

## **QUESTEX ANNOUNCES NEW INTEGRATED AUDIENCE MANAGEMENT STRATEGY**

NEWTON, MA – April 13, 2009 – Questex Media Group, Inc. announced today it is re-engineering how it will define, quantify and present its audience to marketers.

"The proliferation of information delivery channels creates a real challenge for advertisers when it comes to allocating media spend. It is imperative that we begin to measure cross-platform reach so that we can offer the audience insights our marketing clients need to optimize their media plan," said Tony D'Avino, Executive Vice President of Questex Media. "Even before the economic turmoil began, our customers' focus was shifting from mass reach to audience value -- ultimately measured by results, not circulation statements that show print issue receivership. We are very excited about our plan to deliver to marketers a new audit statement that will tell a total audience engagement story. Our integrated database will also enable them to build, manage and measure more precisely targeted campaigns."

Questex's new integrated audit statement will not be focused solely on print audience demographics and reach, but will present separately demographics and reach for each brand's media channels including print and digital editions, events, websites, e-newsletters, and supplements. In addition to the reach by media channel, the audit report will include a gross reach (total of each channel includes audience duplication) and the unduplicated reach (total unique number of audience members across each channel).

Questex has selected Verified Audit Circulation as its new audit firm.

"Verified has been in the audit business for nearly 60 years," adds D'Avino. "They are credible, experienced and have adapted quickly to industry trends."

An integral part of Questex's new audience strategy is the recent investment in the creation of a new integrated audience database led by Audience Development Director Heidi Spangler and Questex's fulfillment partner, Hallmark Data Systems. The robust database systems allows us to better serve the information needs of our subscriber audience and at the same time helps us communicate and audit subscriber engagement across additional media platforms.

"We now know, in one place, more about our audience members than ever before," adds Spangler. "We can easily manage and analyze our audience and market our products to them more intelligently. I am confident our marketing customers will welcome the new integrated audience view we'll soon provide them."

### About Questex Media Group, Inc.

Questex Media Group, Inc is a global, diversified business-to-business media organization serving multiple industries including hotel and hospitality, travel, technology, beauty, spa, among numerous other specialty industries with its well-established, market-leading, events, publications, digital and interactive media, research, and other marketing and media related services. The company's combined operations include approximately 450 employees in offices throughout North America, South America, Asia and Europe. For more information, visit [www.questex.com](http://www.questex.com).

Some of Questex's leading media brands include *American Spa, American Salon, Travel Agent, Hotel & Motel Management, Hotel Design, Home Media, Nightclub & Bar, Pest Management Professional, Landscape Management, Golfdom, Pit & Quarry, LPGas*, among others.

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