



# 2020 Editorial Calendars





# M&C 2020 EDITORIAL CALENDAR

Issue/Month	Editorial Features	Destination Guides		Special Sections	Bonus Dist.
<b>JANUARY/FEBRUARY</b> <b>THE BIG EVENT</b> Ad Sales Close: DEC. 2	<ul style="list-style-type: none"> <li>■ Cutting-Edge Trade Show Tech</li> <li>■ Stellas: Best Convention Centers</li> </ul>	<ul style="list-style-type: none"> <li>■ California</li> <li>■ Dallas/ Ft. Worth</li> <li>■ Idaho</li> <li>■ Tucson</li> </ul>	<ul style="list-style-type: none"> <li>■ Scottsdale</li> <li>■ Colorado</li> <li>■ Hawaii</li> <li>■ Int'l Focus: Japan</li> </ul>	<ul style="list-style-type: none"> <li>■ Southern Destinations (matching) (+SM) - Dec. 2</li> <li>■ Mid-Atlantic (matching)</li> <li>■ Florida 2020 - The Year Ahead (matching)</li> </ul>	<ul style="list-style-type: none"> <li>■ IPEC</li> <li>■ SMU International</li> <li>■ Destination California</li> </ul>
<b>MARCH/APRIL</b> <b>THE CAREER ISSUE</b> Ad Recall Study Ad Sales Close: FEB. 6	<ul style="list-style-type: none"> <li>■ M&amp;C Salary Survey*</li> <li>■ Gaming</li> <li>■ Best Cities for the World's Biggest Events</li> </ul>	<ul style="list-style-type: none"> <li>■ Texas</li> <li>■ Palm Springs</li> <li>■ Las Vegas</li> <li>■ Orlando</li> </ul>	<ul style="list-style-type: none"> <li>■ Arizona</li> <li>■ Int'l Focus: Macao</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination California (flowing) (+SM) - Jan. 23</li> <li>■ Northeast Meetings (matching) (+SM)</li> <li>■ Southeast Meetings (matching) (+SM)</li> <li>■ Midwest Update (matching) (+SM)</li> <li>■ FL Meeting &amp; INC Guide (matching) (+SM)</li> <li>■ Visit Bellevue (custom insert) - Jan.22</li> <li>■ Phoenix Advl Co-op (+SM)</li> </ul>	<ul style="list-style-type: none"> <li>■ MeetingsTech</li> <li>■ WILMI</li> <li>■ Incentive Live</li> </ul>
<b>MAY/JUNE</b> <b>KNOWING &amp; GROWING YOUR MEETING</b> Ad Sales Close: APRIL 7	<ul style="list-style-type: none"> <li>■ Exclusive Research: Understanding Your Attendees (Phocuswright 2020 Study)</li> <li>■ Designing a More Perfect Meeting (John Nawn contributed content)</li> <li>■ Intro to Esports</li> </ul>	<ul style="list-style-type: none"> <li>■ Arizona</li> <li>■ Atlantic City</li> </ul>	<ul style="list-style-type: none"> <li>■ Louisiana</li> <li>■ Florida</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination West (flowing) (+SM)</li> <li>■ Resorts (matching)</li> <li>■ CVB Supplement (matching)</li> <li>■ HVCVB Hawaii Update (CAC) - March 18</li> <li>■ New England Experience (matching) (+SM)</li> <li>■ Greater DC Meetingss (matching) (+SM)</li> <li>■ Canada (matching) (+SM)</li> </ul>	<ul style="list-style-type: none"> <li>■ IMEX Frankfurt</li> <li>■ Destination West</li> <li>■ MPI World Education Conference</li> </ul>
