

2010 Editorial Calendar

January

Reservation Due
12/1/09

Materials Due
12/7/09

Lending Outlook

- Focus: 2010 lending and earnings forecast
- Products: Business-lending and monitoring systems. Decisioning systems for mortgage lending and refinancing

February

Reservation Due
1/4/10

Materials Due
1/8/10

Readex Message Impact Study

Capitalize on Demographic Shifts

- Focus: Gen X, Gen Y, Hispanics, and the Boomers
- Products: Branch technology and design

March

Reservation Due
1/28/10

Materials Due
2/2/10

Governmental Affairs Conference

Bonus distribution:

CUNA's Governmental Affairs Conference, Washington D.C.
CUNA Marketing & Business Development Council Conference, Washington D.C.

- Focus: CUs' growing compliance burden
- Products: Compliance software and systems

April

Reservation Due
3/1/10

Materials Due
3/5/10

Meeting the Security Challenge

Bonus distribution:

CUNA HR Council Conference, Orlando

- Focus: Protecting members' financial data
- Products: Mobile banking presents security challenges

May

Reservation Due
4/1/10

Materials Due
4/5/10

Auto Lending—Still a CU Staple?

Bonus distribution:

CUNA CFO Council Conference, New Orleans

Supplement: CUNA Marketing Council Diamond Awards

- Focus: Growing auto loan portfolios—direct and indirect
- Products: Lending resources, collateral and loan-tracking.

June

Reservation Due
5/3/10

Materials Due
5/7/10

Top Human Resource Issues

Supplement: CUNA Annual Report

- Focus: Employee retention and engagement
- Products: Insurance services

July

Reservation Due
6/1/10

Materials Due
6/7/10

The 1 Credit Union Conference*

Investment Services

Bonus distribution:

The 1 Credit Union Conference, Las Vegas
CUNA Management School, Madison, Wis.

- Focus: Investment services and reorganization of corporate network.
- Products: ALM services

* The World Credit Union Conference & America's Credit Union Conference & Expo.

August

Reservation Due
7/1/10

Materials Due
7/8/10

Marketing in a Digital World

- Focus: The new marketers and their strategies
- Products: Marketing tools and technologies, social media, viral marketing, search-engine optimization, and user-generated content.

September

Reservation Due
8/2/10

Materials Due
8/6/10

Technology Budgets & Spending

Bonus distribution:

CUNA Technology Council Conference, Las Vegas
CUNA Operations, Sales & Service Council Conference

- Focus: Technology budgets emerge from the recession
- Products: Security and fraud-prevention technologies

October

Reservation Due
9/1/10

Materials Due
9/7/10

Forces Shaping the Plastic-Card Market

Bonus distribution:

CUNA Lending Council Conference, Las Vegas

- Focus: After the CARD Act, now what?
- Products: Debit and credit card technology and processing

November

Reservation Due
10/1/10

Materials Due
10/7/10

Service Delivery Strategies

Bonus distribution:

BAI Retail Delivery Conference

- Focus: Delivering financial services to members via debit and credit cards, m-banking, gift cards, online bill payment, deposit accounts, and remote deposit capture.
- Products: Gift and prepaid cards

December

Reservation Due
11/1/10

Materials Due
11/5/10

Data Processing & the Back Office

Supplement: IS Guide on creditunionmagazine.com

- Focus: Top technology innovations
- Products: Business continuity

Readex Message Impact Study in February

Advertisers who place full- or half-page full color ads in the February 2010 issue receive the Readex Message Impact Study. You'll receive a free, comprehensive report that outlines readers' reactions to your ads—along with comparisons to other ads—based on attention-getting ability, believability, and information value.

