



2018 Media Kit



CREDIT UNION MANAGEMENT™ ADVERTISING

Realize Your Organization's Potential with CUES Advertising

Smart marketers know it takes repeated impressions to turn prospects into buyers. Smarter marketers know CUES has both the decision makers you want to reach and the multiple touch point options to reach them. The place to start is print advertising in *Credit Union Management*, our award-winning magazine that is consistently named the top membership benefit for CUES members.

Consider:

- ▶ Consumers give focused attention to magazine content, with less multitasking
- ▶ Tangible print ads have a shelf life of months or even years
- ▶ Businesses convey a sense of legitimacy and credibility through print advertising

You'll receive maximum exposure for your investment, reaching 30,883 progressive decision makers monthly:¹

- ▶ 14% of *Management* subscribers hold the title of president or CEO¹
- ▶ 58% are executives at the credit union¹
- ▶ 89% work for credit unions with \$100 million in assets or more¹
- ▶ 38% of subscribers have assets of \$1 billion plus¹

After reviewing the enclosed materials, reserve your ad space today by contacting Cathy Woods at 602.863.2212 or email cathy.woods@mediawestintl.com. Here's to outstanding success in 2018!

Warm Regards,



Karin Sand, CIE
VP/Strategic Partnerships and Solutions

¹ Total readership includes 10,848 print subscribers with a pass-along rate of 1.5 readers per issue, plus additional dedicated digital subscribers. CUES demographic statistics are from July 2016-June 2017.

CREDIT UNION MANAGEMENT™ ADVERTISING

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Management Advertising Opportunities

FOR 20 YEARS

credit union executives have selected *Management* magazine as the most valuable publication for information on leading their credit union. When advertising in *Management*, your message goes straight to those with purchasing power. And with 76% of all *Management* subscribers leading credit unions with \$250 million in

assets or more, you'll reach industry leaders who control big budgets. Keep reading to find in-depth information on this premier publication, then contact CUES today to secure space for your organization!

59%

In the past 12 months, 59% of survey respondents reported taking action in response to an ad in *Management*.

- Readex Research, 2017 Readex Survey

For advertising information, contact Cathy Woods, CUES' advertising sales representative, at **602.863.2212**; or email **cathy.woods@mediawestintl.com**.

49%

Of seven listed digital publications, *Management* was selected by the highest percentage as being the most valuable for leading their credit union—no other listed publication was selected by more than 15%.

- Readex Research, 2017 Readex Survey



Leaders Prefer *Management* Magazine

When you're looking to reach decision makers, there's no more worthwhile investment than *Management*. Look at our subscriber demographics — the numbers don't lie.

Nearly all of the magazine's circulation is made up of "qualified paid" subscribers—almost 99% from July 2016–June 2017. A "qualified paid" subscriber is an individual who has requested *Management*, deemed it valuable enough to purchase and considers the publication an essential resource in their leadership role. Your ad will reach active industry personnel and provide them with new information about product and service solutions.

Average Qualified Circulation Breakout for July 2016–June 2017

	Total Qualified		Qualified Non-Paid		Qualified Paid	
	COPIES	PERCENT	COPIES	PERCENT	COPIES	PERCENT
Individual subscribers	283	1.9%	192	1.3%	91	0.6%
Membership benefit	14,299	97.9%			14,299	97.9%
Multi-copy same address	26	0.2%			26	0.2%
Total Qualified Circulation	14,608	100%	192	1.3%	14,416	98.7%

Circulation information represents July 2016–June 2017 averages and includes digital subscribers.

In addition, more than 99% of *Management* issues are personally addressed to subscribers by name and title. Some publications use generic labeling or send free copies to boost their circulation numbers, but *Management* subscriber statistics show it goes directly to the decision makers you want to connect with.

Mailing Address Breakout of Qualified Circulation

	Total Qualified	
	COPIES	PERCENT
Individuals by name and title and/or function	14,529	99.46%
Individuals by name or title	42	0.29%
Company names only	12	0.08%
Multiple copy same address	25	0.17%
Total Qualified Circulation	14,608	100%

Circulation information represents July 2016–June 2017 averages of print and digital subscribers.

Management Delivers Purchasing Power

With 76% of all *Management* subscribers leading credit unions with \$250 million in assets or more, you'll reach decision makers who control substantial budgets across the country.

2016–2017 Subscribers by Asset Size (in millions)



● 3% • \$0–49	● 17% • \$250–499
● 6% • \$50–99	● 21% • \$500–999
● 13% • \$100–249	● 38% • \$1 Billion+
● 2% • Not Available	

Circulation represents July 2016–June 2017 print subscriber averages.

2016–2017 Subscribers by Title



● 14% • Chief Executives	● 34% • Operations Executives
● 38% • Directors/Committee Members	● 4% • Executive Staff
● 8% • Marketing Executives	● 2% • Other Executives

Circulation represents July 2016–June 2017 print subscriber averages.



60%

Almost 60% of subscribers lead credit unions with more than \$500 million in assets. More than 60% of subscribers are credit union executives.

- Readex Research, 2017 Readex Survey



Editorial Calendar

	Focus	Plus ...	Bonus Distribution
<p>JANUARY</p> <p>Space Closing 11.17.17 Materials Due 12.01.17</p>	Lending Outlook 2018	<ul style="list-style-type: none"> • READEX Message Impact Study • Facilities • Board Technology including Portals • Analytics • CUES Symposium Sponsor List 	
<p>FEBRUARY</p> <p>Space Closing 12.18.17 Materials Due 1.02.18</p>	Executive Benefits	<ul style="list-style-type: none"> • Insurance • Business Lending • Women in Leadership • Vendor Management 	<ul style="list-style-type: none"> • CUES Symposium
<p>MARCH</p> <p>Space Closing 2.01.18 Materials Due 2.01.18</p>	Non-Interest Income	<ul style="list-style-type: none"> • Mergers • Strategic Planning • Developing Industry Leaders • The Board Liaison Role 	<ul style="list-style-type: none"> • Execu/Summit® • CUNA Governmental Affairs Conference
<p>APRIL</p> <p>Space Closing 2.16.18 Materials Due 3.01.18</p>	Cards	<ul style="list-style-type: none"> • CUSOs Special Report • Marketing Technology • Compliance • Moving from Manager to Leader 	<ul style="list-style-type: none"> • NACUSO
<p>MAY</p> <p>Space Closing 3.19.18 Materials Due 4.02.18</p>	Omnichannel Delivery	<ul style="list-style-type: none"> • Payments Special Report • Cybersecurity • Artificial Intelligence • Branding 	<ul style="list-style-type: none"> • CO-OP THINK • NEW! Execu/Blend
<p>JUNE</p> <p>Space Closing 4.19.18 Materials Due 5.01.18</p>	Fintech	<ul style="list-style-type: none"> • Lending Special Report • Branch Technology • Risk Management • Career Paths 	<ul style="list-style-type: none"> • NAFCU Annual Convention and Exposition