<b>JULY/AUGUST</b> <b>50 BEST PLACES TO MEET IN THE WORLD</b> Ad Sales Close: JUNE 5	<ul style="list-style-type: none"> <li>■ Top 10 Countries for International Events</li> <li>■ Top 20 Cities for International Meetings</li> <li>■ Top 20 Destinations in North America</li> <li>■ Research: Global Planner*</li> </ul>	<ul style="list-style-type: none"> <li>■ Texas</li> <li>■ Park City</li> <li>■ Boston</li> </ul>	<ul style="list-style-type: none"> <li>■ Chicago</li> <li>■ Int'l Focus: Monaco</li> </ul>	<ul style="list-style-type: none"> <li>■ Nevada (CAC) May 22</li> <li>■ Groundbreakings, Expansions, Renovations (matching)</li> <li>■ PA Meetings Guide (matching) (+SM)</li> <li>■ New York (NYC &amp; state-matching, +SM)</li> <li>■ Meetings Resorts: Midwest (flowing)</li> <li>■ Destination Caribbean (matching) (+SM)</li> <li>■ Cruise (matching)</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination Caribbean</li> <li>■ Destination Southeast</li> <li>■ Destination Midwest</li> <li>■ Destination Mexico</li> </ul>
<b>SEPTEMBER/OCTOBER</b> <b>THE PEOPLE ISSUE</b> Ad Sales Close: AUG. 5 <b>Supplement (polybagged):</b> IMEX Supplement Ad Sales Close: JULY 22	<ul style="list-style-type: none"> <li>■ 25 Most Influential</li> <li>■ Passion Made Possible Winners</li> </ul>	<ul style="list-style-type: none"> <li>■ Texas</li> <li>■ Pacific Northwest</li> <li>■ California</li> </ul>	<ul style="list-style-type: none"> <li>■ Colorado</li> <li>■ Reno/ Tahoe</li> <li>■ Mid-Atlantic</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination Hawaii (CAC) - July 17</li> <li>■ Convention Centers (matching)</li> <li>■ Destination Arizona (matching) - July 31</li> <li>■ Southeast Meetings Guide (matching) (+SM) - July 31</li> <li>■ Northeast Value Programs (matching) (+SM) - July 31</li> <li>■ Mid-Atlantic Meeting Report (matching) (+SM) - July 31</li> <li>■ Destination Mexico (+SM) - July 31</li> <li>■ Caribbean/Latin America (matching) (+SM) - July 31</li> </ul>	<ul style="list-style-type: none"> <li>■ IMEX America</li> <li>■ Destination Hawaii</li> <li>■ Global Incentive Summit</li> <li>■ Destination Arizona</li> </ul>
<b>NOVEMBER/DECEMBER</b> <b>BEST OF 2020/ FORECAST 2021</b> Ad Sales Close: OCTOBER 5	<ul style="list-style-type: none"> <li>■ Stella Awards*</li> <li>■ Industry Forecast</li> </ul>	<ul style="list-style-type: none"> <li>■ New Jersey</li> <li>■ Coastal Carolina/ Georgia</li> </ul>	<ul style="list-style-type: none"> <li>■ Caribbean</li> <li>■ Western Canada</li> </ul>	<ul style="list-style-type: none"> <li>■ Stellas - Sept. 22</li> <li>■ Destination Texas (matching) - Sept. 15</li> <li>■ Las Vegas (CAC) - Sept. 16</li> <li>■ Southeast Value Season (matching) (+SM)</li> <li>■ New England Value Season (matching) (+SM)</li> <li>■ Bermuda (matching) (+SM)</li> <li>■ Korea (matching) (+SM)</li> <li>■ Midwest Value Program (+SM)</li> <li>■ Mexico (+SM)</li> </ul>	<ul style="list-style-type: none"> <li>■ Leadership Forum</li> <li>■ Destination Texas</li> <li>■ Destination Northeast</li> </ul>

