

2012 EDITORIAL CALENDAR



	ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE	TOPIC	DIGITAL ADDED VALUE*
ISS. 1	JAN. 16	JAN. 5	JAN. 9	The New Lead Generation Strategies	-
ISS. 2	JAN. 30	JAN. 19	JAN. 23	Mortgage Issue	-
ISS. 3	FEB. 13	FEB. 2	FEB. 6	Realtor.com, Zillow and Trulia - Which Works the Best for Agents?	-
ISS. 4	FEB. 27	FEB. 16	FEB. 20	Top Producers	-
ISS. 5	MARCH 12	MARCH 1	MARCH 5	TBD	-
ISS. 6	MARCH 26	MARCH 15	MARCH 19	Spring New Construction	The Collection eNewsletter
ISS. 7	APRIL 9	MARCH 29	APRIL 2	Virtual Assistants vs Actual Assistants	-
ISS. 8	APRIL 23	APRIL 12	APRIL 16	Build An Effective Online Presence	-
ISS. 9	MAY 7	APRIL 26	APRIL 30	Luxury Homes	-
ISS. 10	MAY 21	MAY 10	MAY 14	Better Customer Service, Better Business	-
ISS. 11	JUNE 4	MAY 24	MAY 28	Managing Brokers Issue	-
ISS. 12	JUNE 18	JUNE 7	JUNE 11	How To Be a Master Negotiator	-
ISS. 13	JULY 2	JUNE 21	JUNE 25	Who's Who	-
ISS. 14	JULY 16	JULY 5	JULY 9	Adapting to Atypical Challenges	-
ISS. 15	JULY 30	JULY 19	JULY 23	Manage Your Own Brokerage – Can You Handle It?	-
ISS. 16	AUG. 13	AUG. 2	AUG. 6	Making an Open House Worth Your While	-
ISS. 17	AUG. 27	AUG. 16	AUG. 20	Truth About Agents	-
ISS. 18	SEPT. 10	AUG. 30	SEPT. 3	Fall New Construction	The Collection eNewsletter
ISS. 19	SEPT. 24	SEPT. 13	SEPT. 17	TBD	-
ISS. 20	OCT. 8	SEPT. 27	OCT. 1	Lending Update	-
ISS. 21	OCT. 22	OCT. 11	OCT. 15	The Latest in Tech	-
ISS. 22	NOV. 5	OCT. 25	OCT. 29	Agents' Choice	-
ISS. 23	NOV. 19	NOV. 8	NOV. 12	Build Your Best Team	-
ISS. 24	DEC. 3	NOV. 22	NOV. 26	Offices to Watch	-
ISS. 25	DEC. 17	DEC. 6	DEC. 10	Predictions	-
*with half or full page color ads					
2013				
DIGITAL	JAN. 7, 2013	-	-	2013 Real Data Digital	Digital only

Dates and topics subject to change