

## ASSOCIATIONS NOW MAGAZINE 2021 EDITORIAL CALENDAR



### WINTER 2021

#### BOARD BRIEF

Association CEO's, C-Suite leaders and Association Board of Directors face extraordinary challenges in the year ahead. This issue of Associations Now Board Brief presents a concise how-to guide for boards offering short articles, tools, and samples. This is the only publication that reaches the volunteer leaders of associations – the elected officers and directors. These crucial partners are actively involved in their association's major purchasing decisions and meeting site selection.

Board Brief delivers bonus circulation in addition to ASAE's 21,000+ subscribers with up to an additional 6,000 copies purchased each year for volunteer leaders.

SPACE: 10/28/2020  
MATERIALS: 11/4/2020  
Delivery Date: Late January

### SPRING 2021

#### Cover story: New Revenue-Generating Business Models

Although associations are nonprofits, they need to generate revenue to fund their work. With organizations still coping with revenue streams disrupted or eliminated by COVID-19, this cover story will look at how associations are adapting their business models and strategies to survive and thrive.

#### ■ SUPPLEMENT - TECH TOOLKIT

SPACE: 2/10/2021  
MATERIALS: 2/17/2021

#### + SPECIAL SECTION IN THE MAGAZINE - DESTINATION RECOVERY

SPACE: 1/11/2021  
MATERIALS: 1/18/2021  
Delivery Date: Late April

### SUMMER 2021

**Cover story:  
Success in Today's World of Work**  
The skills required to be a successful association executive are constantly changing. This cover story will examine the soft skills that can help professionals succeed—and how organizations benefit as a result.

#### ■ SUPPLEMENT - GUIDE TO ASSOCIATION MANAGEMENT COMPANIES

SPACE: 5/19/2021  
MATERIALS: 5/26/2021  
Delivery Date: Early August

#### ADDITIONAL PUBLICATION

##### ■ DAILY NOW

The Official publication for the ASAE Annual Meeting

Onsite distribution to all Annual Meeting attendees (August 14-17, Dallas, TX)

SPACE: 6/1/2021  
MATERIALS: 6/8/2021