

JANUARY/ FEBRUARY 2018 WHAT'S AHEAD IN 2018—AND BEYOND ISSUE

A new themed issue looking at the macro trends that will challenge association leaders in the new year and beyond, including a story on how CEOs can best work with their boards to meet their mission in a changing world.

- + SPECIAL SECTION IN THE MAGAZINE - SOUTHEAST DESTINATIONS
- SUPPLEMENT - GUIDE TO DC CVB SATELLITE OFFICES
- SUPPLEMENT - ASSOCIATIONS NOW BOARD BRIEF: A QUICK GUIDE TO VOLUNTEER LEADERSHIP

Written directly to the board audience, this essential, concise guide focuses on practical tips and tools for busy board members. **This supplement, printed on high-quality, glossy paper, will have a bonus distribution of 15,000 with total paid circulation of 35,000+ copies!**

SPACE: 11/29/2017
MATERIALS: 12/6/2017

Mail delivery begins the first week of February

MARCH/APRIL 2018

Cover story: The Great Talent Chase

In a hot job market, associations face fierce competition for talent. Here's a look at how they're attracting top candidates even when they can't pay top dollar.

- SUPPLEMENT - TECH TOOLKIT

SPACE: 2/9/2018
MATERIALS: 2/16/2018

Mail delivery begins the third week of April

ADDITIONAL PUBLICATIONS

- XDP PLAYBOOK

Onsite distribution to all Xperience Design Project (XDP) attendees (April 19-20, 2018 Gaylord, National Harbor, MD)

SPACE: 2/5/2018
MATERIALS: 2/12/2018

MAY/JUNE 2018 THE TECHNOLOGY ISSUE

What new technologies are creating opportunities for associations to engage members, operate efficiently, and achieve their business goals? This issue explores the changing association technology landscape.

- + SPECIAL SECTION IN THE MAGAZINE - FLORIDA DESTINATIONS

SPACE: 4/5/2018
MATERIALS: 4/12/2018

Mail delivery begins the second week of June

JULY/AUGUST 2018

Cover Story: What Membership Means Now

Membership isn't what it used to be. This issue explores how associations are adapting their membership models and strategies to survive and thrive in a more competitive marketplace.

Magazine bonus distribution: ASAE Annual Meeting & Exposition (August 18-21, 2018 Chicago, IL)

- SUPPLEMENT - GUIDE TO ASSOCIATION MANAGEMENT COMPANIES

SPACE: 6/1/2018
MATERIALS: 6/8/2018

Mail delivery begins the second week of August

ADDITIONAL PUBLICATIONS

- ASSOCIATIONS NOW BUYERS' GUIDE

The most comprehensive national industry-partners resource for association decision makers.

SPACE: 4/6/2018
MATERIALS: 4/13/2018

- ANNUAL MEETING & EXPOSITION OFFICIAL PROGRAM AND EXHIBITORS GUIDE

Onsite distribution to all Annual Meeting attendees (August 18-21, 2018 Chicago, IL)

SPACE: 5/14/2018
MATERIALS: 5/21/2018

- DAILY NOW OFFICIAL DAILY OF ASAE ANNUAL MEETING & EXPOSITION

Onsite distribution to all Annual Meeting attendees (August 18-21, 2018 Chicago, IL)

SPACE: 6/1/2018
MATERIALS: 6/8/2018

SEPTEMBER/ OCTOBER 2018 THE MEETINGS ISSUE

A must-read for meeting planners and CEOs seeking new strategies, destinations, and revenue opportunities for their premier events.

- + SPECIAL SECTION IN THE MAGAZINE - DESTINATIONS WITH A DIFFERENCE
- SUPPLEMENT - ASSOCIATIONS@WORK TOOLKIT

ToolKit bonus distribution: Associations@Work Conference

SPACE: 8/24/2018
MATERIALS: 8/31/2018

Mail delivery begins the fourth week of October

NOVEMBER/ DECEMBER 2018

Cover Story: Global Growth Strategies

This issue explores key strategies and competencies for associations looking to expand globally, revealed by ASAE research. Also: how to assess your global readiness.

Magazine bonus distribution: ASAE Technology Conference (December 4-5, 2018 Gaylord, National Harbor MD)

- + SPECIAL SECTION IN THE MAGAZINE - WESTERN DESTINATIONS
- SUPPLEMENT - GUIDE TO MIDWEST CVB SATELLITE OFFICES
- SUPPLEMENT - GUIDE TO CONSULTING SERVICES

SPACE: 10/9/2018
MATERIALS: 10/16/2018

Mail delivery begins the second week of December