	Focus	Plus ...	Bonus Distribution
<p>JULY</p> <p>Space Closing 5.18.18 Materials Due 6.01.18</p>	Mortgage Lending	<ul style="list-style-type: none"> • CUES Annual Buyer's Guide • Core Processing • ALM/Finance • Board Governance 	<ul style="list-style-type: none"> • CUNA America's Credit Union Conference • CUES Supervisory Committee Development Seminar • CUES Business Lending for Directors • CUES Director Strategy Seminar
<p>AUGUST</p> <p>Space Closing 6.18.18 Materials Due 6.29.18</p>	Compensation	<ul style="list-style-type: none"> • READEX Message Impact Study • Collections • Mobile Marketing • Succession Planning 	<ul style="list-style-type: none"> • Execu/Net™
<p>SEPTEMBER</p> <p>Space Closing 7.18.18 Materials Due 8.01.18</p>	Payments	<ul style="list-style-type: none"> • Director Special Report • Data Analytics • Digital Signage • Leadership Learning 	<ul style="list-style-type: none"> • CUES Board Chair Development Seminar • CUES Director Development Seminar • CUES School of Business Lending III™: <i>Strategic Business Lending</i> • CUES School of Member Experience™ • CUES School of IT Leadership™
<p>OCTOBER</p> <p>Space Closing 8.17.18 Materials Due 8.31.18</p>	Auto Lending	<ul style="list-style-type: none"> • Fintech Special Report • Digital Marketing • Channel Management • Employee Benefits 	<ul style="list-style-type: none"> • CEO/Executive Team Network™
<p>NOVEMBER</p> <p>Space Closing 9.19.18 Materials Due 10.01.18</p>	Security	<ul style="list-style-type: none"> • Cards • Member Experience • Compliance 	
<p>DECEMBER</p> <p>Space Closing 10.19.18 Materials Due 11.01.18</p>	Mobile	<ul style="list-style-type: none"> • Growth Special Report: Getting to the billion dollar milestone • CUSOs • Enterprise Content Management • Social Media 	<ul style="list-style-type: none"> • CUES' Directors Conference

CUES Supplier Member Rate Card

Effective With January 2018 Issue

FOUR COLOR	1x	3x	6x*	9x*	12x*
Full Page	\$5,620	\$4,980	\$4,440	\$4,080	\$3,760
2/3	\$4,940	\$4,420	\$3,920	\$3,620	\$3,360
1/2	\$4,600	\$4,100	\$3,700	\$3,400	\$3,140
1/3	\$4,320	\$3,900	\$3,500	\$3,240	\$3,000
2-Page Spread	\$9,100	\$8,180	\$7,880	\$6,520	\$5,880
1/2 Page Spread	\$6,880	\$6,080	\$5,400	\$4,900	\$4,500

CUES Nonmember Rate Card

Effective With January 2018 Issue

FOUR COLOR	1x	3x	6x*	9x*	12x*
Full Page	\$7,020	\$6,220	\$5,560	\$5,080	\$4,700
2/3	\$6,180	\$5,520	\$4,900	\$4,520	\$4,200
1/2	\$5,760	\$5,120	\$4,640	\$4,260	\$3,900
1/3	\$5,340	\$4,880	\$4,360	\$4,060	\$3,740
2-Page Spread	\$11,380	\$10,220	\$8,980	\$8,160	\$7,360
1/2 Page Spread	\$8,600	\$7,600	\$6,760	\$6,140	\$5,620

Become a CUES supplier member to receive discounted pricing along with a suite of valuable benefits. For more information, contact Kari Sweeney, supplier relations manager at **800.252.2664** or **608.271.2664**, ext. **326** or email **kari@cues.org**.

*Before You Go

Maximize your media plan with additional exposure!

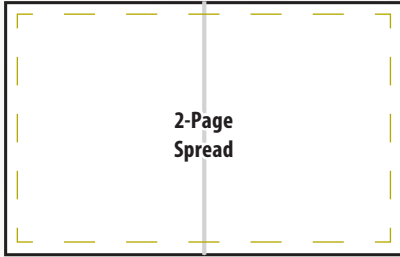
Highlight your company and your success—our writing staff will interview your clients and/or experts in your organization for a special Before you Go article in *Management*.

This no-cost, value-add additional exposure is exclusively for those who commit to a multi-placement insertion order of at least six full-page ads.

AD SCHEDULE	"Before You Go" articles
6 Full Page	1
9 Full Page	2
12 Full Page	4

Ad Sizes

Gold represents non-printing area. Actual trim size is 8-1/2" x 10-7/8" and actual bleed is 1/8" beyond the trim. Live area is 1/4" inside the trim. To submit an ad, email your materials to ads@cues.org.



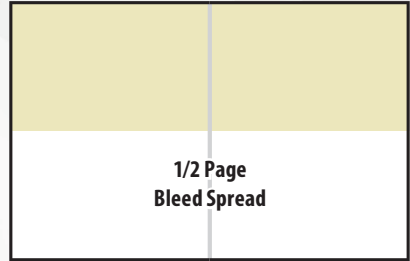
2-Page Spread

2-Page Spread

Coverage is 17" x 10-7/8"

For 2-Page Spread With Bleeds:

Coverage must extend to: 17-1/4" x 11-1/8"

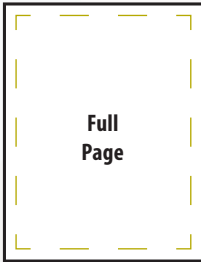


1/2 Page Bleed Spread

1/2 Page Bleed Spread

Coverage must extend to:

17-1/4" x 5-9/16"



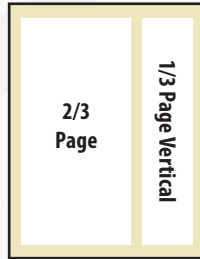
Full Page

Full Page

Coverage is 8-1/2" x 10-7/8"

For Full Page With Bleeds:

Coverage must extend to: 8-3/4" x 11-1/8"