Matching = Matching Advertorial

CAC = Custom Article Content

Advertorial = Flowing Advertorial Format

\*Runs in Both Publications

# SUCCESSFUL MEETINGS 2020 EDITORIAL CALENDAR

Issue/Month	Editorial Features	Destination Guides	Special Sections	Bonus Dist.
<b>JANUARY/FEBRUARY</b> <b>SITE SELECTION</b> <b>MADE SIMPLE</b> Ad Sales Close: JAN. 6	<ul style="list-style-type: none"> <li>■ DIY Booking Platforms</li> <li>■ Working with Hotel Rep Firms and Consortia</li> <li>■ Working with Hotel Chains</li> <li>■ Stellas: Best Hotels and Resorts</li> </ul>	<ul style="list-style-type: none"> <li>■ Pacific Northwest</li> <li>■ Long Beach</li> <li>■ Las Vegas</li> <li>■ Tucson</li> <li>■ Park City</li> <li>■ Maui</li> <li>■ Boise</li> <li>■ Scottsdale</li> <li>■ Singapore</li> <li>■ Atlantic City</li> </ul>	<ul style="list-style-type: none"> <li>■ New &amp; Renovated (matching)</li> <li>■ CVB/DMO Focus (CAC)</li> <li>■ Southern Destinations (matching) (+MC) - Dec. 2</li> </ul>	<ul style="list-style-type: none"> <li>■ SMU International</li> <li>■ Destination California</li> <li>■ MeetingsTech</li> <li>■ WILMI</li> </ul>
<b>MARCH/APRIL</b> <b>PARTNERS IN PLANNING</b> Ad Sales Close: FEB. 13	<ul style="list-style-type: none"> <li>■ Working with CVBs</li> <li>■ Outsourcing Site Selection</li> <li>■ The DMC Difference</li> <li>■ Stellas: Best CVBs, Best DMCs</li> </ul>	<ul style="list-style-type: none"> <li>■ Colorado</li> <li>■ Los Angeles</li> <li>■ Texas</li> <li>■ San Francisco</li> <li>■ Ski Meetings</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination California (flowing) (+MC) - Jan. 23</li> <li>■ Northeast Meetings (matching) (+MC) - Feb. 6</li> <li>■ Southeast Meetings (matching) (+MC) - Feb. 6</li> <li>■ Midwest Update (matching) (+MC) - Feb. 6</li> <li>■ FL Meeting &amp; INC. Guide (matching) (+MC) - Feb. 6</li> <li>■ Golf and Spa Resorts (flowing)</li> <li>■ Phoenix Advl Co-op (+MC) - Feb. 6</li> </ul>	<ul style="list-style-type: none"> <li>■ Incentive Live</li> <li>■ Destination West</li> <li>■ IMEX Frankfurt</li> <li>■ MPI World Education Conference</li> </ul>
<b>Supplement (polybagged)</b> Passport Ad Sales Close: FEB. 4				
<b>MAY/JUNE</b> <b>THE FEEL-GOOD MEETING</b> Ad Sales Close: MAY 5	<ul style="list-style-type: none"> <li>■ Putting Wellness on the Agenda</li> <li>■ Elevated F&amp;B</li> <li>■ New and Renovated Resorts</li> <li>■ Stellas: Best Golf Resorts</li> </ul>	<ul style="list-style-type: none"> <li>■ Reno/Tahoe</li> <li>■ California</li> <li>■ Arizona</li> <li>■ Texas</li> <li>■ Caribbean</li> <li>■ Germany</li> <li>■ Britain</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination West (flowing), +MC) - Apr. 7</li> <li>■ Colorado Planners Guide (flowing)</li> <li>■ Las Vegas CVB Meetings Co-op (CAC) - Apr. 17</li> <li>■ HVCVB Hawaii Update (CAC) - March 18</li> <li>■ Southeast Marketplace (matching)</li> <li>■ Greater DC Meetings (matching) (+MC) - April 7</li> <li>■ New England Experience (matching) (+MC) - Apr. 7</li> <li>■ Canada (matching) (+MC) - Apr. 7</li> </ul>	
