

now

associations

IDEAS
INTO
ACTION

2018 MEDIA SOLUTIONS KIT

AssociationsNow.com

Where Association CEOs Turn Ideas Into Action

Must-Know Business Intelligence—Every Day, on Every Platform



The Center for Association Leadership

PUBLISHED BY
ASAE: THE CENTER
FOR ASSOCIATION
LEADERSHIP
AssociationsNow.com

overview

Associations Now Magazine

The award-winning publication helps association executives manage their business, money, technology, and meetings needs.

AssociationsNow.com

AssociationsNow.com provides up-to-the-minute breaking news, blogs, and resources that influence daily association business.

ASAEcenter.org

Interactive digital media solutions provide access to vital association decision makers who actively engage with ASAE. Broad based and vertical market solutions are available on asaecenter.org, and InTouch.

Daily News

Sent directly to inboxes every morning, five days a week, the Daily News aggregates and analyzes the top news and must-know information from around the world of associations.

Supplements and Guides

Targeted standalone supplements and guides provide content relevant to specific association decision makers in core markets, including hospitality and destinations, technology, business services, consultants, association management, and international.

Meeting and Expo Publications

Specifically created for association meeting attendees actively seeking business opportunities, the meeting and expo publications provide must-read exhibitor information and conference information.

ASAE also offers nonmedia opportunities to engage association executives, including ...

ASAE Events

Conferences and meetings provide face-to-face opportunities to connect with your current customers and

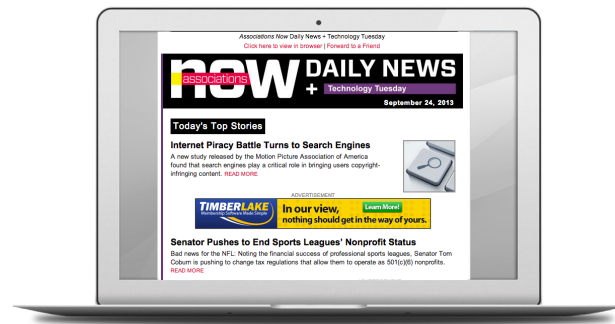
your next best prospect. Signature events range from the world-class Annual Meeting & Exposition in August each year to the more vertical audience conferences such as the Association Technology Conference; XDP; the Membership, Marketing & Communications Conference; and the Associations @ Work Conference.

ASAE Partnerships

The Alliance Partnership Program bundles the assets of ASAE in customized multiyear programs that are designed to align the marketing and sales objectives of the partner with the strategic goals of ASAE. Partnerships are offered on a limited basis and provide a range of benefits that are delivered by a dedicated professional staff.



Visit www.AccessAssociations.org for full details on these opportunities to connect to the vital association market!



Demos & Reach

Why Partner With *Associations Now*?

Reach

Associations Now is growing every day, with more than 40,000 readers in print and, on average, over 39,500 unique online readers a month.

Content

Across multiple print and digital platforms, *Associations Now* content is organized into relevant, targeted verticals, meaning deeper engagement with association executives. All this is backed by ASAE, the world's center for association leadership.

Trust

Associations Now is the recognized leading resource for key association decision makers. 82 percent of readers already describe *AN* as the publication with the "most useful" information.

Engagement

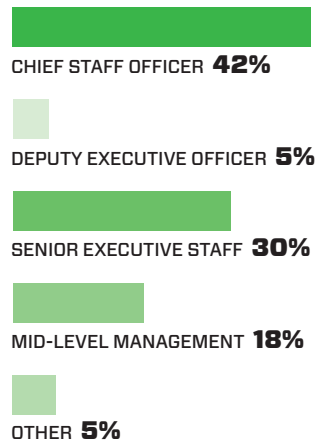
The average reading time of an online *Associations Now* article is more than 3 minutes. In print, readers devote the most time, a full 33 minutes for the magazine.

Action

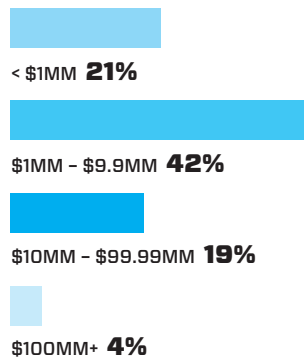
After reading *Associations Now*, more than half visited an advertiser's website for more information.

Whom Will You Reach? More than 90% of AN readers make or influence decisions in meetings, technology, business services, and other areas within their associations.