2/3 Page

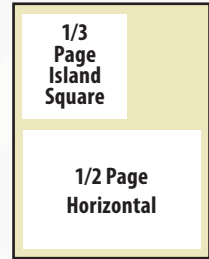
2/3 Page

4-15/16" x 9-3/8"

1/3 Page Vertical

1/3 Page Vertical

2-3/8" x 9-3/8"



1/3 Page Island Square

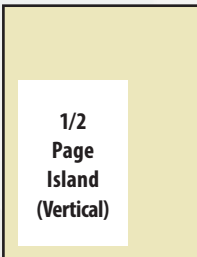
1/3 Page Island (Square)

4-15/16" x 4-7/8"

1/2 Page Horizontal

1/2 Page Horizontal

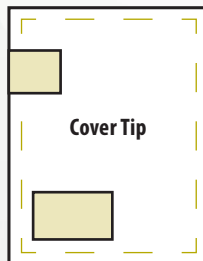
7-1/2" x 4-7/8"



1/2 Page Island (Vertical)

1/2 Page Island (Vertical)

4-15/16" x 7-1/4"



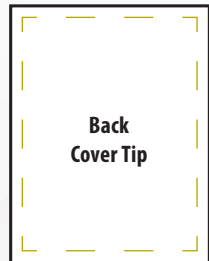
Cover Tip

Cover Tip

Coverage is 8-1/4" x 10-1/16"

For Cover Tip With Bleeds:

Coverage must extend to: 8-1/2" x 10-7/8"



Back Cover Tip

Back Cover Tip

Coverage is 8-1/4" x 10-1/16"

For Back Cover Tip With Bleeds:

Coverage must extend to: 8-1/2" x 10-7/8"

MANAGEMENT ENHANCEMENTS

Get Your Ad Noticed

Stand out from the crowd with a wrap-around “belly band” or a polybagged “outsert” for your ad. Or, consider binding or tipping your existing marketing piece into *Management*. See the chart below for insert options and rates.

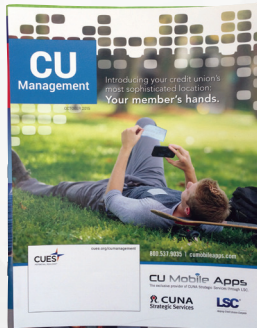
Advertiser is responsible for providing print-ready artwork. For more information contact, Cathy Woods, CUES’ advertising sales rep, at **602.863.2212**; or email cathy.woods@mediawestintl.com.

	Member	Nonmember
Tip-in insert	\$5,000	\$6,250
Bind-in	\$5,000	\$6,250
Bind-in 4-page (80# House #3 Matte Cover)	\$5,000	\$6,250
Center Bind-in 4-page as pullout (3rd staple)	\$3,500	\$4,375
Center Bind-in 8-page as pullout (3rd staple)	\$4,000	\$5,000
Polybag	\$5,000	\$6,250
Belly Band	\$4,500	\$5,625
Cover Tip	\$5,000	\$6,250
Dot Whack	\$3,500	\$4,375

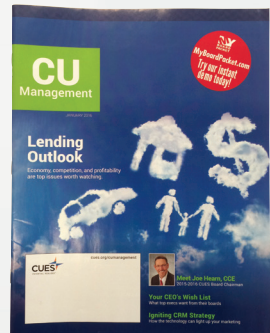
Additional fees may apply.



Belly Band



False Cover

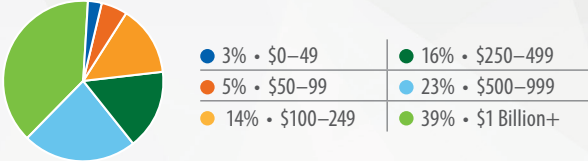


Dot Whack

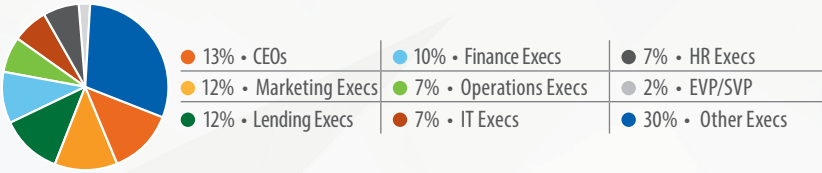
Strength in Numbers

Reaching the right audience is vital. The infographics below illustrate the asset, title and regional breakdown of our existing members. Our diverse membership base offers you connections to leaders with a range of experiences and knowledge.

2017 CUES Members by Asset Size (in millions)



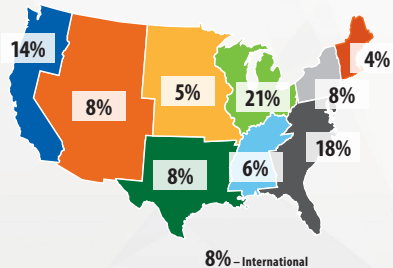
2017 CUES Members by Title



2017 CUES Director Members by Asset Size (in millions)



2017 CUES Members by Region



DIGITAL EDITION ADVERTISING

Build upon your *Management* magazine print advertisements with advertisements in the digital edition and reach over 26,000 potential readers.

Management Digital Edition Bundle

All CUES members receive a complimentary digital subscription to *Credit Union Management*. The digital version and distribution email provide you additional opportunities to reach our subscribers.

Management Digital Edition Email

- ▶ Distributed monthly to over 13,000 subscribers
- ▶ Your banner ad included in the email
- ▶ Exclusive: limit of one sponsor per month

Management Digital Edition Follow Advertisement

- ▶ Banner ads that remains continually visible throughout a reader's digital edition viewing

Management Digital Edition First Page Advertisement

- ▶ Your full-page digital ad appears on a "bonus cover" adjacent to the front cover when the reader opens the digital edition

CUES Supplier members: \$3,500

Nonmembers: \$5,670

CUES Digital OnDemand

Have a topic or issue that you want to share with *Management* readers? Want to share your knowledge as an industry expert? You name the topic—payments, cards, artificial intelligence, branding or another—and our expert CUES editors will create and curate content into a dynamic e-blast around your chosen topic. Your sponsorship includes:

- ▶ Your authored contributed 700-word article or case study
- ▶ Your company's logo and link in e-blast
- ▶ Your banner ad on cues.org
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsor per month.

