

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

SPECIAL EVENTS

Penton Media
249 W. 17th Street, 4th Floor
New York, NY 10011-5300
Tel: (212) 204-4200
www.SpecialEvents.com
CorporateCustomerService@Penton.com

Official Publication of: None
Established: 1982
Issues Per Year: 6



FIELD SERVED

SPECIAL EVENTS MAGAZINE serves event professionals who provide products and/ or services for events in hotels/ resorts; clubs, event sites, banquet facilities, conference centers, convention center/CVB's, full service, independent off-premise catering; equipment rental/ sales, corporate, independent, association, non-profit, government/ civic event planning; wedding consulting, destination management, incentive travel, trade show management, advertising/ public relations agencies, lighting/ sound/ special effects, decorating/ floral/ props/ balloons, staging, entertainment and ISES (International Special Events Society) members.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners/presidents, vice presidents/general managers, event planners/producers, meeting planners, food and beverage directors/managers, catering/banquet directors/managers, purchasing directors/managers, store managers, designers/decorators, sales/marketing directors/managers, chefs, and other titled and non-titled personnel in the special events industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	590
Advertiser and Agency _____	159
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	-
TOTAL	749

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,381	72.3	14,858	69.8	523	2.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	5,910	27.7	5,879	27.6	31	0.1
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,291	100.0	20,737	97.4	554	2.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	18,871	2,900	21,771
March/April _____	18,980	2,803	21,783
May/June _____	17,370	2,951	20,321

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

This issue is 6.7% or 1,456 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Event/Meeting Planning including Corporate, Social, In-house, Independent and Association _____	8,822	43.3	7,323	1,499
Hotel/Resort/Club/ Banquet Facility/ Conference Center/ Convention Center/CVB _____	2,988	14.7	2,625	363
Other _____	1,739	8.6	1,462	277
Equipment Rental _____	1,455	7.2	1,296	159
Full Service Off Premise Catering _____	971	4.8	892	79
ISES Members (International Special Events Society) _____	4,346	21.4	3,772	574
TOTAL QUALIFIED CIRCULATION	20,321	100.0	17,370	2,951
PERCENT	100.0		85.5	14.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	15,741	-	-	13,365	2,376	15,741	77.5
II. Request from recipient's company: _____	248	-	-	244	4	248	1.2
III. Membership Benefit: _____	4,332	-	-	3,761	571	4,332	21.3
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,321	-	-	17,370	2,951	20,321	100.0
PERCENT	100.0	-	-	85.5	14.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	17,231	2,904	20,135	99.1
Individuals by name only _____	139	47	186	0.9
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,370	2,951	20,321	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	37	5	42	
New Hampshire _____	43	3	46	
Vermont _____	27	5	32	
Massachusetts _____	479	53	532	
Rhode Island _____	126	5	131	
Connecticut _____	202	39	241	
NEW ENGLAND	914	110	1,024	5.0
New York _____	1,167	193	1,360	
New Jersey _____	573	66	639	
Pennsylvania _____	748	94	842	
MIDDLE ATLANTIC	2,488	353	2,841	14.0
Ohio _____	563	65	628	
Indiana _____	348	40	388	
Illinois _____	858	146	1,004	
Michigan _____	472	60	532	
Wisconsin _____	260	37	297	
EAST NO. CENTRAL	2,501	348	2,849	14.0
Minnesota _____	393	53	446	
Iowa _____	104	17	121	
Missouri _____	331	50	381	
North Dakota _____	13	5	18	
South Dakota _____	23	2	25	
Nebraska _____	68	14	82	
Kansas _____	118	20	138	
WEST NO. CENTRAL	1,050	161	1,211	6.0
Delaware _____	31	5	36	
Maryland _____	537	93	630	
Washington, DC _____	234	33	267	
Virginia _____	562	68	630	
West Virginia _____	38	6	44	
North Carolina _____	538	74	612	
South Carolina _____	168	37	205	
Georgia _____	696	79	775	
Florida _____	1,379	189	1,568	
SOUTH ATLANTIC	4,183	584	4,767	23.4
Kentucky _____	134	20	154	
Tennessee _____	240	50	290	
Alabama _____	131	19	150	
Mississippi _____	81	12	93	
EAST SO. CENTRAL	586	101	687	3.4
Arkansas _____	64	6	70	
Louisiana _____	237	19	256	
Oklahoma _____	88	11	99	
Texas _____	1,275	142	1,417	
WEST SO. CENTRAL	1,664	178	1,842	9.1
Montana _____	25	6	31	
Idaho _____	50	6	56	
Wyoming _____	13	3	16	
Colorado _____	335	37	372	
New Mexico _____	38	6	44	
Arizona _____	256	47	303	
Utah _____	69	16	85	
Nevada _____	261	23	284	
MOUNTAIN	1,047	144	1,191	5.9
Alaska _____	4	2	6	
Washington _____	241	34	275	
Oregon _____	133	11	144	
California _____	2,154	274	2,428	
Hawaii _____	42	10	52	
PACIFIC	2,574	331	2,905	14.3
UNITED STATES	17,007	2,310	19,317	95.1
U.S. Territories _____	51	12	63	
Canada _____	196	210	406	
Mexico _____	5	3	8	
Other International _____	107	414	521	
APO/FPO _____	4	2	6	
TOTAL QUALIFIED CIRCULATION	17,370	2,951	20,321	100.0

QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER:

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	28,034	26,841	26,191	24,497	22,005	21,291
Qualified Non-Paid Total	27,451	26,289	25,642	24,049	21,467	20,737
Print Version Only	23,980	23,340	22,914	20,968	18,618	17,929
Digital Version Only	3,471	2,949	2,728	3,081	2,849	2,808
Qualified Paid Total	583	552	549	448	538	554
Print Version Only	503	482	463	367	458	478
Digital Version Only	80	70	86	81	80	76
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$61.94	\$56.86	\$33.15	\$28.89	\$36.37	\$51.14

*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

Complimentary Subscription Offer



Please send me a complimentary copy of this magazine for my business.

First Name _____
 Title _____
 Company _____
 Address _____
 City _____
 State/Province _____ Country _____
 ZIP/Postal Code _____
 Phone (_____) _____ FAX (_____) _____
 E-Mail _____

*This offer is subject to our Subscriber Privacy Policy, which is available at publication.com.

1 Do you wish to receive/continue to receive a complimentary subscription to Special Events?
 YES No
 Signature required _____
 Date _____

2 How would you like to receive your copy of Special Events Magazine? (If you want to receive the digital version of the magazine, we need your email address.)
 Print Digital

3 Where do you work? (check only one)
 1 Hotel/Resort/Club/Event Facility/Conference Center/Convention Center/CVB
 2 Event/Meeting planning including Corporate/Social/House/Independent and Association
 3 Equipment Rental/Sales
 4 Off premise Catering
 5 Other (please specify) _____

4 What is your title? (check only one)
 A Owner/President
 B Vice President/General Manager
 C Event Planner/Producer
 D Meeting Planner
 E Food and Beverage Director/Manager
 F Catering/Event Director/Manager
 G Purchasing Director/Manager
 H Store Manager
 I Designer/Decorator
 J Sales or Marketing Director/Manager
 K Other Manager
 L Other (please specify) _____

5 I plan to purchase or subcontract the following products within the next 12 months: (check all that apply)
 A Audio/Visual Equipment
 B Dance Floors
 C Decorations/Floral/Tabletop
 D Entertainment
 E Event Sites
 F Flatware/Dishes/Glassware
 G Food and Beverage
 H Kitchen Cooling/Serving Equipment
 I Lighting
 J Linens/Chair covers
 K Power
 L Staging
 M Table/Chairs
 N Tents/Awnings
 O No plan to purchase
 Z Other _____

6 Please send Special Events Magazine to the following employees:
 Name (please print) _____
 Title _____
 Address _____
 E-mail Address _____
 Phone _____
 FAX _____

Name (please print) _____
 Title _____
 Address _____
 E-mail Address _____
 Phone _____
 FAX _____

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1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,256	72.0	12,795	69.5	461	2.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	5,151	28.0	5,134	27.9	17	0.1
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,407	100.0	17,929	97.4	478	2.6

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,125	73.7	2,063	71.6	62	2.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	759	26.3	745	25.8	14	0.5
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,884	100.0	2,808	97.4	76	2.6

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Melissa Fromento, Group Publisher
 Richard Price, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:
 This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 18, 2011
 State New York
 County New York
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