

BOARDROOM BRIEFS AD & EDITORIAL CALENDAR

The BoardRoom Briefs is a 16-page digital newsletter designed to highlight club trends, governance and board committee topics, while touching on all aspects of club management and collaborative leadership. Each issue will focus on trends, board issues, membership and membership marketing issues, case studies and collaborative governance.

The demographic of this monthly publication includes a group of conservative professionals who have been elected to the board for a term of no less than one year. These are the decision makers that head the committees created to address issues and purchases concerning all aspects of private club operations.

January 2017

Features: Club Industry Trends, Sharing Ideas, Case Studies

Editorial deadline: December 1st

Sponsor reservation: December 8th

Digital magazine sent to subscribers: January 4th

March 2017

Features: Governance and Committee Topics, Membership Marketing

Editorial deadline: February 2nd

Sponsor reservation: February 9th

Digital magazine sent to subscribers: March 1st

May 2017

Features: Club Trends, Sharing Ideas, Case Studies

Editorial deadline: April 1st

Sponsor reservation: April 8th

Digital magazine sent to subscribers: May 2nd

July 2017

Features: Governance and Committee Topics, Membership Marketing

Editorial deadline: June 1st

Sponsor reservation: June 8th

Digital magazine sent to subscribers: July 1st

September 2017

Features: Club Trends, Sharing Ideas, Case Studies

Editorial deadline: July 14th

Sponsor reservation - Tech stories and ads due: September 2nd

Digital magazine sent to subscribers: September 1st

November 2017

Features: Governance and Committee Topics, Membership Marketing

Editorial deadline: October 3rd

Sponsor reservation: October 10th

Digital magazine sent to subscribers: November 1st

January 2018

Features: Club Industry Trends, Sharing Ideas, Case Studies

Editorial deadline: December 1st

Sponsor reservation: December 8th

Digital magazine sent to subscribers: January 2nd