CUES members: \$3,000

Nonmembers: \$4,500



INTERNET ADVERTISING

cues.org Home Page Banner Advertising

CUES' website incorporates both *Management* magazine and Center for Credit Union Board Excellence (CCUBE) content. This means daily updates, increased impressions for your banner and unlimited opportunities to target your message on a site that's optimized for all visitors. Advertise on the home page of **cues.org** and your banner ad will appear front and center on our responsive site in desktop, tablet and mobile formats.

Limited to two sponsors per month.

CUES Supplier members: \$3,000

Nonmembers: \$4,375



cues.org Interior Banner Advertising

In addition to advertising on the home page of **cues.org**, you can position your message in front of a more targeted audience. CUES' website averages over 60,000 page views per month with more than 12,000 unique visitors. Decide among heavily-trafficked pages such as:

- Member Login
- Event Calendar
- Surveys
- Training & Education
- Schools
- Products & Services

CUES Supplier members: \$1,500

Nonmembers: \$2,625



CONTENT MARKETING

Now that you've established your brand with our readers through print and online advertising, position yourself as a thought leader when you share your content and case studies.

CUES Skybox Sponsored Blog Post

Share your story on CUES Skybox and receive:

- ▶ 400-word sponsored blog post on cues.org/skybox
- ▶ Banner ad on the post, which will stay with the post indefinitely
- ▶ Your post shared with Skybox email subscribers, Twitter followers and Facebook fans
- ▶ Promotion of, and a link to, your post in an issue of CUES Advantage e-newsletter
- ▶ Additional banner ad in the Skybox email for one issue

CUES Skybox blog is updated at least twice a week. Your post will remain on the site in the archives indefinitely.

Your blog post should be 400 words or less, substantive rather than promotional, and should tell a story or share an opinion.

CUES Supplier members: \$1,750

Nonmembers: \$3,000

Have a story, but need help to tell it? CUES' editorial team can help you craft your blog post for only \$500.





E-Newsletters

Share Your Message Electronically

Sponsor a CUES e-newsletter and make the most of these benefits:

- ▶ Your 700-word case study will be published on cues.org. CUES staff reserves the right to edit for length, content and style.
- ▶ Your logo will appear in your case study.
- ▶ Your organization will receive continued exposure through our online archive.
- ▶ Your company's banner ad will run alongside your case study on cues.org.
- ▶ Additional exposure through CUES' social media platforms

Limit of two sponsors each period.

For more information on sponsoring an e-newsletter including guidelines and suggestions, visit cues.org/advertise.

	Distribution	Subscribers	Ad Features	Sponsorship Rate (CUES Supplier members/ nonmembers)
CUES Advantage	Tuesdays Weekly	3,000+	Link to website and link to case study	Two-week: \$1,200/\$2,000
CUES Director Advantage	Tuesdays Monthly	1,000+	Link to website and link to case study	Monthly: \$1,500/\$2,625
Business Lending Edge	Thursdays Quarterly	1,200+	Link to website and link to case study	Quarterly: \$1,500/\$2,625

CONTENT MARKETING

Whitepapers

Become a Resource for Executives

Expand your impressions online by submitting your firm's educational whitepaper to CUES' online library. A resource for credit union executives, CUES promotes its online library in:

- CUES Advantage e-newsletter
- *Management* magazine
- CUES' research section at cues.org/library
- Additional exposure through CUES' social media platforms

When you submit your non-promotional report or case study to CUES for review by our editors, please follow these guidelines:

- Papers should be 15 pages or less
- Papers should have an informational, non-promotional focus

A CUES editor will review all educational materials before adding them to the online library.

CUES Supplier members: \$2,000

Nonmembers: \$3,500

CUES Webinars

Share your innovative thought leadership with CUES members and nonmembers by presenting a sponsored webinar.

- 60-minute webinar, hosted by CUES, featuring your subject matter experts
- CUES will promote through cues.org, CUES Advantage e-newsletter and bi-weekly webinar emails
- Link to webinar at cues.org
- CUES will send out a thank you email to all attendees on your behalf
- You'll receive the attendance roster, which includes names, credit unions and addresses

Limit of one sponsored webinar per month.

Average of 30-50 attendees per webinar.

CUES Supplier members: \$3,000

Nonmembers: \$4,100



SPECIAL REPORTS

In 2018, *Credit Union Management* magazine will feature six special reports focused on important topics facing credit unions today: CUSOs, Payments, Lending, Directors, Fintech and Growth. Our in-depth explorations of today's hottest industry topics are sure to be revisited by readers again and again.

Don't miss this prime opportunity to showcase yourself as a leader in the industry and share your expertise. Choose from several options:

Full-page advertisement

Build visual recognition

Member: \$2,500

Nonmember: \$3,125

Advertorial spread

Partner your ad and a case study to share a success story

Member: \$4,000

Nonmember: \$5,000

Print/Digital Special Report Package

Best value!

- ▶ Full-page advertisement in the supplement
- ▶ Full-page case study/advertorial in the supplement
- ▶ One post on CUES Skybox blog
- ▶ Two-week sponsorship of CUES Advantage e-newsletter

Member: \$6,500

Nonmember: \$8,125

NEW OPPORTUNITIES

CUES Podcast

The CUES podcast is an audio program featuring credit union and cross-industry experts sharing their perspectives on trends and topics that impact the industry.

Your sponsorship provides you:

- ▶ 200-word sponsored commercial, written by you and produced by the podcast host
- ▶ Logo and link on cues.org
- ▶ Logo and link in show notes (podcast episode summary published on CUES Skybox)
- ▶ Banner ad on cues.org
- ▶ Infinite shelf life
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsor per episode. Average of 900 plays per week.

CUES Supplier Members: \$1,000

Nonmembers: \$1,500

CUES Parting Shots

As CEOs who have helped shape the credit union industry retire, they want to share the lessons they've learned with the next generation. Before they leave, they're sharing their "parting shots" with credit union talk show CUbroadcast. CUES has teamed up with CUbroadcast to interview these retiring leaders on their career highlights and advice for the industry.


Your sponsorship benefits include:

- ▶ Logo and link in the video
- ▶ Sponsorship acknowledgement and thanks from the video host
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsored video per month. Average of 150 views per episode.

CUES Supplier Members: \$1,000

Nonmembers: \$1,500



Help your company realize its potential by securing your space today!

With CUES, you can put your organization in front of the credit union movement's top executives, directors and future leaders. Contact us now to start maximizing your exposure to your target market.

