

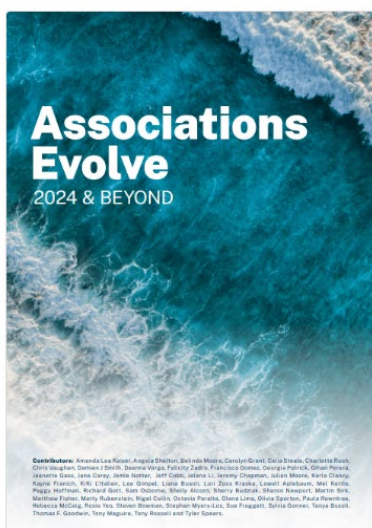
ASSOCIATIONS EVOLVE: 2025 & BEYOND

A Publication of Answers for Associations



Advertising Guidelines

Associations Evolve Journal 2025



Associations Evolve: 2024 & Beyond



Associations Evolve: 2023 & Beyond



Associations Evolve: 2022 & Beyond

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Welcome to the Associations Evolve Journal

Meet the Publisher: Answers for Associations

Born from the sparks of inspiration that fly when passionate industry professionals gather, the Associations Evolve Journal took shape from a lively conversation among forward-thinking colleagues.

Those initial "napkin notes" captured the desire to provide a distinguished platform for the brightest association minds, consultants, and anyone dedicated to advancing the association world. It's a place for contributing invaluable expertise and insights to inspire others.

The Associations Evolve Journal serves as the go-to resource for association professionals seeking inspiration and guidance on best practices. Published by Answers for Associations, dedicated to empowering the industry, the journal embodies the spirit of collaboration and excellence. It provides a platform for the industry's brightest minds to share their perspectives and drive the association world forward.

Reflecting Answers for Associations' unwavering commitment to enriching the association sphere, the journal is just one of the many comprehensive resources they offer. In addition to this flagship publication, Answers provides training workshops, community forums, leadership events, and tailored solutions—all fostering innovation and sharing best practices among members.

The Associations Evolve Journal represents a united community of professionals invested in the continuous advancement of associations. Find your community at www.answers.net.au

You can learn more about participating in the next edition on these pages. For any questions, contact the editorial team at info@answers.net.au or visit www.associationsevolve.com



Meet the Editor: Belinda Moore

Belinda Moore, from SMS, is the editor of the extraordinary Associations Evolve Journal, ensuring that each edition is filled with valuable insights and practical advice for

association professionals. With over 25 years of experience, Belinda has assisted thousands of not-for-profit organisations with their strategic and membership challenges.

She works with a broad range of professional associations, industry bodies, and charities throughout Australia and New Zealand. Known for her enthusiastic and engaging style, she is a frequent presenter for not-for-profit organisations worldwide and speaks knowledgeably on topics related to association strategy, business models, and membership.

Reader Profile

The readers of the Associations Evolve Journal are a diverse and dynamic group of professionals, researchers, and thought leaders from around the whole who are deeply engaged in the world of associations. They are who are passionate about driving positive change, shaping the future of their respective industries, and exploring innovative strategies and best practices for association management. Our readers seek insights, trends, and expert perspectives on topics such as membership engagement, digital transformation, governance, leadership, advocacy, and strategic planning, with a strong focus on staying ahead of the evolving landscape of associations.

Circulation

The journal is issued electronically and in print. The electronic version is sent free of charge without any requirement to enter contact details, to industry email lists of over 20,000 association executives. As many contributors also forward to their lists, the distribution is much larger. Over 1,000 printed copies are sent to premium subscribers of the Answers for Associations online community and contributors to the journal.

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Past Editions & Contributors

[Associations Evolve: 2024 & Beyond](#)

Amanda Lea Kaiser, Angela Shelton, Belinda Moore, Bruce Rosenthal, Carolyn Grant, Celisa Steele, Charlotte Rush, Chris Vaughan, Damien J Smith, Deanna Varga, Felicity Zadro, Francisco Gomez, Georgia Patrick, Gihan Perera, Jamie Notter, Jane Carey, Jeanette Gass, Jeff Cobb, Jelena Li, Jeremy Chapman, Julian Moore, Karla Clancy, Kayne Franich, KiKi L'Italien, Lee Gimpel, Liana Busoli, Lori Zoss Kraska, Lowell Aplebaum, Martin Sirk, Matthew Fisher, Matty Rubenstein, Mel Kettle, Nigel Collin, Octavio Peralta, Olena Lima, Olivia Sporton, Paula Rowntree, Peggy Hoffman, Rebecca McCaig, Richard Gott, Rosie Yeo, Sam Osborne, Sharon Newport, Shelly Alcorn, Sherry Budziak, Steven Bowman, Stephen Myers-Los, Sue Froggatt, Sylvia Gonner, Tanya Busoli, Thomas F. Goodwin, Tony Maguire, Tony Rossell and Tyler Speers.

[Associations Evolve: 2023 & Beyond](#)

Amanda Kaiser, Andrew Chamberlain, Angela Shelton, Banu Kannu, Belinda Moore, Bruce Rosenthal, Chris Vaughan, Cindy-Lee Bakos, Colin Perry, Damien Smith, Deanna Varga, Felicity Zadro, Georgia Patrick, Gihan Perera, Hilary Marsh, James McGregor, Jeff De Cagna, Jelena Li, Jo Scard, Joanne Jacobs, Jonathan Jones, Julie Krieger, Lowell Aplebaum, Maddie Grant, Marion Short, Marjorie Anderson, Mark Levin, Mary Byers, Matt Crouch, Mel Kettle, Michael Tatonetti, Michael Butera, Michelle Graf, Nigel Collin, Octavio Peralta, Olena Lima, Paula Rowntree, Peggy Hoffman, Richard Gott, Robbie Kellman Baxter, Sharon Newport, Shelly Alcorn, Sherry Budziak, Steven Bowman, Sue Froggatt, Sylvia Gonner, Tommy Goodwin, Tony Rossell, Tony Maguire, Tyler Speers, Venessa Paech, Vinesh Prasad, and Zena Burgess.

