



2010 Editorial Calendar

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FOR ASSOCIATION LEADERSHIP

January 2010

Technology Conference Preview and Onsite Program
Leadership Magazine
(Bonus distribution of 15,000 with total paid circulation of 37,000)
Southeast Destinations Profile
Space: November 13, 2009
Materials: November 24, 2009

February 2010

"Leadership Lessons"
CVB/Convention Center Directory
GW Network Now
Space: December 15, 2009
Materials: December 18, 2009

March 2010

"Come on, Get Social"
Guide to Insurance & Financial Services
Guide to CVB & Convention Services Satellite Offices in DC Area
Western Destinations Profile
Guide to Global Strategies
Space: January 15, 2010
Materials: January 22, 2010

April 2010

"Meeting Essentials"
Florida Destinations Profile
Texas Destinations Profile
Space: February 15, 2010
Materials: February 22, 2010

Annual Meeting Preliminary Program
Space: February 5, 2010
Materials: February 23, 2010

Association Buyers' Guide (April 2010)

Space: December 18, 2009
Materials: January 22, 2010
Listings: January 15, 2010

May 2010

Springtime Program (Show Date: May 27th; Washington, DC)
(Bonus distribution at Springtime)
"Meetings Now and Next"
Tech Toolkit
Space: March 3, 2010
Materials: March 12, 2010

Daily Now – Official Daily of Springtime (space is limited – book early)
Space: March 12, 2010
Materials: March 19, 2010

June 2010

"Financial Crisis Communications"
Guide to Technology Solutions
Socially Responsible Meeting Destinations
Midwest Destinations Profile
Space: April 15, 2010
Materials: April 23, 2010

July 2010

"Association Innovation"
Guide to Association Management Companies
Southeast Destinations Profile
Space: May 14, 2010
Materials: May 21, 2010

August 2010

Annual Meeting Issue (Show Dates: August 21st – 24th; Los Angeles, CA)
(Bonus distribution at Annual Meeting & Exposition)
Space: June 15, 2010
Materials: June 22, 2010

Annual Meeting Program & Exhibitor's Guide
Space: June 4, 2010
Materials: June 11, 2010

Daily Now – Official Daily of Annual Meeting & Expo
(space is limited – book early)
Space: June 25, 2010
Materials: July 9, 2010

September 2010

"How's Your Insurance Safety Net?"
GW Network Now
Outsourcing Toolkit
Space: July 15, 2010
Materials: July 22, 2010

October 2010

"Smart Meetings in Tough Times"
Destinations Make a Difference:
Convention Center & Hotel Development Update
Space: August 13, 2010
Materials: August 23, 2010

November 2010

"Leaders Look Ahead"
Great Ideas from Industry Partners
(Bonus distribution at Great Ideas Conference)
Western Destinations Profile
Space: September 15, 2010
Materials: September 22, 2010

December 2010

"Keys to Tech Success"
Midwest Destinations Profile
Guide to CVB Satellite Offices in the Chicago Area
Space: October 15, 2010
Materials: October 22, 2010

**Editorial Calendar subject to change. Contact your Account Manager for more information.*

***Editorial submission deadlines may differ from Materials deadlines. Please check with your account manager.*



(updated 10/27/2009)