CUES' Advertising and Sales Representative

Cathy Woods

cathy.woods@mediawestintl.com

Phone: **602.863.2212**

Fax: 602.863.6551

Also, be sure to leverage CUES' connections through membership and sponsorship by contacting CUES Supplier Relations:

Jim Hulen

Director of Supplier Sales

jim@cues.org

Phone: **800.252.2664** or (608) 271.2664, **ext.348**

Kari Sweeney

Supplier Relations Manager

kari@cues.org

Phone: **800.252.2664** or 608.271.2664, **ext. 326**

2018 Media Kit



P.O. Box 14167
Madison, WI 53708-0167

Return Service Requested

FIRST-CLASS MAIL
PRESORTED
U.S. POSTAGE PAID
MADISON, WI
PERMIT 623

1 8 M K T P L N S 1 0

CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. Our mission is to educate and develop credit union CEOs, executives, directors and future leaders.

Management Advertising Opportunities

FOR 20 YEARS

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In the past 12 months, 59% of survey respondents reported taking action in response to an ad in *Management*.

- Readex Research, 2017 Readex Survey

For advertising information, contact Cathy Woods, CUES' advertising sales representative, at **602.863.2212**; or email cathy.woods@mediawestintl.com.

49%

Of seven listed digital publications, *Management* was selected by the highest percentage as being the most valuable for leading their credit union—no other listed publication was selected by more than 15%.

- Readex Research, 2017 Readex Survey



Leaders Prefer *Management Magazine*

When you're looking to reach decision makers, there's no more worthwhile investment than *Management*. Look at our subscriber demographics — the numbers don't lie.

Nearly all of the magazine's circulation is made up of "qualified paid" subscribers—almost 99% from July 2016–June 2017. A "qualified paid" subscriber is an individual who has requested *Management*, deemed it valuable enough to purchase and considers the publication an essential resource in their leadership role. Your ad will reach active industry personnel and provide them with new information about product and service solutions.

Average Qualified Circulation Breakout for July 2016–June 2017

	Total Qualified		Qualified Non-Paid		Qualified Paid	
	COPIES	PERCENT	COPIES	PERCENT	COPIES	PERCENT
Individual subscribers	283	1.9%	192	1.3%	91	0.6%
Membership benefit	14,299	97.9%			14,299	97.9%
Multi-copy same address	26	0.2%			26	0.2%
Total Qualified Circulation	14,608	100%	192	1.3%	14,416	98.7%

Circulation information represents July 2016–June 2017 averages and includes digital subscribers.

In addition, more than 99% of *Management* issues are personally addressed to subscribers by name and title. Some publications use generic labeling or send free copies to boost their circulation numbers, but *Management* subscriber statistics show it goes directly to the decision makers you want to connect with.

Mailing Address Breakout of Qualified Circulation

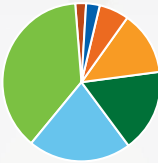
	Total Qualified	
	COPIES	PERCENT
Individuals by name and title and/or function	14,529	99.46%
Individuals by name or title	42	0.29%
Company names only	12	0.08%
Multiple copy same address	25	0.17%
Total Qualified Circulation	14,608	100%

Circulation information represents July 2016–June 2017 averages of print and digital subscribers.

Management Delivers Purchasing Power

With 76% of all *Management* subscribers leading credit unions with \$250 million in assets or more, you'll reach decision makers who control substantial budgets across the country.

2016–2017 Subscribers by Asset Size (in millions)



3% • \$0–49	17% • \$250–499
6% • \$50–99	21% • \$500–999
13% • \$100–249	38% • \$1 Billion+
2% • Not Available	

Circulation represents July 2016–June 2017 print subscriber averages.

2016–2017 Subscribers by Title



14% • Chief Executives	34% • Operations Executives
38% • Directors/Committee Members	4% • Executive Staff
8% • Marketing Executives	2% • Other Executives

Circulation represents July 2016–June 2017 print subscriber averages.

60%

Almost 60% of subscribers lead credit unions with more than \$500 million in assets. More than 60% of subscribers are credit union executives.

- Readex Research, 2017 Readex Survey

Editorial Calendar

	Focus	Plus ...	Bonus Distribution
<p>JANUARY</p> <p>Space Closing 11.17.17 Materials Due 12.01.17</p>	Lending Outlook 2018	<ul style="list-style-type: none"> • READEX Message Impact Study • Facilities • Board Technology including Portals • Analytics • CUES Symposium Sponsor List 	
<p>FEBRUARY</p> <p>Space Closing 12.18.17 Materials Due 1.02.18</p>	Executive Benefits	<ul style="list-style-type: none"> • Insurance • Business Lending • Women in Leadership • Vendor Management 	<ul style="list-style-type: none"> • CUES Symposium
<p>MARCH</p> <p>Space Closing 1.17.18 Materials Due 2.01.18</p>	Non-Interest Income	<ul style="list-style-type: none"> • Mergers • Strategic Planning • Developing Industry Leaders • The Board Liaison Role 	<ul style="list-style-type: none"> • Execu/Summit® • CUNA Governmental Affairs Conference
<p>APRIL</p> <p>Space Closing 2.16.18 Materials Due 3.01.18</p>	Cards	<ul style="list-style-type: none"> • CUSOs Special Report • Marketing Technology • Compliance • Moving from Manager to Leader 	<ul style="list-style-type: none"> • NACUSO
<p>MAY</p> <p>Space Closing 3.19.18 Materials Due 4.02.18</p>	Omnichannel Delivery	<ul style="list-style-type: none"> • Payments Special Report • Cybersecurity • Artificial Intelligence • Branding 	<ul style="list-style-type: none"> • CO-OP THINK • NEW! Execu/Blend
<p>JUNE</p> <p>Space Closing 4.19.18 Materials Due 5.01.18</p>	Fintech	<ul style="list-style-type: none"> • Lending Special Report • Branch Technology • Risk Management • Career Paths 	<ul style="list-style-type: none"> • NAFCU Annual Convention and Exposition