[Associations Evolve: 2022 & Beyond](#)

Amanda L Kaiser, Andrew Chamberlain, Angela Shelton, Belinda Moore, Ben Grill, Bruce Rosenthal, Chloé Menhinick, Cindy-Lee Bakos, Colin Perry, Damien Smith, Deanna Varga, Dianna Steinbach, Dr. Michael Tatonetti, Elisa Pratt, Felicity Zadro, Gihan Perera, Ingrid Maynard, Jelena Li, Jennifer Robertson, Jo Scard, Joanne Jacobs, Julian Moore, Julie Garland McLellan, Kym De Britt, Liana Busoli, Maddie Grant, Marjorie Anderson, Mark Levin, Mary Byers, Matt Crouch, Mel Kettle, Octavio 'Bobby' Peralta, Olena Lima, Paula Rowntree, Peggy Hoffman, Robbie Kellman Baxter, Samantha Morris, Sara Drury, Sarah Sladek, Sharon Newport, Stephen Los, Steven Bowman, Sue Froggatt, Tony Rossell, Venessa Paech, Vinesh Prasad, and Zena Burgess.

Get Your Copy: Print or Digital

You can read the Associations Evolve Journal 2025, online or in print. Join the waitlist to be among the first to access it [here](#), or guarantee your hard copy by becoming a premium subscriber of the [Answers Community](#) before 1 November 2024.

Ways to Get Involved

Whether you're looking to share your expertise or promote your business, there is a spot for you in our journal. Get involved and reach a wide audience in the association community!

Article Submission: We invite experts from around the globe to contribute articles that inform, inspire, and motivate professionals in this field.

Advertising: A unique opportunity for organisations to showcase their brand, products, or services to a highly engaged and targeted audience.

Article Content Areas

Below are some topics we would like to cover in the publication. That said, we aren't limited to these and welcome topic ideas.

- **Transforming Associations.** Leading change, strategic planning, adapting associations to AI, helping members thrive in an AI world, Trends impacting associations, innovation, embracing diversity, equity, and inclusion.
- **Offerings That Create Impact.** Creating compelling value, lifelong learning opportunities; online education advocacy and policy; fostering digital community building; meetings, events, and conferences.
- **Effective Stakeholder Engagement.** Impactful collaborations; marketing & communication; mobilising volunteers to maximise impact; strengthening informal networks; empowering chapters.
- **Membership.** Membership models; member recruitment strategies; member retention strategies, effective renewals.
- **Optimising Operational Performance.** Governance; strategic planning; people & culture; harnessing AI and technology; digital transformation; analytics and data-driven decision making.
- **Financial Sustainability.** Diversifying income sources; rethinking pricing models; sponsorships, partnerships; monetising virtual and online platforms; financial forecasting and budgeting.

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Advertising Opportunities

The Associations Evolve Journal is an annual publication that reaches a broad audience of association professionals, industry experts, and thought leaders from around the world. This presents a unique opportunity for organisations to showcase their brand, products, or services to a highly engaged and targeted audience. We invite you to consider advertising in our 2025 edition.

Due to the demand for hard copies, we are making a very limited amount of additional space available for advertisements to cover these additional costs. Once these spaces are booked, no further spaces will be made available. All advertisements need to be approved.

Key Dates

- **Fri 30 Aug.** Booking Deadline *Note there are limited advertising spaces and availability cannot be guaranteed until your booking is confirmed.*
- **Fri 13 Sep.** Artwork Deadline.
- **Wed 22 Nov.** Publication of Electronic Version.
- **Mon 27 Nov.** Lodgement of Print Version. *Note that we cannot guarantee delivery timeframes.*
- **Fri 15 Nov.** Electronic Version Published.
- **Fri 22 Nov.** Lodgement of Print Version.

Advertising Options

- Double Spread - \$6,900
- Back Cover - \$5,900
- Full page internal - \$4,900
- Half page internal - \$2,900
- Quarter page internal - \$1,750
- Classifieds Section - \$550 (this is a new inclusion at the back of the magazine)

** All pricing is GST inclusive*

** All pricing is in Australian Dollars*

** All advertisements can include a single hyperlink for inclusion in the digital version.*

Advertising Specifications

- Orientation: Portrait.
- Full page: 210mm wide x 297mm high with an additional 5mm bleed.
- Half page: 210mm wide x 148mm high with an additional 5mm bleed.
- Resolution: High resolution with a minimum of 300 DPI.
- Format: PDF, EPS, or TIFF files.

All artwork to be submitted as press-ready PDF files by the material deadline.

Get Your Free Copy

Answers members receive a free digital copy, while premium members enjoy the additional benefit of a FREE printed copy. If you haven't joined yet, sign up [here](#) and upgrade to a Plus Subscription.

Additional Copies

All contributors and premium Answers members receive a hard copy of the Journal. For those wishing to order additional copies, please contact us at info@answers.net.au.

Booking Process

To book your advertising space, please email us at info@answers.net.au to confirm you'd like to proceed and your preferred advertising option. You will be issued with a confirmation email containing the key dates and an AUD invoice that is payable within 14 days to secure your place.