

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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**CONVENTIONSOUTH** is a B2B/Consumer brand intended for individuals with broad-based interests in the meetings/convention industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**CONVENTIONSOUTH** is produced in a print format. The editorial for the print copy is the same for all recipients.

**FIELD SERVED**

**CONVENTIONSOUTH** serves the industries of manufacturing, service/institution, medical/healthcare, wholesale/retail, financial banking/real estate/insurance, communications technology, transportation, government, associate/corporate/independent planners and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include personnel in general management/administration, sales/marketing, meeting planning/convention management, purchasing/production, training & development, travel, consulting, other management personnel and other titled and non-titled personnel in the field served.

## CHANNELS

**CONVENTIONSOUTH  
PRINT MAGAZINE**



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>CONVENTIONSOUTH PRINT MAGAZINE</b> (6 issues in the period)	18,511	-	18,511

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	33
Allocated for Trade Shows and Conventions	25
All Other	448
<b>TOTAL</b>	<b>506</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,511	100.0	18,511	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,511</b>	<b>100.0</b>	<b>18,511</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2021 Issue	Total Qualified
July	18,510
August	18,510
September	18,506
October	18,515
November	18,515
December	18,509

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**  
 This issue is -% or 5 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry*	Total Qualified	Percent of Total
Manufacturing, service/institution, medical/healthcare, wholesale/retail, financial banking/real estate/insurance, communications/technology, transportation, government, associate/corporate/independent planners	18,284	98.8
Others allied to the field	231	1.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,515</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

\*Qualified recipients include personnel in general management/administration, sales/marketing, meeting planning/convention management, purchasing/production, training & development, travel, consulting, other management personnel and other titled and non-titled personnel copies in the field served.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**

Qualification Source	Total Qualified	Percent
I. Direct Request:	<b>574</b>	<b>3.1</b>
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>17,941</b>	<b>96.9</b>
Association rosters and directories	-	-
Business directories	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-
*Other sources	17,941	96.9
VI. Single Copy Sales:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,515</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

\*See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*
Total Audit Average Qualified:	18,500	18,498	18,502	18,510	18,509	18,511
Qualified Non-Paid:	18,500	18,498	18,502	18,510	18,509	18,511
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