	Focus	Plus ...	Bonus Distribution
<p>JULY</p> <p>Space Closing 5.18.18 Materials Due 6.01.18</p>	Mortgage Lending	<ul style="list-style-type: none"> • CUES Annual Buyer's Guide • Core Processing • ALM/Finance • Board Governance 	<ul style="list-style-type: none"> • CUNA America's Credit Union Conference • CUES Supervisory Committee Development Seminar • CUES Business Lending for Directors • CUES Director Strategy Seminar
<p>AUGUST</p> <p>Space Closing 6.18.18 Materials Due 6.29.18</p>	Compensation	<ul style="list-style-type: none"> • READEX Message Impact Study • Collections • Mobile Marketing • Succession Planning 	<ul style="list-style-type: none"> • Execu/Net™
<p>SEPTEMBER</p> <p>Space Closing 7.18.18 Materials Due 8.01.18</p>	Payments	<ul style="list-style-type: none"> • Director Special Report • Data Analytics • Digital Signage • Leadership Learning 	<ul style="list-style-type: none"> • CUES Board Chair Development Seminar • CUES Director Development Seminar • CUES School of Business Lending III™: <i>Strategic Business Lending</i> • CUES School of Member Experience™ • CUES School of IT Leadership™
<p>OCTOBER</p> <p>Space Closing 8.17.18 Materials Due 8.31.18</p>	Auto Lending	<ul style="list-style-type: none"> • Fintech Special Report • Digital Marketing • Channel Management • Employee Benefits 	<ul style="list-style-type: none"> • CEO/Executive Team Network™
<p>NOVEMBER</p> <p>Space Closing 9.19.18 Materials Due 10.01.18</p>	Security	<ul style="list-style-type: none"> • Cards • Member Experience • Compliance 	
<p>DECEMBER</p> <p>Space Closing 10.19.18 Materials Due 11.01.18</p>	Mobile	<ul style="list-style-type: none"> • Growth Special Report: Getting to the billion dollar milestone • CUSOs • Enterprise Content Management • Social Media 	<ul style="list-style-type: none"> • CUES' Directors Conference

CUES Supplier Member Rate Card

Effective With January 2018 Issue

FOUR COLOR	1x	3x	6x*	9x*	12x*
Full Page	\$5,620	\$4,980	\$4,440	\$4,080	\$3,760
2/3	\$4,940	\$4,420	\$3,920	\$3,620	\$3,360
1/2	\$4,600	\$4,100	\$3,700	\$3,400	\$3,140
1/3	\$4,320	\$3,900	\$3,500	\$3,240	\$3,000
2-Page Spread	\$9,100	\$8,180	\$7,880	\$6,520	\$5,880
1/2 Page Spread	\$6,880	\$6,080	\$5,400	\$4,900	\$4,500

CUES Nonmember Rate Card

Effective With January 2018 Issue

FOUR COLOR	1x	3x	6x*	9x*	12x*
Full Page	\$7,020	\$6,220	\$5,560	\$5,080	\$4,700
2/3	\$6,180	\$5,520	\$4,900	\$4,520	\$4,200
1/2	\$5,760	\$5,120	\$4,640	\$4,260	\$3,900
1/3	\$5,340	\$4,880	\$4,360	\$4,060	\$3,740
2-Page Spread	\$11,380	\$10,220	\$8,980	\$8,160	\$7,360
1/2 Page Spread	\$8,600	\$7,600	\$6,760	\$6,140	\$5,620

Become a CUES supplier member to receive discounted pricing along with a suite of valuable benefits. For more information, contact Kari Sweeney, supplier relations manager at **800.252.2664** or **608.271.2664**, ext. **326** or email **kari@cues.org**.

*Before You Go

Maximize your media plan with additional exposure!

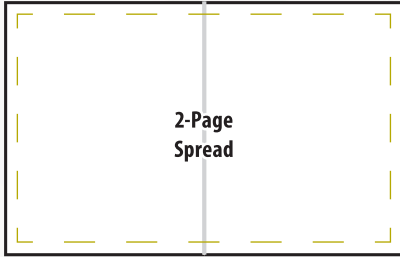
Highlight your company and your success—our writing staff will interview your clients and/or experts in your organization for a special Before you Go article in *Management*.

This no-cost, value-add additional exposure is exclusively for those who commit to a multi-placement insertion order of at least six full-page ads.

AD SCHEDULE	"Before You Go" articles
6 Full Page	1
9 Full Page	2
12 Full Page	4

Ad Sizes

Gold represents non-printing area. Actual trim size is 8-1/2" x 10-7/8" and actual bleed is 1/8" beyond the trim. Live area is 1/4" inside the trim. To submit an ad, email your materials to ads@cues.org.



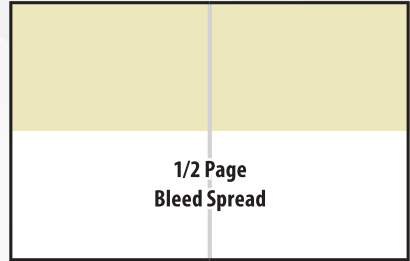
2-Page Spread

2-Page Spread

Coverage is 17" x 10-7/8"

For 2-Page Spread With Bleeds:

Coverage must extend to: 17-1/4" x 11-1/8"

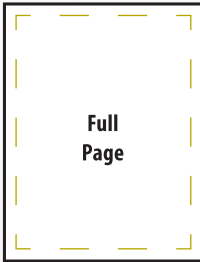


1/2 Page Bleed Spread

1/2 Page Bleed Spread

Coverage must extend to:

17-1/4" x 5-9/16"



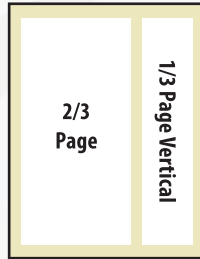
Full Page

Full Page

Coverage is 8-1/2" x 10-7/8"

For Full Page With Bleeds:

Coverage must extend to: 8-3/4" x 11-1/8"



2/3 Page

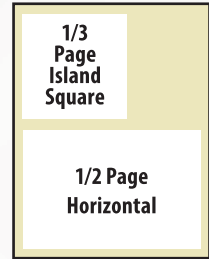
2/3 Page

4-15/16" x 9-3/8"

1/3 Page Vertical

1/3 Page Vertical

2-3/8" x 9-3/8"



1/3 Page Island Square

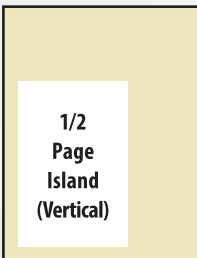
1/3 Page Island (Square)

4-15/16" x 4-7/8"

1/2 Page Horizontal

1/2 Page Horizontal

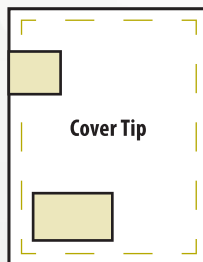
7-1/2" x 4-7/8"



1/2 Page Island (Vertical)

1/2 Page Island (Vertical)

4-15/16" x 7-1/4"



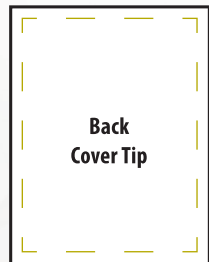
Cover Tip

Cover Tip

Coverage is 8-1/4" x 10-1/16"

For Cover Tip With Bleeds:

Coverage must extend to: 8-1/2" x 10-7/8"



Back Cover Tip

Back Cover Tip

Coverage is 8-1/4" x 10-1/16"

For Back Cover Tip With Bleeds:

Coverage must extend to: 8-1/2" x 10-7/8"

MANAGEMENT ENHANCEMENTS

Get Your Ad Noticed

Stand out from the crowd with a wrap-around “belly band” or a polybagged “outsert” for your ad. Or, consider binding or tipping your existing marketing piece into *Management*. See the chart below for insert options and rates.

