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Great reasons to join

A | S | B | P | E

Fostering B2B editorial excellence

A Professional B2B
Association for
Writers, Editors and
Designers.



Travis Stanton
Editor
EXHIBITOR Magazine

My company uses the Azbee awards as a barometer of its editorial and design success. I push our writers to produce Azbee-worthy stories every month. The possibility of being honored as one of the best in the nation is a significant motivating factor. Winning Azbees has helped prove to my managers that my writers and I are valuable assets to the company, and that the work we produce is among the best in the B2B world.



Paul J. Heney
Editorial Director
Design World

When I first discovered ASBPE, I was thrilled to find such an insightful document as the group's Guide of Preferred Editorial Practice. I consulted the Guide as I learned the industry and advanced to Editorial Director, working for three very different publishing companies in the process. It has been a blessing to have such a thoughtful document backed by a reputable organization to back up my personal feelings about what is right and wrong.



Tonie Auer
Commercial Real Estate Reporter
Bisnow Media Corp.

Several years ago, I had the good fortune of attending a national ASBPE conference. While at the conference, there was a mantra that digital is the wave of the future. Social media would be the key to staying up-to-date and relevant in the journalism industry. I'm glad I listened. Today, I work for a solely digital B2B publication (that is one of the very few media outlets in growth mode). Thanks to the ASBPE and its excellent leadership and training, I'm right where I need to be.

1

ASBPE Is Your Voice

ASBPE is exclusively an association of professional editors, writers, freelancers, graphic artists and art directors who work for business magazines and their associated Web sites. We are a group of content developers run by people within editorial. Our central focus is helping our members develop their editorial, design and management skills, which will enhance their performance and prepare them to play larger roles in their publishing organizations. We also believe content creators must be aware of trends in advertising sales, circulation, marketing, production, and the business of publishing.

At ASBPE, editorial isn't an afterthought. It is our only thought.

2

National Editorial Conference

At ASBPE's National Editorial Conference, you can learn how to deal with the management, technical, and financial issues that are shaping your future as a professional and the future of your publication. Hear what the country's top experts (we look for fresh and exciting speakers) have to say about business and editorial practices that work. Swap ideas with your peers from around the country. The annual conference is a terrific opportunity to network with the profession's best and brightest.

Already perhaps the best value in our industry, the conference is an even better value for members, who get discounted rates to attend a minimum of eight essential sessions plus our annual Azbee Awards of Excellence banquet for one-third the cost of similar conferences. The meeting also focuses on having a collegial atmosphere where you can easily network with your peers and speakers.

3

Azbee Print, Digital Editorial, Design, Magazine of the Year Awards

ASBPE's annual Azbee Awards of Excellence competition is the largest and most competitive in B2B publishing. The Society recognizes excellence — both in print and digital platforms — in more than 50 writing and design categories, including:

- Feature
- Column
- Redesign
- How-To Article
- Web Database
- E-Newsletter
- The Journalism That Matters Award
- The Stephen Barr Award for individual reporting
- Magazine of the Year, and Web Site of the Year
- Members can enter the competition at a discounted rate.
- News Story
- Cover
- Case History
- Overall Typography
- B2B Blog
- Web Interactive Community

4

Annual Awards of Excellence Banquet

The banquet honors our gold, silver, and bronze winners of the print and digital editorial and design, and Web Site and Magazines of the Year competition. The banquet features presentations to the award winners, and to our Lifetime Achievement Award and the Young Leaders Scholarship winners. The Lifetime Achievement Award winner delivers the banquet keynote speech. Members may attend the banquet at a discount.

5

Lifetime Achievement Award and the Young Leaders Scholarship

The Lifetime Achievement Award is given to an editor who has contributed to the profession throughout his or her career. Our Young Leaders Scholarship pays the registration fees for promising young editors to attend our Annual National Editorial Conference. Recipients are honored at a banquet during the Conference.

6

Electronic Newsletters

Keep up to date on what's happening at ASBPE with our e-newsletters. Every alert has valuable information that will help editors and designers do their jobs more effectively.

7

Member Discounts

Members get discounts on fees for Society conferences, the Azbee Awards of Excellence competition, local chapter meetings and boot camps, selected books and other special opportunities.

8

Educational Opportunities

Local chapters present a variety of educational programs. Discover new resources, and enhance your career. Your chapter membership is included in your national dues. ASBPE sponsors local chapters in such cities as:

- Boston/New England
- Chicago
- Houston
- Cleveland
- Kansas City
- New York City
- Washington, D.C.

No local chapter in your city? The Society is currently working to build additional chapters in other major business publishing centers across the country. If you'd like to start one, ASBPE can put you in touch with others in your location and supply the know-how and resources. Contact Society headquarters for details at (630) 510-4588 or info@asbpe.org.

