

2012 Editorial Calendar

Issue	Scheduled Editorial	Issue Focus	Ad Space Closes	Ad Materials Due	Issue Mails
Jan/Feb	Trend Spotting and Market Dynamics	Dollars & Sense: Financial Literacy	11/8/11	12/8/11	1/13/12
March/April	Short Sales Update	Ins and Outs of the Transaction	1/10/12	2/10/12	3/16/12
May	Bringing In the Big Bucks: What Makes Top-Producing Agents Tick	The Big List of California's Top Producers	3/2	4/2	5/1
June/July	Membership With Benefits	The Value of C.A.R. Membership	4/6	5/11	6/15
August	Brokerage Industry	Who's On the Power List?	6/1	6/29	7/31
September/2012 C.A.R. EXPO Issue	Risky Business/ EXPO 2012	How To Avoid Legal Pitfalls/EXPO Guide	7/2	7/26	8/31
Bonus distribution to 5,000 EXPO attendees!					
October	REALTORS® Using Social Media to Their Advantage	Latest and Greatest Social Media Trends	8/1	8/24	10/2
Nov/Dec	Year-End Rankings and Ratings	How the Real Estate Industry Fared This Year	9/7	10/8	11/13

