

# 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 - February 2018**

**Features: State of the Industry**

*Editorial deadline: December 20<sup>th</sup>*

*Ad Deadline: December 24<sup>th</sup>*

*Digital magazine sent to subscribers: January 4<sup>th</sup>*

## **March - April 2018**

**Features: Design and Renovation** (strategic planning, tips, collaborative governance)

*Editorial deadline: February 16<sup>th</sup>*

*Sponsor reservation: February 20<sup>th</sup>*

*Digital magazine sent to subscribers: March 1<sup>st</sup>*

## **May - June 2018**

**Features: Food & Beverage** (management, operations, clubhouse, loss prevention, renovations, strategic planning)

*Editorial deadline: April 20<sup>th</sup>*

*Sponsor reservation: April 24<sup>th</sup>*

*Digital magazine sent to subscribers: May 1<sup>st</sup>*

## **July - August 2018**

**Features: Wellness and Fitness** (strategic planning, operations, implementation, renovation, usage, trends, news)

*Editorial deadline: June 20<sup>th</sup>*

*Sponsor reservation: June 25<sup>th</sup>*

*Digital magazine sent to subscribers: July 2<sup>nd</sup>*

## **September - October 2018**

**Features: Management/Presidents** (board, committees, collaborative governance)

*Editorial deadline: August 20<sup>th</sup>*

*Sponsor reservation: August 24<sup>th</sup>*

*Digital magazine sent to subscribers: September 1<sup>st</sup>*

## **November - December 2018**

**Features: Trends** (what do you see as private club industry trends happening in 2019)

*Editorial deadline: October 19<sup>th</sup>*

*Sponsor reservation: October 24<sup>th</sup>*

*Digital magazine sent to subscribers: November 1<sup>st</sup>*

## **January - February 2019**

**Features: State of the Industry**

*Editorial deadline: December 20<sup>th</sup>*

*Ad Deadline: December 24<sup>th</sup>*

*Digital magazine sent to subscribers: January 4<sup>th</sup>*