

2010 EDITORIAL CALENDAR

EDITORIAL FOCUS & SPECIAL SECTIONS/TOPICS

Month	Focus and Topics	Ad Space Deadline	Ad Material Deadline
JANUARY	Non-Profit Community assets, social services, behavioral health <i>Company Anniversary Insert</i>	12/01/09	12/10/09
FEBRUARY	Banking & Finance Money management, investments, estate planning, payroll	1/04/10	1/11/10
MARCH	Manufacturing/Technology/Development Most admired CEOs, software, consulting, Web developers, social media	2/01/10	2/10/10
APRIL	Meetings/Recreation/Travel Best places to conduct business outside of the office, venues, events, retreats, transportation <i>Golf Insert</i>	3/01/10	3/10/10
MAY	Green Technology Manufacturing, alternative energy, recycling, sustainable business trends	4/01/10	4/12/10
JUNE	Annual Report (largest issue of the year) Business profiles, Advertorials, Who's who (business leaders from key industries: lawyers, engineers, insurance, banking, education, non-profit, etc.)	4/21/10	4/30/10
JULY	Education Advanced degrees, career schools, recruitment, continuing/adult education	6/01/10	6/10/10
AUGUST	Health/Wellness/Insurance Alternative medicine, home-health care, assisted living <i>Health Insert</i>	7/01/10	7/12/10
SEPTEMBER	Business Communications/Legal Marketing, printing, consulting, legal issues	8/02/10	8/10/10
OCTOBER	Made in Pennsylvania (First Annual) Highlighting products made by companies in Pa.	9/01/10	9/10/10
NOVEMBER	Finance/Succession Planning Tax/accounting, investments, risk management <i>Holiday Insert</i>	10/01/10	10/11/10
DECEMBER	Economic Forecast Real estate/development (architectural design, commercial, residential, property management, construction, etc.)	11/01/10	11/10/10

* Editorial Calendar is subject to change.