

2019 EDITORIAL CALENDAR

Issue/ Theme	Featured Topics	Bonus Distribution	Advertising Deadlines	
			Space	Materials
January February "New Year, New Ideas"	<ul style="list-style-type: none"> Regulatory and Legislative Outlook Economic Outlook 2019 Vendor Directory 		Nov. 20	Nov. 29
March April "Attracting New Members"	<ul style="list-style-type: none"> Trends and the Changing Consumer Community Involvement and How to Vet Charities Maintaining New Year's Resolutions 	<ul style="list-style-type: none"> Spring Regulatory Compliance School (March 18-22) Strategic Growth Conference (March 19-24) CEOs & Senior Executives Conference (May 1-3) 	Jan. 21	Jan. 28
May June "Data & Cybersecurity"	<ul style="list-style-type: none"> Leveraging Data and Analytics for Strategic Business Growth Detecting and Preventing Internal Fraud Exhibitor Directory (Annual Conference and Solutions Expo) 	<ul style="list-style-type: none"> Board of Directors & Supervisory Committee Conference (May 20-23) NAFCU 52nd Annual Conference and Solutions Expo (June 18-21) 	Mar. 14	Mar. 21
July August "Tech in the Workplace"	<ul style="list-style-type: none"> New Technologies in Digital/Fintech Space Importance of Unplugging 2019 NAFCU Annual Award Winners 2018 Annual Report 	<ul style="list-style-type: none"> BSA Seminar (Aug. 11-14) Summer Regulatory Compliance School (Aug. 12-16) 	May 17	May 24
September October "Connecting with Young Consumers"	<ul style="list-style-type: none"> Financial Engagement, Literacy and Trends for Students Service for First-Timers How Members Choose Their Credit Union 	<ul style="list-style-type: none"> Congressional Caucus (Sept. 8-11) Risk Management Seminar (Oct. 1-3) Regulatory Compliance Seminar (Oct. 1-4) Management and Leadership Institute (Oct. 7-11) 	July 18	July 25
November December "Holiday Tips (for the Bottom Line)"	<ul style="list-style-type: none"> End of Year Housekeeping Credit Unions' Holiday Wish Lists 	<ul style="list-style-type: none"> Lending Conference (Nov. 4-6) Credit Union CFO Summit (Dates TBD) 	Sept. 19	Sept. 26

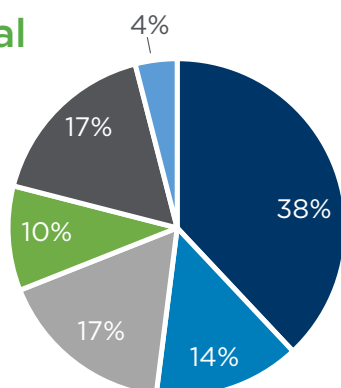
READERSHIP PROFILE

(August 2018)

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Job Function

- Board Members
- Presidents/CEOs
- Other Staff
- C-level
- Chairs
- Vendors/Partners



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