<b>JULY/AUGUST</b> <b>WHERE TO NEXT?</b> Ad Sales Close: JULY 8	<ul style="list-style-type: none"> <li>■ Convention Center Update</li> <li>■ Cruise Meetings</li> <li>■ Gaming Roundup</li> <li>■ Stella's: Best Boutique and Lifestyle Hotels</li> </ul>	<ul style="list-style-type: none"> <li>■ Utah</li> <li>■ Northern California</li> <li>■ Austin</li> <li>■ Greater DC</li> <li>■ Orlando</li> <li>■ Dubai</li> <li>■ Monaco</li> </ul>	<ul style="list-style-type: none"> <li>■ Resorts &amp; Destinations (matching)</li> <li>■ Luxury Resorts (matching)</li> <li>■ Convention Centers (matching)</li> <li>■ Southeast Meetings (matching)</li> <li>■ PA Meetings Guide (matching) (+MC) - June 5</li> <li>■ New York (NYC &amp; state-matching), (+MC) - June 5</li> <li>■ Destination Caribbean (matching) (+MC) - June 5</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination Caribbean</li> <li>■ Destination Southeast</li> <li>■ Destination Midwest</li> <li>■ Destination Mexico</li> </ul>
<b>SEPTEMBER/OCTOBER</b> <b>THE TRAVEL ISSUE</b> Ad Sales Close: JULY 31 * Ad Recall Research	<ul style="list-style-type: none"> <li>■ What's New at Airports</li> <li>■ Revitalized Downtowns</li> <li>■ Travel Gifts and Gadgets</li> <li>■ Stellas: Best Airlines, Best Cruise Lines</li> </ul>	<ul style="list-style-type: none"> <li>■ Phoenix/Scottsdale</li> <li>■ Boise</li> <li>■ Los Angeles</li> <li>■ Colorado</li> <li>■ New Jersey</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination Hawaii (CAC) - July 17</li> <li>■ Nevada Planners Guide (CAC) - July 17</li> <li>■ Destination Arizona (matching)</li> <li>■ Southeast Meetings Guide (matching) (+MC)</li> <li>■ Northeast Value Programs (matching) (+MC)</li> <li>■ Mid-Atlantic Meeting Report (matching) (+MC)</li> <li>■ Midwest and Heartland Update (matching)</li> <li>■ Destination Mexico (+MC)</li> <li>■ Caribbean/Latin America (matching, +MC)</li> </ul>	<ul style="list-style-type: none"> <li>■ IMEX America</li> <li>■ Destination Hawaii</li> <li>■ Global Incentive Summit</li> <li>■ Destination Arizona</li> </ul>
<b>Supplement (polybagged)</b> IMEX SUPPLEMENT Ad Sales Close: JULY 22				
<b>NOVEMBER/DECEMBER</b> <b>THE TRENDS ISSUE</b> Ad Sales Close: OCT. 21	<ul style="list-style-type: none"> <li>■ What to Expect in the Year Ahead</li> <li>■ Grand Opening 2021</li> <li>■ Top 10 Innovations of the Year</li> <li>■ Destinations to Watch</li> </ul>	<ul style="list-style-type: none"> <li>■ Louisiana</li> <li>■ Florida</li> <li>■ Eastern Canada</li> </ul>	<ul style="list-style-type: none"> <li>■ Stella - Sept. 22</li> <li>■ Destination Texas (matching) - Sept. 15</li> <li>■ California Focus (matching)</li> <li>■ Southeast Value Season (matching) (+MC) - Oct. 5</li> <li>■ New England Value Season (matching) (+MC) - Oct. 5</li> <li>■ Bermuda (matching) (+MC) - Oct. 5</li> <li>■ Korea (matching) (+MC) - Oct. 5</li> <li>■ Midwest Value Program (+MC) - Oct. 5</li> <li>■ All-Inclusive (matching)</li> <li>■ Mexico (+MC) - Oct. 5</li> </ul>	<ul style="list-style-type: none"> <li>■ Leadership Forum</li> <li>■ Destination Texas</li> <li>■ Destination Northeast</li> </ul>