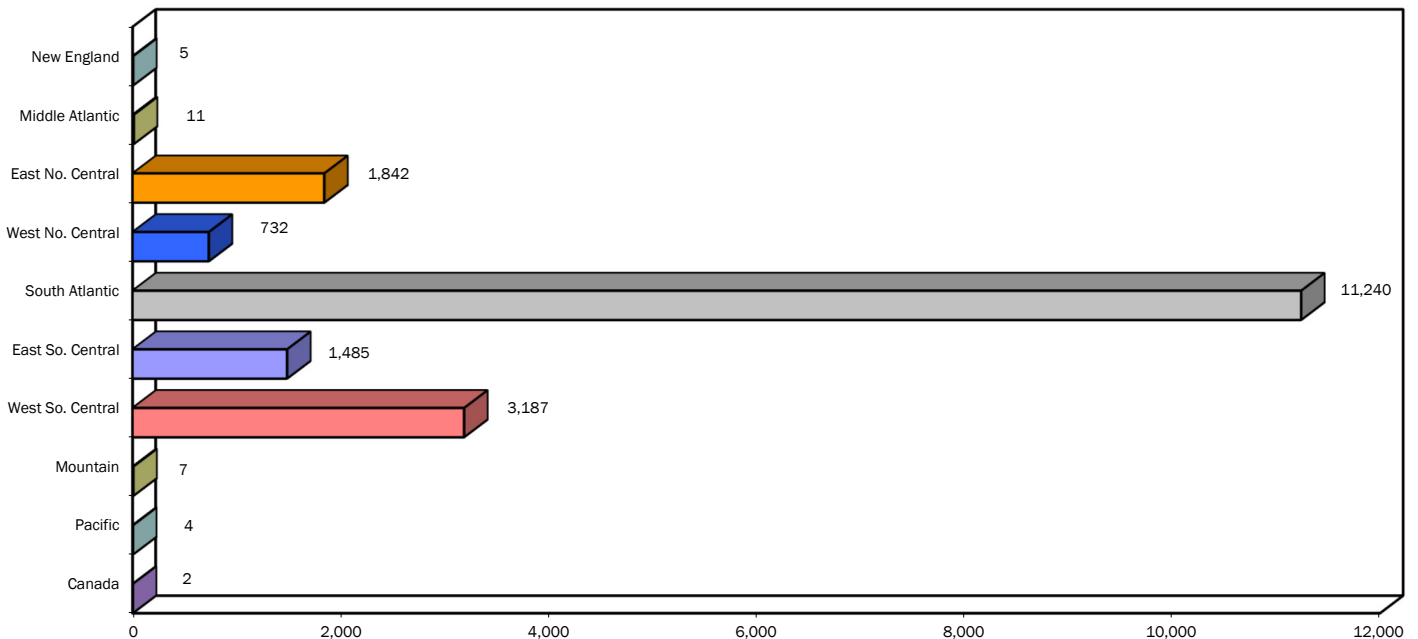
\*NOTE: July - December 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	-		Kentucky	328	
New Hampshire	-		Tennessee	710	
Vermont	-		Alabama	309	
Massachusetts	2		Mississippi	138	
Rhode Island	2		<b>EAST SO. CENTRAL</b>	<b>1,485</b>	<b>8.0</b>
Connecticut	1		Arkansas	158	
<b>NEW ENGLAND</b>	<b>5</b>	<b>-</b>	Louisiana	312	
New York	3		Oklahoma	240	
New Jersey	-		Texas	2,477	
Pennsylvania	8		<b>WEST SO. CENTRAL</b>	<b>3,187</b>	<b>17.2</b>
<b>MIDDLE ATLANTIC</b>	<b>11</b>	<b>0.1</b>	Montana	-	
Ohio	3		Idaho	-	
Indiana	5		Wyoming	-	
Illinois	1,830		Colorado	1	
Michigan	3		New Mexico	-	
Wisconsin	1		Arizona	3	
<b>EAST NO. CENTRAL</b>	<b>1,842</b>	<b>10.0</b>	Utah	1	
Minnesota	2		Nevada	2	
Iowa	1		<b>MOUNTAIN</b>	<b>7</b>	<b>-</b>
Missouri	725		Alaska	-	
North Dakota	-		Washington	1	
South Dakota	-		Oregon	-	
Nebraska	1		California	-	
Kansas	3		Hawaii	3	
<b>WEST NO. CENTRAL</b>	<b>732</b>	<b>4.0</b>	<b>PACIFIC</b>	<b>4</b>	<b>-</b>
Delaware	-		<b>UNITED STATES</b>	<b>18,513</b>	<b>100.0</b>
Maryland	1,477		U.S. Territories	-	
Washington, DC	1,482		Canada	2	
Virginia	2,299		Mexico	-	
West Virginia	158		Other International	-	
North Carolina	1,527		APO/FPO	-	
South Carolina	460				
Georgia	1,279				
Florida	2,558				
<b>SOUTH ATLANTIC</b>	<b>11,240</b>	<b>60.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,513</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

**PARAGRAPH 3b:**

Other sources include 2 sources of circulation for quantities of 17 copies or 0.1% to 17,924 copies or 96.8%, including Carney Meeting Planners July 2021 List.

**PUBLISHER'S AFFIDAVIT**

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

Krista Taylor, Director of Operations

John Macpherson, Director of Business Development

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 25, 2022
Province	Ontario
Country	Canada
Received by BPA Worldwide	February 25, 2022
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**About BPA Worldwide**

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.