

Rejuvenate

NEW IDEAS & INSPIRATION FOR PLANNING FAITH-BASED MEETINGS

Our Editorial Mission

We are the only independently produced magazine offering in-depth, targeted editorial for planners of faith-based meetings. Our readers often wear many hats within their organizations, and our editorial mission is to give them insight and intelligence when it comes to their role as meeting planners for all kinds of faith-based events. Launched in December 2006, *Rejuvenate* won two national awards in the 2007 competition of the American Society of Business Publication Editors (ASBPE). In 2008, we won another ASBPE editorial award. We are proud to provide readers with the best editorial content in the field for religious conference planners



Religious conferences represent one of the most stable niches in the meetings market. That's because faith-based groups will maintain strong attendance regardless of the state of the economy or other outside factors. They represent solid shoulder- and off-season business for many facilities and destinations.

Your Advertising ROI

Unlike other meetings publications, our circulation does not include any suppliers, so you aren't wasting advertising dollars reaching the competition. Secondly, *Rejuvenate's* circulation gives you the best reach in the faith-based market—you're tapping the spectrum of buyers, not

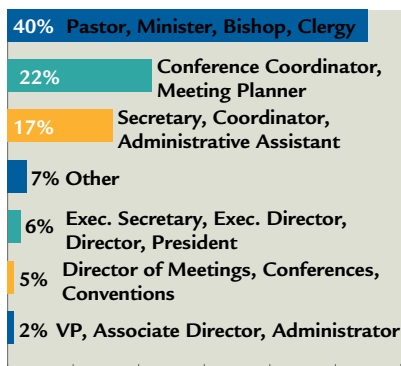
just association members. In short, *Rejuvenate* reaches *only* religious conference planners—and *more* of them than any other publication.

With our award-winning editorial, your ad dollars are invested in a publication that fully engages readers—giving your marketing message the editorial environment it deserves. We provide multiple platforms to reach planners—a website, e-newsletter, and a conference. (See back panel for more details.) *Rejuvenate* also offers an incredible value-add for print advertisers: a guaranteed minimum number of 10 leads every time your ad is published. For advertisers who want to succeed in the faith-based market, *Rejuvenate* delivers the very best return on investment.

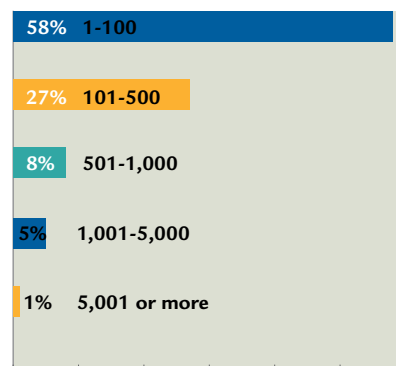
Frequency and Circulation

Rejuvenate is a four-color, 64-page, wide-format magazine published six times a year, plus one special issue. The magazine has applied for a Business Publisher's Audit, which will certify that *Rejuvenate's* 5,000 readers have decision-making responsibility when it comes to managing and producing religious conferences and events. Based on our 2008 circulation survey, 65 percent of our readers plan five or more meetings/events a year, with readers using a variety of facilities to host their events. Their titles vary from pastor to meeting planner. (See charts below.)

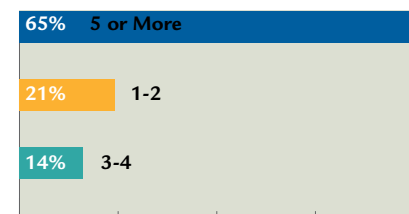
Title Best Describing Meeting-Planning Role



Average Number of Attendees Per Meeting



Number of Meetings Planned Annually



Source: Data collected from 5,018 subscribers as part of our Business Publication Audit.

Note: Percentages have been rounded off to nearest whole number.