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# INCENTIVE 2020 EDITORIAL CALENDAR

Issue/Month	Issue Theme	Special Sections	Bonus Dist.
<b>SPRING</b> <b>MARCH/APRIL</b> Ad Sales Close: FEB. 19	<ul style="list-style-type: none"> <li>■ <b>Best Practices in Motivation</b> Creating truly impactful — and outstanding — incentive programs that deliver results is a fine art; this issue gives incentive pros the tools and examples to create outstanding motivation programs.</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Motivation Masters Award Winners 2020:</b> Case studies of the most creative and effective programs in the business, with specific lessons readers can apply to their own programs. <i>Note on Motivation Masters: The link/forms are all in place; we will start reaching out to top incentive companies and promoting it in Sept. in all Incentive newsletters, MN, Incentivmag.com and in our autosignatures, in the mode of Stella autosignatures.</i></li> <li>■ <b>Taking Measure:</b> How to track program ROI, return on engagement and more</li> <li>■ <b>Research: Incentive Gift Card IQ Survey</b> — our exclusive study on how firms use gift card awards to motivate and reward employees and consumers</li> </ul>	<ul style="list-style-type: none"> <li>■ Incentive Live</li> <li>■ Destination West</li> <li>■ IMEX Frankfurt</li> <li>■ MPI World Education Conference</li> <li>■ Destinations International Annual Convention</li> </ul>
<b>SUMMER</b> <b>JULY/AUGUST</b> Ad Sales Close: JUNE 18	<ul style="list-style-type: none"> <li>■ <b>Ideas and Innovation</b> This issue on thought-leader insights and the latest technology is designed to keep incentive professionals on the cutting edge of motivation.</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Incentive Live Roundtable:</b> highlights, top themes and best takeaways from the Incentive Live Roundtable of industry leaders.</li> <li>■ <b>New Tech Roundup:</b> the latest platforms, tracking programs and AI for incentive programs.</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination Caribbean</li> <li>■ Destination Southeast</li> <li>■ Destination Midwest</li> </ul>
<b>FALL</b> <b>SEPT/OCT</b> Ad Sales Close: JULY 29	<ul style="list-style-type: none"> <li>■ <b>The New Luxury</b> This issue reveals the high-end rewards that excite today's discriminating incentive participants.</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Research: Incentive Travel IQ Survey</b> — our exclusive study on where incentive planners will take top performers in 2021.</li> <li>■ <b>High Society:</b> upscale destinations top performers will yearn to discover. <i>Note: destinations included will be based on or interviews with leaders of major incentive houses and other industry tastemakers.</i></li> <li>■ <b>Luxury Rewards Roundup</b> — the merchandise rewards that participants are demanding today.</li> </ul>	<ul style="list-style-type: none"> <li>■ Destination Mexico</li> <li>■ IMEX America</li> <li>■ Destination Hawaii</li> <li>■ Global Incentive Summit</li> <li>■ Destination Arizona</li> </ul>
<b>WINTER</b> <b>NOV/DEC</b> Ad Sales Close: OCT. 14	<ul style="list-style-type: none"> <li>■ <b>Motivation in 2021</b> What every incentive professional needs to know to position themselves for success in the year to come.</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Research: Incentive Merchandise IQ Survey</b> — a deep dive into the noncash rewards companies will offer in 2021.</li> <li>■ <b>Visionary Forecast:</b> Industry leaders weigh in on trends, regulations, the economy and new products/destinations incentive pros should have on their radar.</li> <li>■ <b>Grand Openings 2021:</b> Enticing incentive-caliber properties making their debuts next year.</li> </ul>	<ul style="list-style-type: none"> <li>■ Leadership Forum</li> <li>■ Destination Texas</li> <li>■ Destination Northeast</li> </ul>

# SPORTSTRAVEL 2020 EDITORIAL CALENDAR

## PRINT

Issue	Cover Story	Sport Focus	Bonus Distribution
<b>SPRING</b> Ad Sales Close: MAY 4	<b>OLYMPICS PREVIEW</b> The Summer Olympic and Paralympic Games in Tokyo will be another milestone for the event, with technology being front and center and several new sports joining the program. In destinations across the United States, the chance to host Olympic and Paralympic trial events will also bring the rings to communities of all sizes.	<b>NEW SPORTS VENUES</b> <ul style="list-style-type: none"> <li>Will the bubble burst? A look at what's driving the continued growth of new venues</li> <li>A roundup of new sports venues recently opened or about to open</li> <li>The rise of the esports-specific venue</li> <li>Why professional sports venues are getting smaller</li> <li>Technology is changing what venues can offer sports organizations for their events</li> </ul>	
<b>FALL</b> Ad Sales Close: AUG.18  <b>SPECIAL SUPPLEMENT:</b> TEAMS '20 CONFERENCE PROGRAM Ad Sales Close: AUG. 24	<b>ESPORTS</b> The opportunities for destinations and venues to host esports events continue to multiply. Here are the trends your area needs to be aware of when it comes to live esports events, and where the next wave of events will come.	<b>SUSTAINABILITY IN SPORTS</b> <ul style="list-style-type: none"> <li>The latest efforts by sports venues to focus on sustainability</li> <li>Sports organizations are making a point of making their events more environmentally friendly</li> <li>5 things your venue can do to for more sustainable events</li> </ul>	<b>TEAMS '20</b>

## DIGITAL

### Features & Downloads

- Twice monthly *SportsTravel* E-Newsletter
- Monthly EsportsTravel E-Newsletter
- Monthly Bid Bowl E-Newsletter
- *SportsTravel* Podcast Series
- Governing Body Dossier: NGB News
- *SportsTravel* Bid Bowl: Sports Events Up for Bid

- Winners & Losers Column
- Destination Guides: In-depth and Current Destination Reviews
- Destination of the Month
- On Assignment: Reports from New and Innovative Events
- Email and Social Media Lead Generation

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