9

Networking Events

ASBPE Happy Hours and other networking events help members to meet their local peers, discuss current issues in the B2B industry, and learn about job opportunities. By attending these events ASBPE members can keep on top of industry trends, make important contacts and share strategies.

10

ASBPE Webinars

ASBPE offers members free Webinars on a variety of cutting-edge topics that are important to B2B editors and offered by top professionals in the field. Sample topics include "Taking your B2B publication to the next level."

11

The ASBPE Web Site and Special Members-Only Section

ASBPE's Web site includes classified employment ads, roundups of the Society's national and chapter activities, bookstore, links to other sites of interest to business press editors, and a whole lot more.

An exclusive members-only section contains:

- Results of member surveys
- Results of ASBPE's industrywide research on editorial salary and workplace attitudes
- How-to articles that help members do their jobs more effectively.

12

ASBPE Ethics Advisories

ASBPE Ethics Advisories are opinions issued by ASBPE's ethics committee on ethical questions submitted by members. They are based on ASBPE's Guide to Preferred Editorial Practices, and they are available only to ASBPE members.

13

Online Membership Directory

Got a question? Want to find an old friend? ASBPE's online Membership Directory is a great place to start your search — and it's free to members only.

14

Guide of Preferred Editorial Practices

ASBPE's guide provides practical guidelines for dealing with a range of ethical issues and situations, from joint editorial/advertising calls to payment of travel expenses by an advertiser or story subject. It helps identify potential ethical conflicts and encourages a high level of professionalism. The Guide also includes guidelines for Web publishing. Members automatically receive a copy of the Guide when they join.



Harry McCracken
Editor at Large
TIME

When I presented at an ASBPE Webinar in 2008, I hoped that the lessons I've learned as a blogger and entrepreneur would prove useful to those who attended the online event. But I didn't realize that I'd find the Webinar educational, too. I had a co-presenter, Junta42's Joe Pulizzi, and I found listening to his half of our session—devoted to a concept he pioneered, content marketing—as rewarding as conducting my part.



Amy Florence
Fischbach
ASBPE National
President and
2002 YLS winner

ASBPE's Young Leader Scholarship program has proven to be instrumental to me during my B2B publishing career. Ten years ago, I had the honor of earning the scholarship and attending the national conference in Chicago. I then became one of the founding board members of ASBPE's Kansas City chapter, and after serving as the chapter president, I moved up to the national level as the vice president and now as the president of the organization.



Alison Fulton
Senior Art Director
dvm360.com
Advanstar
Communications

In this era of social media and digital publishing, designers and editors need to work closely together. The ASBPE is reaching out to designers as part of its new mission. I am currently serving on the ASBPE marketing subcommittee and look forward to helping the ASBPE evolve to meet emerging technologies.



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Membership Application Form

To join, please check the appropriate membership category, provide the following information, and fax or mail this form to:

ASBPE • 214 N. Hale St. • Wheaton, IL 60187 • fax 630-510-4501

Staff Editor Member: \$75 per year. Anyone employed in an editorial capacity by a business publication shall be eligible to be staff editor members of the Society. Staff editor members shall be voting members.

Staff Art Director/Designer Member: \$75 per year. Anyone employed in a design capacity by a business publication shall be eligible to be staff art director/designer members and shall be voting members.

Freelance Members: \$50 per year. Anyone who edits, writes or designs regularly for publications named below, but who are not employed full-time by such publications, shall be eligible to be freelance members of the Society. *Freelance members are voting members and shall, at the discretion of the Board of Directors, be eligible to serve as chapter presidents*

Academic Members: \$50 per year. Anyone who is a member of the faculty, in the departments of journalism or any related field, at institutions of higher learning or high schools shall be eligible to be non-voting academic members of the Society.

Student Member: \$40 per year. Students of journalism or any related field at all institutions of higher learning shall be eligible to be non-voting student members of the Society.

Affiliate Member: \$100 per year. Anyone engaged in public relations or corporate communications or as vendors and others having a professional or occupational interest in journalism, communications, or business publications shall be eligible to be non-voting affiliate members of the Society.

Payment

Check enclosed (payable to ASBPE) OR bill my VISA MasterCard American Express

Card Number _____ Expiration Date _____

Signature _____

Name _____ Title _____

Publication Name _____

Company/Organization Name _____

Address _____

City _____ State _____ ZIP _____

Phone () _____ Fax () _____

E-mail address (required) _____

Mag/Organization Web URL (required) _____

I work with (check all that apply) Print Magazine Print Newsletter Digital (Web, Email, etc.)

Volunteer Interests? (check all that apply) Working for/setting up local chapter. National Committees: Education Membership, Competition Communications Finance Ethics Strategic Planning/Governance.

630-510-4588 • info@asbpe.org • www.asbpe.org