The Readers: Senior Association Leaders



Associations by Annual Revenue



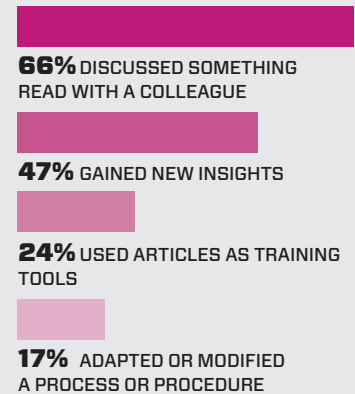
Direct Access to Association CEOs Who Make Purchase Decisions

Who Are the Decision Makers?

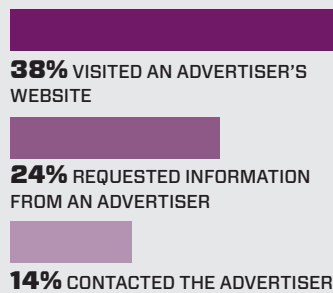
THEY REPRESENT:



Decision makers take action after reading Associations Now



Decision makers respond to advertising in Associations Now



Decision makers are involved with and make purchase decisions





HOW BIG IS YOUR BOARD?

Adapted by
JOE ROMINIECKI

One simple facet of your association's governance structure has a major influence on its operations: board size. Is a small board more efficient? Is a big board more representative? Does size matter at all? Only you can decide. Here are both sides of the debate.

In terms of competitive titles, 68% of decision makers rate AN as "most useful" and few read competing titles:

- 2% THE MEETING PROFESSIONAL
- 7% CONVENE
- 5% FORUM
- 2% MEETINGS & CONVENTIONS
- 3% SUCCESSFUL MEETINGS

Decision makers take action after reading *Associations Now*:

- 66% DISCUSSED SOMETHING READ WITH A COLLEAGUE
- 47% GAINED NEW INSIGHTS
- 24% USED ARTICLES AS TRAINING TOOLS
- 17% ADAPTED OR MODIFIED A PROCESS OR PROCEDURE

PLUS!

REACH SENIOR STAFF WHO INFLUENCE PURCHASE DECISIONS.

Print

Associations Now magazine

The must-read publication for association executives, *Associations Now* magazine inspires and informs association professionals in a modern, engaging, and easy-to-navigate way. Packed with business smarts, new ideas, and expert insights, the magazine delivers the best in association-leadership journalism.



Dedicated sections covering the topics **association executives** need most

More than **40,000+** readers every issue

Dedicated Departments Mean Targeted Placement

- **LEADERSHIP**
From Vision to Results
- **TECHNOLOGY**
What's New, Now, and Next
- **MEMBERSHIP**
Recruit, Retain, Engage
- **MONEY & BUSINESS**
Nonprofit Management With For-Profit Savvy
- **MEETINGS**
Connect Great People in Great Places
- **ASAE AT WORK**
Inside Your Community
- **BROUGHT TO YOU BY**
There's an Association for Everything

Distributed to **21,000+** industry executives six times a year

Online

NOW
SERVING
CONTENT ON
Google
News

AssociationsNow.com

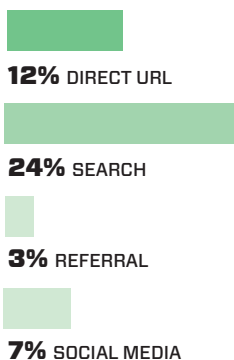
Delivering real-time news and analysis from *AN* editors, magazine articles, and trusted association resources, AssociationsNow.com serves as a fully integrated site and the go-to online and mobile resource for all association professionals.



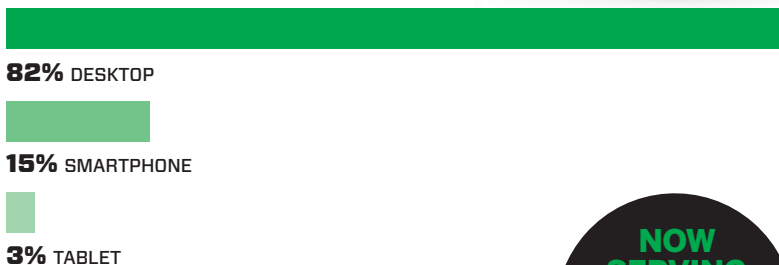
28% of people who've already been to the site (our dedicated readers) revisit daily!



