

fundraising SUCCESS

A Target Marketing Group Publication

The Strategic Guide for Fundraising Professionals



2009 Editorial Calendar

www.FundRaisingSuccessMag.com



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fundraising S U C C E S S 2009 Editorial Calendar

Month	Cover Story	Feature	Advantages	Bonus Distribution
January Ad Close: 12/15/08 Materials Due: 12/22/08	Fundraiser Profile	Fundraising 101 — Our quarterly series on the basics: Direct Mail, with features on Copywriting • Paper/Production Issues (cost-saving tips, sustainability, etc.) • Postal Issues • And More	2-for-1 Advertorial Issue	• DMA Nonprofit Federation Conference January 29-30, Washington, D.C.
FEBRUARY Ad Close: 1/16/09 Materials Due: 1/23/09	Fundraising Professionals of the Year Awards 	• Major Gifts: The New Rules of Major-Donor Fundraising • E-Philanthropy: Electronic Communication (blogs, e-letters, communities)		
MARCH Ad Close: 2/12/09 Materials Due: 2/19/09	Fundraiser Profile	• Resources: A Roundup of Nonprofits Created to Help Nonprofits • Strategy: Engaging the Younger Donor	List Usage Issue	• AFP International Conference , March 29-April 1, New Orleans • DMA Nonprofit Federation Critical Issues , March 26, Washington, DC
APRIL Ad Close: 3/10/09 Materials Due: 3/17/09	Fundraiser Profile	Fundraising 101 — Our quarterly series on the basics: Acquisition, with features on Lists • Testing • Premiums • And More	Ad Awareness Issue	• CADM , TBD
MAY Ad Close: 4/10/09 Materials Due: 4/17/09	Special Report: Alternative Funding Options 	• What's Hot What's Not — The newest developments in Direct Mail • E-mail • Online Fundraising • And More	List Usage Issue	• ACCM , May 4-7, New Orleans
JUNE Ad Close: 5/11/09 Materials Due: 5/18/09	Fundraiser Profile	Fundraising 101 — Our quarterly series on the basics: Special Efforts, with features on Monthly Giving • Lapsed Donors • Capital Campaigns • Planned Giving	List Insider	• Fundraising Day , TBD • DMDNY , June 16-18, New York • DMA Nonprofit Federation Summit , June 15-17, Naples, FL
JULY Ad Close: 6/11/09 Materials Due: 6/18/09	Special Report: Branding 	• Update on International Trends • Prospect Research		• Bridge Conference , July 21 - 23, Washington, D.C.,
AUGUST Ad Close: 7/13/09 Materials Due: 7/18/09	Fundraiser Profile	• Data: New Strategies for Segmentation • Working With Foundations	List Usage Issue	• DMA Nonprofit Federation Conference , TBD New York
SEPTEMBER Ad Close: 8/10/09 Materials Due: 8/17/09	Gold Awards for Fundraising Excellence 	• Innovative Ideas for Corporate Partnerships • Turning Board Members into Fundraisers		• National Catholic Development Conference September 20-23, Arlington, VA
OCTOBER Ad Close: 9/10/09 Materials Due: 9/17/09	Fundraiser Profile	Fundraising 101 — Our quarterly series on the basics: E-philanthropy, with features on E-mail campaigns • Online Payments • Web Sites • And More	2-for-1 Advertorial Issue	• DMA09 , October 17-22, San Diego • AFP Chicago , TBD
NOVEMBER Ad Close: 10/9/09 Materials Due: 10/16/09	Fundraiser Profile	• The Changing Face of Special-Events Fundraising: Live vs Online Auctions, Galas, Etc. • Donor-advised Funds	List Usage Issue	• AFP Massachusetts Conference , TBD
DECEMBER Ad Close: 11/10/09 Materials Due: 11/17/09	Resource Guide 	• State of the Sector		

(Additional conferences to be added as dates are confirmed)
Editorial subject to change.

About Our Regular Columns and Departments

Columns

EASIER SAID THAN DONE

Jeff Brooks continues his popular no-holds-barred, take-no-prisoner column, expounding on all of those pesky little fundraising truths that even the savviest of experts sometimes forget.

TO THE POINT

Katya Andresen and Jocelyn Harmon team up to challenge fundraisers to work with passion and creativity.

Departments

PULSE

A compilation of advice, tactics and insights culled from the fundraising sector, including:

- Q&A with a professional focusing on a specific facet on fundraising each month, with extended interviews to be presented as podcasts at www.fundraisingsuccessmag.com

- Expanded, more useful iterations of Datebook and Faces in Philanthropy
- Quips and Quotes
- Book previews
- Stats, etc

WEB WATCH

Consultant Sarah Durham critiques nonprofit organizations' Web sites and offers practical tips they can use right away to enhance their user experience.

DM DIAGNOSIS

Direct-mail pro Kimberly Seville explores trends and offers insights on specific fundraising packages to explain what works, what doesn't and why.

PLUS...

- Case/Strategy Studies
- Fundraiser Forum (e-chats)
- Speaking of Fundraising (op-eds)

Rates

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FREQUENCY	1x	3x	6x	9x	12x	24x
Full Page	\$4,260	\$4,140	\$4,000	\$3,750	\$3,490	\$2,980
2/3 Page	3,330	3,220	3,130	2,930	2,720	2,330
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1/2 Page	2,810	2,720	2,640	2,480	2,300	1,970
1/3 Page	2,130	2,070	2,010	1,870	1,750	1,490
1/4 Page	1,830	1,780	1,720	1,610	1,500	1,280
1/6 Page	1,660	1,610	1,560	1,470	1,360	1,160

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