2019 Editorial Calendar

nOW associations

associations now magazine

JANUARY/ FEBRUARY 2019
THE EXECUTIVE LEADERSHIP ISSUE

Association CEOs and other C-suite leaders face extraordinary challenges—both familiar and new—every day. As a complement to the *Board Brief* supplement, the issue examines how executive teams 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: 11/30/2018
MATERIALS: 12/7/2018
Mail delivery begins the first week of February

MARCH/APRIL 2019
Cover story: New Business Models

Associations are nonprofits, but they need to generate revenue to fund their work. That means every association needs business savvy. This cover story reveals how associations are reinventing their business models to support the mission.

■ SUPPLEMENT - TECH TOOLKIT

SPACE: 2/11/2019
MATERIALS: 2/20/2019
Mail delivery begins the third week of April

ADDITIONAL PUBLICATIONS

■ XDP PLAYBOOK

Onsite distribution to all Xperience Design Project (XDP) attendees (April 11-12, 2019 Gaylord, National Harbor, MD)

SPACE: 2/8/2019
MATERIALS: 2/22/2019

MAY/JUNE 2019
THE TECHNOLOGY ISSUE

What new technologies are creating opportunities for associations to engage members, operate efficiently, and achieve their business goals? The annual Technology Issue explores the changing association tech landscape.

+ SPECIAL SECTION IN THE MAGAZINE - FLORIDA DESTINATIONS

SPACE: 4/1/2019
MATERIALS: 4/8/2019
Mail delivery begins the second week of June

JULY/AUGUST 2019
Cover Story: Why Culture Matters

A look at how to build an organizational culture that encourages teamwork, supports innovative thinking, and cements deep connections between an association, its staff, and its members.

Magazine bonus distribution: ASAE Annual Meeting & Exposition (August 10-13, 2019 Columbus, OH)

■ SUPPLEMENT - GUIDE TO ASSOCIATION MANAGEMENT COMPANIES

SPACE: 5/20/2019
MATERIALS: 5/28/2019
Mail delivery begins the last week of July

ADDITIONAL PUBLICATIONS

■ ASSOCIATIONS NOW BUYERS' GUIDE

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

SPACE: 4/5/2019
MATERIALS: 4/12/2019

■ ANNUAL MEETING & EXPOSITION OFFICIAL PROGRAM AND EXHIBITORS GUIDE

Onsite distribution to all Annual Meeting attendees (August 10-13, 2019 Columbus, OH)

SPACE: 4/23/2019
MATERIALS: 5/1/2019

■ DAILY NOW OFFICIAL DAILY OF ASAE ANNUAL MEETING & EXPOSITION

Onsite distribution to all Annual Meeting attendees (August 10-13, 2019 Columbus, OH)

SPACE: 5/31/2019
MATERIALS: 6/7/2019

SEPTEMBER/ OCTOBER 2019
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 (October 21-22, 2019 Grand Hyatt Washington, DC)

SPACE: 8/19/2019
MATERIALS: 8/27/2019
Mail delivery begins the third week of October

NOVEMBER/ DECEMBER 2019
Cover Story: What Membership Means Now

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

Magazine bonus distribution: ASAE Technology Conference (December 3-4, 2019 Walter E. Washington Convention Center, Washington, DC)

+ SPECIAL SECTION IN THE MAGAZINE - WESTERN DESTINATIONS

■ SUPPLEMENT - GUIDE TO MIDWEST CVB SATELLITE OFFICES

■ SUPPLEMENT - GUIDE TO CONSULTING SERVICES

SPACE: 10/4/2019
MATERIALS: 10/15/2019
Mail delivery begins the second week of December