Media Solutions Kit

Connecting You to Decision Makers.
Why Partner with ASAE?

More than 90% of ASAE Executive Management members reported being involved in making decisions about meeting sites and business services through personalized ASAE media platforms.

Association members value content that they trust through ASAE’s long-standing reputation of connecting decision-making association executives with the information they need to drive their organizations forward.

ASAE gives you access to the largest collection of nearly 40,000 executives through customizable print and digital platforms.

ASAE uses an omni-channel approach to disseminate information where our audiences spend more time with our content than average industry metrics.
Demos & Reach

**ASAE members** hold on average 28 meetings per year including conventions, tradeshows, conferences, symposiums and seminars both in the United States and abroad.

**ASAE partnerships** allow you to choose from customized multiyear programs that are designed to amplify your presence as you engage with the association community.

**ASAE events** offer you business exposure to the next customer from a highly engaged association community at the largest conferences and meetings held for association CEOs.

**Number of attendees** at offsite meetings in the past 12 months.

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Offsite/External Meetings</td>
<td>3,608</td>
</tr>
<tr>
<td>Annual Meeting/Convention</td>
<td>1,646</td>
</tr>
<tr>
<td>Tradeshows</td>
<td>2,861</td>
</tr>
<tr>
<td>Conferences</td>
<td>617</td>
</tr>
<tr>
<td>Symposiums</td>
<td>210</td>
</tr>
<tr>
<td>Educational Seminars</td>
<td>617</td>
</tr>
<tr>
<td>Board and Committee Meetings</td>
<td>215</td>
</tr>
</tbody>
</table>

*learn more ➔* AccessAssociations.org

*contact us ➔* IndustryPartnerRelations@asaecenter.org
Advertising Opportunities

Connect with a critical decision-making marketplace that opens doors to a focused association community where our members, potentially your audience, engage with us every weekday morning and throughout the year.

learn more ➤ AccessAssociations.org
contact ➤ IndustryPartnerRelations@asaecenter.org
Print

**Associations Now magazine**

This award-winning, must-read publication connects you to more than 40,000 readers who gain insight on managing their business, money, technology, and meeting needs.

Gain access to more than 85% of Executive Management leaders who read *Associations Now* and are involved in the decision-making process for off-site meeting locations.

*Associations Now* is far and away the most read association publication among respondents.

[Bar chart showing percentages: 85.6% for Associations Now, 31.0% for Meetings & Conventions, 21.9% for Smart Meetings, 21.2% for Successful Meetings, 19.3% for Convene, 4.9% for The Meeting Professional.]

ASAE members are decision-makers in every aspect of meeting, convention, and event planning where 96.1% of respondent organizations use off-site meeting locations.

Tap into the association marketplace through supplements and guides that provide content relevant to specific core markets of hospitality and business services.

**ASAE’s Meeting & Exposition Publications**

Influence the perceptions and buying trends of decision-makers at the height of the purchasing cycle—at meeting and conference times. These must-read exhibitor publications are specifically created for association meeting attendees actively seeking business opportunities.
Digital

The ASAEcenter.org and AssociationsNow.com platforms offer real time and up-to-the-minute breaking news, blogs and resources that influence more than 54,000 decision makers daily.

Get in front of a dynamic audience who use AssociationsNow.com as the go to online and mobile resource for obtaining real-time news and analysis from expert contributors.

Gain exposure and reach ASAE readers who spend more than 3 minutes reading an online Associations Now article.

The average number of monthly unique users of AssociationsNow.com is 48,000+.

Your business can attract 80,000 + unique visitors of ASAEcenter.org monthly.

Broad based and vertical market solutions are available on ASAEcenter.org and on ASAE’s InTouch E-newsletter.
Email

Daily News

Associations Now Daily News allows you to reach inboxes of decision makers who value must-know information about the association community, five days a week.

Association CEOs prefer exclusive association news analysis and insight from the Associations Now Daily News email every weekday morning.

The Daily News highlights:

LEADERSHIP MONDAY - CEOs access the latest news, blogs, books, ideas, and tips on leadership and executive management.

TECHNOLOGY TUESDAY - Association CEOs thrive on the pressing issues and innovations in technology.

MEMBERSHIP WEDNESDAY - Association members look for innovators, new ideas, and new solutions to tackle their most common membership issues.

MONEY & BUSINESS THURSDAY - CEOs access tips from experts on relevant topics including finance, legal, marketing, and workforce HR.

MEETINGS FRIDAY - The go to resource that covers the newest trends and insights for meeting planners.