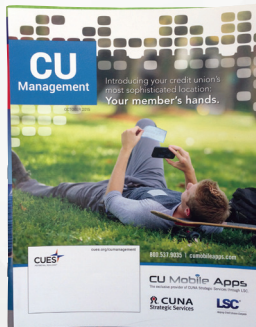
Advertiser is responsible for providing print-ready artwork. For more information contact, Cathy Woods, CUES’ advertising sales rep, at 602.863.2212; or email cathy.woods@mediawestintl.com.

	Member	Nonmember
Tip-in insert	\$5,000	\$6,250
Bind-in	\$5,000	\$6,250
Bind-in 4-page (80# House #3 Matte Cover)	\$5,000	\$6,250
Center Bind-in 4-page as pullout (3rd staple)	\$3,500	\$4,375
Center Bind-in 8-page as pullout (3rd staple)	\$4,000	\$5,000
Polybag	\$5,000	\$6,250
Belly Band	\$4,500	\$5,625
Cover Tip	\$5,000	\$6,250
Dot Whack	\$3,500	\$4,375

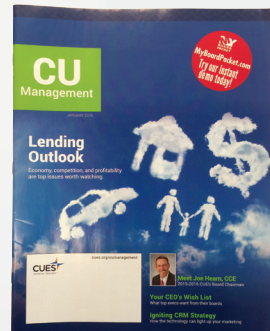
Additional fees may apply.



Belly Band



False Cover

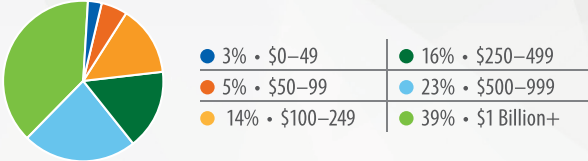


Dot Whack

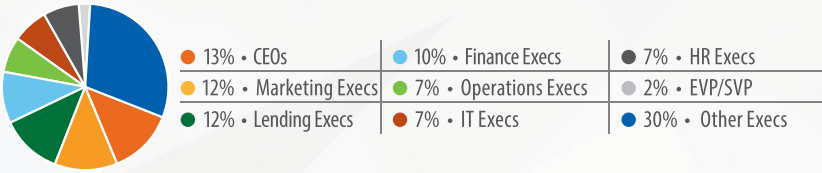
Strength in Numbers

Reaching the right audience is vital. The infographics below illustrate the asset, title and regional breakdown of our existing members. Our diverse membership base offers you connections to leaders with a range of experiences and knowledge.

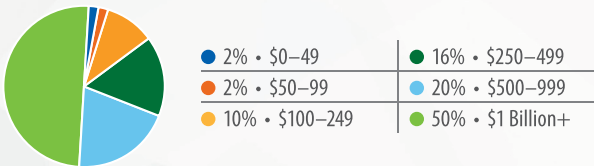
2017 CUES Members by Asset Size (in millions)



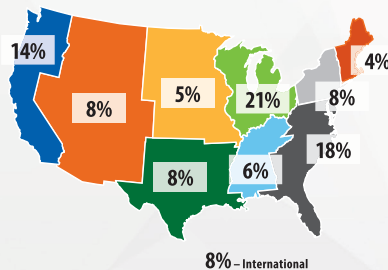
2017 CUES Members by Title



2017 CUES Director Members by Asset Size (in millions)



2017 CUES Members by Region



DIGITAL EDITION ADVERTISING

Build upon your *Management* magazine print advertisements with advertisements in the digital edition and reach over 26,000 potential readers.

Management Digital Edition Bundle

All CUES members receive a complimentary digital subscription to *Credit Union Management*. The digital version and distribution email provide you additional opportunities to reach our subscribers.

Management Digital Edition Email

- ▶ Distributed monthly to over 13,000 subscribers
- ▶ Your banner ad included in the email
- ▶ Exclusive: limit of one sponsor per month

Management Digital Edition Follow Advertisement

- ▶ Banner ads that remains continually visible throughout a reader's digital edition viewing

Management Digital Edition First Page Advertisement

- ▶ Your full-page digital ad appears on a "bonus cover" adjacent to the front cover when the reader opens the digital edition

CUES Supplier members: \$3,500

Nonmembers: \$5,670

CUES Digital OnDemand

Have a topic or issue that you want to share with *Management* readers? Want to share your knowledge as an industry expert? You name the topic—payments, cards, artificial intelligence, branding or another—and our expert CUES editors will create and curate content into a dynamic e-blast around your chosen topic. Your sponsorship includes:

- ▶ Your authored contributed 700-word article or case study
- ▶ Your company's logo and link in e-blast
- ▶ Your banner ad on cues.org
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsor per month.

CUES members: \$3,000

Nonmembers: \$4,500



INTERNET ADVERTISING

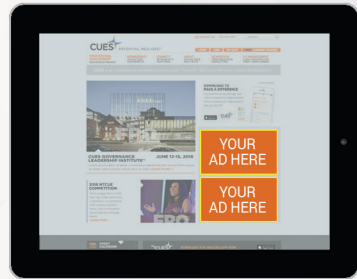
cues.org Home Page Banner Advertising

CUES' website incorporates both *Management* magazine and Center for Credit Union Board Excellence (CCUBE) content. This means daily updates, increased impressions for your banner and unlimited opportunities to target your message on a site that's optimized for all visitors. Advertise on the home page of **cues.org** and your banner ad will appear front and center on our responsive site in desktop, tablet and mobile formats.

Limited to two sponsors per month.

