

## Print and “E” Editorial Calendar January – December 2022

<u>Issue Date</u>	<u>Ad Deadline</u>	<u>Special Coverage</u>
January 3	December 23, 2021	National News
<b>January 10</b>	<b>December 16, 2021</b>	<b>PCMA Convening Leaders, Las Vegas (2x)</b>
January 17	January 7	RCMA Emerge Preview
January 24	January 14	Destinations Showcase Preview
January 31	January 21	Hybrid Events Special Issue
<b>February 7</b>	<b>January 28</b>	<b>Destinations Showcase DC</b>
February 14	February 4	Going Green Eco-Friendly Hotels/Destinations
February 21	February 11	Florida Meetings
<b>February 28</b>	<b>February 18</b>	<b>Key Reasons to Book Winter Issue</b>
March 7	February 25	Northeast Meetings
March 14	March 4	Southeast Meetings
March 21	March 11	Classic Resorts
March 28	March 18	GBAC STAR Accredited Venues
April 4	March 25	International Destinations
<b>April 11</b>	<b>April 1</b>	<b>Caribbean Destinations</b>
<b>April 18</b>	<b>April 8</b>	<b>IMEX Frankfurt Preview</b>
<b>April 25</b>	<b>April 15</b>	<b>IMEX Frankfurt</b>
May 2	April 22	Mid-Atlantic Meetings
May 9	April 29	MPI WEC Preview
May 16	May 6	GBAC STAR Accredited Venues
May 23	May 13	Convention Center Focus
May 30	May 20	National News
June 6	May 27	Gaming Destinations
June 13	June 3	National News
<b>June 20</b>	<b>June 10</b>	<b>MPI WEC San Francisco (2x)</b>
June 27	June 17	Golf Destinations/Resorts
July 4	June 24	Midwest Meetings
July 11	July 1	National News
<b>July 18</b>	<b>July 8</b>	<b>Destinations Int’l On-Site, TBD</b>
July 25	July 15	National News
August 1	July 22	ASAE Preview
August 8	August 12	New & Renovated Hotels/Resorts
August 15	August 5	Classic Resorts
<b>August 22</b>	<b>July 29</b>	<b>ASAE Annual Meeting, Nashville (2x)</b>
August 29	August 19	ASAE Wrap-up Issue
September 5	August 26	Second-Tier Cities/First Class Venues
September 12	September 2	Southeast Meetings
September 19	September 9	Mid-Atlantic Meetings
<b>September 26</b>	<b>September 16</b>	<b>Key Reasons to Book Fall Issue</b>
October 3	September 23	Convention Center Focus
October 10	September 30	Florida Meetings
October 17	October 7	IMEX America Preview
<b>October 24</b>	<b>October 14</b>	<b>IMEX America On-Site</b>
October 31	October 21	Southwest Meetings
November 7	October 28	Holiday Showcase Preview
<b>November 14</b>	<b>November 4</b>	<b>Caribbean &amp; Resort Meetings</b>
November 21	November 11	National News
November 28	November 18	National News
<b>December 5</b>	<b>November 25</b>	<b>IAEE On-Site, LA (2x); Holiday Showcase On-Site</b>
December 12	December 2	Western Meetings
December 19	December 9	PCMA Convening Leaders Preview

December 26

December 16

Year in Pictures Special Issue

## ***Every Week + Every Major Meeting: USAE!***

*USAE*: the weekly newspaper for and about the national association, CVB and hospitality sales communities. *USAE* on-site, preview and other editions are published in conjunction with major association industry conventions.

### **Show Daily & On-Site Editions**

*USAE* Show Daily & On-Site editions will be published throughout 2022 and 2023. Circulation includes paid print and “e” subscribers, on-site readers, and e-turning page availability to minimum 61,500+ association and industry executives nationwide. There will be on-site issues at PCMA Convening Leaders, MPI-WEC, ASAE Annual Meeting, IMEX America and IAEE Expo! Expo! Also Destination Showcase DC and Association Forum Holiday Showcase.

### **Preview, Wrap-Up Issues**

Circulation of each show preview and/or wrap-up includes paid print and “e” subscribers and e-turning page availability to 61,500+ association and industry executives nationwide. Previews will be produced in connection with PCMA, RCMA, MPI-WEC, ASAE, IMEX Frankfurt, IMEX America, Holiday Showcase and Destinations Showcase DC.

