## **2021 EDITORIAL CALENDAR**

| Issue                | Featured Topics  | Available Online *Dates subject to change | Advertising Deadlines |           |
|----------------------|--|---|-----------------------|-----------|
|                      |  |   | Space                 | Materials |
| JANUARY<br>FEBRUARY  | <ul> <li>Regulatory and Legislative Outlook</li> <li>NAFCU Leadership to ensure Credit Union Growth</li> <li>2021 Vendor Directory</li> </ul>  | JAN. 6                                    | NOV. 10               | NOV. 17   |
| MARCH<br>APRIL       | <ul> <li>Strategies for Diversity, Equity, and Inclusion</li> <li>Marketing Trends and Compliance Considerations</li> <li>Cybersecurity Landscape for Virtual Services</li> </ul>              | FEB. 24                                   | JAN. 13               | JAN. 25   |
| MAY<br>JUNE          | <ul> <li>Small Business Lending After COVID-19</li> <li>Fraud Trends</li> <li>Stress Testing Strategies</li> </ul>   | APRIL 28                                  | MAR. 17               | MAR. 29   |
| JULY<br>AUGUST       | <ul> <li>&gt; Economic Outlook</li> <li>&gt; Enhancing CUs' Performance</li> <li>&gt; Exhibitor Directory [Annual Conference &amp; Solutions Expo]</li> <li>&gt; 2020 Annual Report</li> </ul> | JUNE 28                                   | MAY 17                | MAY 28    |
| SEPTEMBER<br>OCTOBER | <ul> <li>Legislative Landscape</li> <li>Top Compliance Challenges</li> <li>2021 NAFCU Annual Awards Winners</li> </ul>   | AUG. 27                                   | JULY 16               | JULY 28   |
| NOVEMBER<br>DECEMBER | <ul> <li>Regulatory Transparency</li> <li>Leadership Tactics from Industry CEOs</li> <li>Marijuana Banking</li> </ul>  | ОСТ. 27                                   | SEPT. 15              | SEPT. 27  |

## **READERSHIP PROFILE**

The NAFCU Journal readers have the buying power!

## Who reads The NAFCU Journal?

- > CEOs/Presidents
- > Chief Financial Officers
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- Lending Officers
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- Regulation & Compliance Staff
  - Marketing Staff
- Human Resource Specialists

