

2011 Editorial Calendar

ISSUE	SCHEDULED EDITORIAL	ISSUE FOCUS	AD SPACE CLOSES	AD MATERIALS DUE	ISSUE MAILS
Jan/Feb	Spotlight on today's trends for Business Plans and Market Dynamics	Oh So Trendy	11/8/10	12/8/10	1/14/11
March/ April	Fraud prevention, REOs, and short sales	Dollars and Sense: Are You Financially Literate?	1/13/11	2/14/11	3/15/11
May	Social Media, Cloud Computing, and Next Gen Marketing	Head in the Clouds/Grounded in Technology	3/3	4/1	5/3
June/ July	Special Focus: Added Value of C.A.R. Membership	Membership With Benefits	4/7	5/11	6/14
August	Understanding consumer behavior and delivering what they want	Consumer Conundrums	6/1	6/30	8/2
		Annual Broker/Manager section included in this issue!			
September/ 2011 C.A.R. EXPO Issue	A guide to CALIFORNIA REALTOR® EXPO 2011	EXPO Guide	7/1	7/26	8/30
October	A survey of 2011's legal pitfalls	Risky Business	8/1	8/24	10/4
Nov/Dec	Our year-end retrospective and 2012 preview	Year in Review and Sneak Peeks	9/9	10/12	11/15

