

2010 REALTOR® Magazine Editorial Calendar

	January	February	March	April	May	June	July/August	September	October	November/December
CLOSING DATES	Ad Space: 11/4/09 Materials: 11/18/09	Ad Space: 12/2/09 Materials: 12/16/09	Ad Space: 1/6/10 Materials: 1/20/10	Ad Space: 2/3/10 Materials: 2/17/10	Ad Space: 3/3/10 Materials: 3/17/10	Ad Space: 4/1/10 Materials: 4/14/10	Ad Space: 5/19/10 Materials: 6/2/10	Ad Space: 7/1/10 Materials: 7/14/10	Ad Space: 8/4/10 Materials: 8/18/10	Ad Space: 9/15/10 Materials: 10/6/10
SPECIAL FEATURES	<p>Get Smart for 2010 Our business and economic outlook will give readers the edge they need for 2010.</p> <p>ALSO... Cost vs. Value Intelligence to share with customers! REALTORS® in 80 markets value the most popular remodeling projects today.</p>	<p>House & Home The third annual home edition focuses on the latest trends in home building and design.</p> <p>ALSO... The Case for Condos How to sell condos—among the most affordable housing options today.</p>	<p>Ready for Spring? REALTORS® move into high gear in March and April, helping people who want to sell and buy before the next school year.</p> <p>ALSO... Keep Your Pipeline Full Commission-based salespeople need to keep up on business development strategies that ensure a steady cash flow.</p>	<p>List Issue: Crowd Sourced Loyal readers will help make this year's list issue the best ever by helping us plan and write the editorial! This annual extravaganza of timely takeaway tips touches on just about every aspect of the real estate industry: ethics, law, sales, technology, and more.</p>	<p>Customer Confidential Buyers and sellers talk about their recent transaction and what they value in a real estate professional.</p> <p>ALSO... Today's Open House Innovative salespeople are reimagining this sales staple as a way to make their listings—and their service—stand out.</p>	<p>Stand Out from the Crowd Experts share tactics to help readers differentiate themselves through innovation, branding, and customer service.</p> <p>ALSO... A Decade of '30 Under 30' We catch up with honorees from the past 10 years and highlight this year's up-and-comers.</p>	<p>Master the Close For every obstacle to closing, we have solutions. Plus: Building an affiliated business team that can help you close more sales.</p> <p>ALSO... Top 100 Companies Our annual list of the top companies in sales and transaction sides.</p>	<p>Fast Forward Technology and consumer demand are changing the way real estate is bought and sold. Insights from the country's most innovative agents, industry experts, and futurists.</p> <p>ALSO... Get More from the Web Building an online presence that complements and supports readers' businesses.</p>	<p>You Inc. Our handy guide takes cues from the corporate world to help REALTORS® run a smooth operation.</p> <p>ALSO... Conference Preview Put your business in high gear by attending the year's most important learning and networking opportunity.</p>	<p>Agents of Change REALTORS® around the country are demonstrating leadership and rallying their communities for positive change.</p> <p>ALSO... 2010 Good Neighbors Be inspired by the stories of five REALTORS® whose volunteer service has changed lives.</p>
FOR BROKERS	Energize! 21 Ways to Make 2010 a Better Year	Rethink Your Office Space Needs	Time for a Sales Contest?	Lists for managing effectively, boosting sales, and more!	How to Coach Your Salespeople	Why I Love My Broker	Transaction Coordinators: A Case Study	What Your Tech Budget Should Cover	Handling Difficult Customers	Year-End Business Planning
COMMERCIAL FOCUS	Finding the Next Starbucks	Trends in Retail, Office Space	Seize Investment Opportunities in the Down Market	Lists to help REALTORS® close more commercial sales.	Social Networking Commercial Style	Improving a Building's Financial Performance	Creative Financing	Earn Income as a Third-Party Manager	Manage Your Business to Control Costs/Cash Flow	Roundtable: Rethinking Healthy Communities
ONLINE BUYER'S GUIDE	2010 Technology Wish List	Tech Tools for Getting There	Digital Cameras	Smart Phones	Desktop Computers	Customer Relationship Management Software	<p>July Social Media Upgrades</p> <p>August Printers</p>	Hot Marketing Ideas	Exhibitor Showcase	<p>November 2011 Auto Guide</p> <p>December Holiday Gift Guide</p>
ONLINE VIDEO	<p>Statistical Master</p> <p>NAR's Chief Economist and Chief Lobbyist on the economic and legislative year ahead</p>	Staging Master	Prospecting Master	Midyear Meeting Preview	Open House Master	<p>Image Master</p> <p>Image Makeover</p>	Negotiation Master	Technology Master	<p>Networking Master</p> <p>Annual Conference Preview</p>	Good Neighbor Winners
SPECIAL OPPORTUNITIES				Research Study	Bonus distribution at Midyear Meeting		Research Study		Bonus distribution at REALTORS® Conference & Expo	<p>Research Study</p> <p>Bonus distribution at REALTORS® Conference & Expo</p>