How Are They Getting There?



Responsive Design Offers Easy Access From Any Device



Source: Google Analytics, June 2017 Report



54% EMAIL

AssociationsNow.com

Delivering real-time news and analysis from AN editors, magazine articles, and trusted association resources, AssociationsNow.com serves as a fully integrated site and the go-to online and mobile resource for all association professionals.

Themed Topic Centers Deliver Targeted Opportunities

- LEADERSHIP
- MEETINGS
- MEMBERSHIP
- MONEY & BUSINESS
- TECHNOLOGY

Average of **100,600+** page views a month

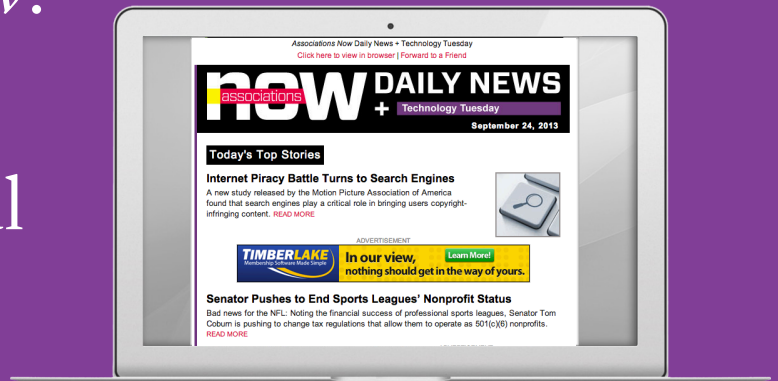
Enormous Reach—and Engagement

- AVERAGE OF **100,600+** PAGE VIEWS A MONTH
- AVERAGE OF **74,400+** VISITS A MONTH
- AVERAGE OF **51,300+** UNIQUE VISITORS A MONTH

Daily News

Association executives start every day with exclusive association news analysis and insight from *Associations Now*.

Daily News delivers essential breaking news, daily themed content, informative blog entries, and expert advice every weekday morning on CEOs' desktops and mobile devices.



LEADERSHIP MONDAY

highlights the latest news, blogs, books, ideas, and tips on leadership and executive management.

TECHNOLOGY TUESDAY

addresses the pressing issues and profiles innovations in technology that are game changers for associations.

MEMBERSHIP WEDNESDAY

explores innovators, new ideas, and new solutions to tackling your most common membership issues.

MONEY & BUSINESS THURSDAY

delivers tips from experts on relevant topics (finance, legal, marketing, workforce/HR, general administration, etc.).

MEETINGS FRIDAY

covers the newest trends and insights for meeting planners.

48,000+ subscribers

Enormous Reach—and Engagement

- 48,000+ SUBSCRIBERS
- 20% CLICK-TO-OPEN RATE—NEARLY TWICE THE INDUSTRY AVERAGE!*

*Unique click-to-open industry average for nonprofits is 11%.

Source: Google Analytics, July 2016 Report; Silver pop industry standards

Associations Now Daily News

Daily news, analysis, and insight straight to CEOs' inboxes

ASAE members and a growing non-member audience start every day with exclusive association news analysis and insight from AN. Daily News delivers essential breaking news, daily themed content and blogs, and expert advice every weekday morning on CEOs' and executives' desktops or mobile devices.

- Daily content themes provide targeted opportunities
- Mobile-first design ensures easy mobile access
- Engaging blogs, practical tips, and insightful commentary from AN editors and experts
- Resources for association professionals, such as job postings and more



ASAEcenter.org Digital Media

ASAEcenter.org

Over 90% of ASAE's members report they are involved in purchasing, approving, recommending or specifying products and services for their association. And that's just our members! ASAEcenter.org attracts 100,000+ unique visitors each month.

Interactive digital media solutions provide access to vital association decision makers who actively engage with ASAE.



VAST REACH AND ENGAGEMENT OF ASAECENTER.ORG

2.34
AVERAGE
TIME ON SITE

142,000+
AVERAGE
VISITORS
A MONTH

80,000+
AVERAGE
UNIQUE VISITORS
A MONTH

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

ASAE has loyal and engaged members—with a membership boasting **39,000+** association executives and industry partners representing **7,400+** unique organizations across the United States and around the world...your message will reach the largest group of association executives in the world!



Visit www.AccessAssociations.org for full details on these opportunities to reach the vital association market!