CUES Supplier members: \$3,000

Nonmembers: \$4,375



cues.org Interior Banner Advertising

In addition to advertising on the home page of **cues.org**, you can position your message in front of a more targeted audience. CUES' website averages over 60,000 page views per month with more than 12,000 unique visitors. Decide among heavily-trafficked pages such as:

- Member Login
- Event Calendar
- Surveys
- Training & Education
- Schools
- Products & Services

CUES Supplier members: \$1,500

Nonmembers: \$2,625



CONTENT MARKETING

Now that you've established your brand with our readers through print and online advertising, position yourself as a thought leader when you share your content and case studies.

CUES Skybox Sponsored Blog Post

Share your story on CUES Skybox and receive:

- ▶ 400-word sponsored blog post on cues.org/skybox
- ▶ Banner ad on the post, which will stay with the post indefinitely
- ▶ Your post shared with Skybox email subscribers, Twitter followers and Facebook fans
- ▶ Promotion of, and a link to, your post in an issue of CUES Advantage e-newsletter
- ▶ Additional banner ad in the Skybox email for one issue

CUES Skybox blog is updated at least twice a week. Your post will remain on the site in the archives indefinitely.

Your blog post should be 400 words or less, substantive rather than promotional, and should tell a story or share an opinion.

CUES Supplier members: \$1,750

Nonmembers: \$3,000

Have a story, but need help to tell it? CUES' editorial team can help you craft your blog post for only \$500.





E-Newsletters

Share Your Message Electronically

Sponsor a CUES e-newsletter and make the most of these benefits:

- ▶ Your 700-word case study will be published on cues.org. CUES staff reserves the right to edit for length, content and style.
- ▶ Your logo will appear in your case study.
- ▶ Your organization will receive continued exposure through our online archive.
- ▶ Your company's banner ad will run alongside your case study on cues.org.
- ▶ Additional exposure through CUES' social media platforms

Limit of two sponsors each period.

For more information on sponsoring an e-newsletter including guidelines and suggestions, visit cues.org/advertise.

	Distribution	Subscribers	Ad Features	Sponsorship Rate (CUES Supplier members/ nonmembers)
CUES Advantage	Tuesdays Weekly	3,000+	Link to website and link to case study	Two-week: \$1,200/\$2,000
CUES Director Advantage	Tuesdays Monthly	1,000+	Link to website and link to case study	Monthly: \$1,500/\$2,625
Business Lending Edge	Thursdays Quarterly	1,200+	Link to website and link to case study	Quarterly: \$1,500/\$2,625

CONTENT MARKETING

Whitepapers

Become a Resource for Executives

Expand your impressions online by submitting your firm's educational whitepaper to CUES' online library. A resource for credit union executives, CUES promotes its online library in:

- CUES Advantage e-newsletter
- *Management* magazine
- CUES' research section at cues.org/library
- Additional exposure through CUES' social media platforms

When you submit your non-promotional report or case study to CUES for review by our editors, please follow these guidelines:

- Papers should be 15 pages or less
- Papers should have an informational, non-promotional focus

A CUES editor will review all educational materials before adding them to the online library.

CUES Supplier members: \$2,000

Nonmembers: \$3,500

CUES Webinars

Share your innovative thought leadership with CUES members and nonmembers by presenting a sponsored webinar.

- 60-minute webinar, hosted by CUES, featuring your subject matter experts
- CUES will promote through cues.org, CUES Advantage e-newsletter and bi-weekly webinar emails
- Link to webinar at cues.org
- CUES will send out a thank you email to all attendees on your behalf
- You'll receive the attendance roster, which includes names, credit unions and addresses

Limit of one sponsored webinar per month.

Average of 30-50 attendees per webinar.

CUES Supplier members: \$3,000

Nonmembers: \$4,100



SPECIAL REPORTS

In 2018, *Credit Union Management* magazine will feature six special reports focused on important topics facing credit unions today: CUSOs, Payments, Lending, Directors, Fintech and Growth. Our in-depth explorations of today's hottest industry topics are sure to be revisited by readers again and again.

Don't miss this prime opportunity to showcase yourself as a leader in the industry and share your expertise. Choose from several options:

Full-page advertisement

Build visual recognition

Member: \$2,500

Nonmember: \$3,125

Advertorial spread

Partner your ad and a case study to share a success story

Member: \$4,000

Nonmember: \$5,000

Print/Digital Special Report Package

Best value!

- ▶ Full-page advertisement in the supplement
- ▶ Full-page case study/advertorial in the supplement
- ▶ One post on CUES Skybox blog
- ▶ Two-week sponsorship of CUES Advantage e-newsletter

Member: \$6,500

Nonmember: \$8,125

NEW OPPORTUNITIES

CUES Podcast

The CUES podcast is an audio program featuring credit union and cross-industry experts sharing their perspectives on trends and topics that impact the industry.

Your sponsorship provides you:

- ▶ 200-word sponsored commercial, written by you and produced by the podcast host
- ▶ Logo and link on cues.org
- ▶ Logo and link in show notes (podcast episode summary published on CUES Skybox)
- ▶ Banner ad on cues.org
- ▶ Infinite shelf life
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsor per episode. Average of 900 plays per week.

CUES Supplier Members: \$1,000

Nonmembers: \$1,500

CUES Parting Shots

As CEOs who have helped shape the credit union industry retire, they want to share the lessons they've learned with the next generation. Before they leave, they're sharing their "parting shots" with credit union talk show CUbroadcast. CUES has teamed up with CUbroadcast to interview these retiring leaders on their career highlights and advice for the industry.


Your sponsorship benefits include:

- ▶ Logo and link in the video
- ▶ Sponsorship acknowledgement and thanks from the video host
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsored video per month. Average of 150 views per episode.

CUES Supplier Members: \$1,000

Nonmembers: \$1,500



Help your company realize its potential by securing your space today!

With CUES, you can put your organization in front of the credit union movement's top executives, directors and future leaders. Contact us now to start maximizing your exposure to your target market.

CUES' Advertising and Sales Representative

Cathy Woods

cathy.woods@mediawestintl.com

Phone: **602.863.2212**

Fax: 602.863.6551

Also, be sure to leverage CUES' connections through membership and sponsorship by contacting CUES Supplier Relations:

Jim Hulen

Director of Supplier Sales

jim@cues.org

Phone: **800.252.2664** or (608) 271.2664, **ext. 348**

Kari Sweeney

Supplier Relations Manager

kari@cues.org

Phone: **800.252.2664** or 608.271.2664, **ext. 326**

2018 Media Kit



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Madison, WI 53708-0167

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1 8 M K T P L N S 1 0

CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. Our mission is to educate and develop credit union CEOs, executives, directors and future leaders.