1% College/University

1.5% Cruise Ship

AVERAGE DURATION OF MEETINGS

4.2 days Convention/Center

2.7 days Board

2.4 days Committee/Seminar

3.8 days Retreat

43.8% of our readers save their copies of *RCM* for future reference

43.8% of our readers clip/copy articles of interest

34.4% of our readers visited an advertiser's Web site

31.3% of our readers filed an ad for future reference