

# 2011 REJUVENATE EDITORIAL CALENDAR

Faith-based Meeting Planners

## FEBRUARY

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### Forecast Report

The future of faith-based meetings with comments from industry leaders and pundits, planners and suppliers.

### Convention Centers

State-of-the-art facilities, what's in the works and a round-up review.

### Destination Reports

- West Coast
- Southwest
- Northeast

## APRIL

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### Technology for Tomorrow

An annual report on new software solutions, social networks and other tools for planners. **(Single Sponsor Opportunity!)**

### Small Cities

Whether it's the drive-in location, the walkable downtown or the hospitality, these destinations are good value options.

### Destination Reports

- Texas
- Florida
- Rocky Mountains

## JUNE

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### Special Issue: CVB Showcase

This informative guide highlights your destination with a page or half page of matching edit (minimum half-page ad).

### Focus on Youth

Destinations with outdoor activities, security issues, advice from planners and case studies.

*\*Note: No destination reports in this issue.*

## AUGUST

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### Hotel/Resort/Conference Center Meetings

Meeting programs, value offers, advantages and challenges when working with these venues.

### Special Places

Venues that are a perfect fit for retreats — churches, libraries, historic sites — plus cruises.

### Destination Reports

- Southeast
- Great Lakes/Midwest
- Mid-South

## OCTOBER

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### 2011 Marketplace Preview

An advance look at speakers, educational seminars and other information to help you plan ahead.

### Second-Tier Cities

A look at what these cities have to offer, including value, location and special attractions.

### Theme Parks

Attractions that bring in the numbers, plus our pick of top waterparks around the country.

*Note: No destination reports in this issue.*

## NOVEMBER

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### 2011 Marketplace Program Guide\*

The complete guide to our popular show and conference.

### Practical Guide

Advice and basic information that planners need at their fingertips, whether novices or pros.

*\*Distributed to all Marketplace attendees, as well as all readers in our circulation. Note: No destination reports in this issue.*

## DECEMBER

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### Special Issue: Industry Leaders

Our annual who's who special section, featuring people who are influencing the future of meetings and destinations.

### International Meetings

What to know whether you're taking an event out of the U.S. or have participants from other countries. Plus, international destinations.

*Please note: Calendar items are subject to change.*

## IN EVERY ISSUE

**FEATURES:** In-depth features, with profiles and case studies, all from faith-based conferences.

**FRONTLINES:** Industry news and reports, including updates on travel, people and sites.

**PRACTICAL PLANNER:** How-to information focused specifically on the needs of faith-based meeting planners.

**INSPIRATION:** Our readers share their stories in this first-person essay, communicating a rejuvenating message.

REJUVENATE matches faith-based meeting planners with business providers. Our special issues drive buzz, attracting more attention to our advertising partners and providing a longer desk life. Members of our advisory council tell us they save and share these issues, referring to them when they are making their meeting decisions.

✓ **Marketplace Program Guide**

Our Marketplace trade show and conference outperforms traditional shows. Capture planners when they are in a “love this show, love the attention, ready to do business” frame of mind.

*\*Bonus distribution*

✓ **CVB Showcase**

Planners save this destination guide, referring to it as a quick resource for contacts, facts and figures. Don't miss out on this annual reader favorite.

✓ **International Meetings**

Reach planners who organize meetings in international destinations and planners who bring their conferences and events to the United States.

✓ **Marketplace Preview**

Planners look for this issue to get an advance look at speakers, educational seminars and other information to plan ahead for Rejuvenate Marketplace.

✓ **Industry Leaders**

Recognize your leader as an outstanding star in this annual who's who. Make sure our faith-based planners know who your celebrity is.

✓ **Single Sponsor Issues**

Special feature sections, such as “Technology for Tomorrow,” offer opportunities for sponsors with a related product or message. Ask about sponsored reprints, webcasts, videos, etc.

✓ **Co-op Buys**

Ask about co-op pages. Combine forces with your destination or venue partners for added impact and savings.

✓ **Combo Buys**

Harness the power of Collinson Media & Events multimedia marketing programs and meeting products. Cover other meetings markets, brand your message across media networks, reach the planners you want and get a guaranteed number of leads.

*“The magazine is inspirational. The articles are enlightening, and I like the ads featured in the magazine. The advertisements inform a planner as to what is available in various cities and states for meetings and conferences.”*

Linda Barnes Pates, Planner  
United Church Ushers