### **2022 Focus Issues (Listed in alphabetical order)**

- 2<sup>nd</sup> Tier City, First Class Venue: October
- Classic Resorts: March, September
- Caribbean & Resorts Meetings: May, November
- Convention Center Focus: July, September
- Florida Meetings: February, October
- Gaming Venues and Destinations: May
- GBAC STAR Accredited Venues: April
- Going Green, Eco-Friendly Hotels/Destinations: February
- Golf Destinations and Resorts: June
- Hybrid Events Special Issue: February
- Key Reasons to Book Your Destination, Conv.Ctr., Hotel: Feb., Sept.
- Mid-Atlantic Meetings: May, September
- Midwest Meetings: June
- New & Renovated Hotels: August
- Northeast Meetings: March
- Southeast Meetings: March, October
- Southwest Meetings: October

- Western Meetings: December

## Color Key

**Gold Stripe:** On-Site Distribution/Show Dailies. **Circulation:** Paid subscribers + on-site bonus circulation + minimum 59,000 turning page “e” circulation.

**Green Stripe:** Of interest to international destinations and CVBs. **Circulation:** Paid subscribers + minimum 59,000 turning page “e” circulation.

**Blue Type: Premier Bonus Circulation:** Paid subscribers + minimum 59,000 turning page “e” circulation.



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Issue Date	Ad Deadline	Special Coverage
January 2	December 16, 2022	RCMA Emerge Preview
<b>January 9</b>	<b>December 9, 2022</b>	<b>PCMA Convening Leaders, Columbus (2x)</b>
January 16	January 6	National News
January 23	January 13	National News
January 30	January 20	Hybrid Events Special Issue
<b>February 6</b>	<b>January 27</b>	<b>Key Reasons to Book Winter Issue</b>
February 13	February 3	Florida Meetings
February 20	February 10	Going Green Eco-Friendly Hotels/Destinations
February 27	February 17	Northeast Meetings
March 6	February 24	Southeast Meetings
March 13	March 3	Destinations Showcase DC Preview
March 20	March 10	Classic Resorts
March 27	March 17	National News
April 3	March 24	GBAC STAR Accredited Venues
April 10	March 31	National News
<b>April 17</b>	<b>April 7</b>	<b>Destinations Showcase DC (Date TBD)</b>
<b>April 24</b>	<b>April 14</b>	<b>IMEX Frankfurt Preview</b>
May 1	April 21	Caribbean & Resort Meetings
May 8	April 28	Gaming Venues
May 15	May 5	Mid-Atlantic Meetings
<b>May 22</b>	<b>May 12</b>	<b>IMEX Frankfurt</b>
May 29	May 19	International Meeting Venues
June 5	May 26	MPI-WEC Preview
<b>June 12</b>	<b>June 2</b>	<b>MPI WEC, St. Louis (2x)</b>
June 19	June 9	Golf Destinations/Resorts
June 26	June 16	Midwest Meetings
July 3	June 23	National News
July 10	June 30	Convention Center Focus
<b>July 17</b>	<b>July 7</b>	<b>Destinations Int’l On-Site</b>
July 24	July 14	ASAE Preview
July 31	July 21	National News
<b>August 7</b>	<b>July 28</b>	<b>ASAE Annual Meeting, Atlanta (2x)</b>
August 14	August 4	National News
August 21	August 11	National News
August 28	August 18	New & Renovated Hotels/Resorts
September 4	August 25	Convention Center Focus
September 11	September 1	Classic Resorts
September 18	September 8	Mid-Atlantic Meetings
<b>September 25</b>	<b>September 15</b>	<b>Key Reasons to Book Fall Issue</b>
October 2	September 22	National News
<b>October 9</b>	<b>September 29</b>	<b>IMEX America Preview</b>
<b>October 16</b>	<b>October 6</b>	<b>IMEX America On-Site</b>
October 23	October 13	Florida Meetings
October 30	October 20	Southeast Meetings
November 6	October 27	Second Tier Cities/First Class Venues
<b>November 13</b>	<b>November 3</b>	<b>Caribbean &amp; Resort Meetings</b>
November 20	November 10	Holiday Showcase Preview
November 27	November 17	National News
<b>December 4</b>	<b>November 24</b>	<b>IAEE On-Site (2x); Holiday Showcase On-Site</b>
December 11	December 1	PCMA Convening Leaders 2024 Preview
December 18	December 8	Western Meetings

December 25

December 15

Year in Pictures Special Issue