

2008 REALTOR® MAGAZINE EDITORIAL CALENDAR

ISSUE	JANUARY	FEBRUARY	MARCH
Closing Dates	Editorial: 8/31/07 Ad Space: 11/1/07 Materials: 11/14/07	Editorial: 9/28/07 Ad Space: 12/5/07 Materials: 12/19/07	Editorial: 10/26/07 Ad Space: 1/2/08 Materials: 1/16/08
Special Features	<p>Entrepreneurial Leader 2008 NAR President Dick Gaylord of Long Beach, Calif., talks about staying on top—even in a down market—and his vision for the association.</p> <p>The Forecast: 2008 Is real estate on the road to recovery? Top housing-industry economists forecast the coming year. Plus, how to use economic data to build your business.</p> <p> Audio Meet NAR's new president.</p>	<p>New! House & Home Issue Stay plugged in throughout customers' home ownership life cycle by being a font of knowledge on all things home. The latest in design, colors, textures, landscaping; architecture basics; tips for cleaning and maintenance and more!</p> <p> Slide Show Green scenes. Easy ways to make a home more Earth-friendly.</p> <p> Video Environmental audits for the home.</p>	<p>Real Estate 2.0 Cutting-edge brokers and salespeople are using a full spectrum of online tools to generate leads—from personal Web sites to social media. Plus: Growth of wireless enables anytime access to listings, leads.</p> <p> Tutorial Web sites that work.</p> <p>Selling Foreclosures A look inside top foreclosure sales operations. What it takes to succeed in the world of REO. Extra: R_x for the financially stressed.</p>
NEW! Work Smart Series <i>Back to Basics</i>	<p>Budget for Success</p> <p> Worksheet Take the guesswork out of budgeting.</p>		<p>Prospecting</p> <p> Scripts Make the most of prospecting moments.</p>
For Brokers <i>Exclusively for company owners and managers</i>	<p>Teach Financial Wisdom Help associates gain long-term financial stability.</p>	<p>Broker as Builder How to successfully combine building and brokerage.</p>	<p>Exclusive Survey! Should salespeople be employees or independent contractors?</p>
REALTOR® Magazine Online <i>Interactive Buyers Guides</i>	<p>Office Management Solutions Financial, accounting, and centralized lead management options for brokerages of all sizes.</p>	<p>Smarter Phones Do you iPhone? What's next for Apple® and its competitors as they roll out the next generation of all-in-one marvels?</p>	<p>Transaction Management Integrate components for a seamless workflow. Plus, one company's migration to the nearly paperless transaction.</p>
Marketing Opportunities and Bonus Distribution			

APRIL	MAY	JUNE	JULY	AUGUST
Editorial: 11/23/07 Ad Space: 2/6/08 Materials: 2/20/08	Editorial: 12/21/07 Ad Space: 3/5/08 Materials: 3/19/08	Editorial: 1/25/08 Ad Space: 4/2/08 Materials: 4/16/08	Editorial: 2/29/08 Ad Space: 5/1/08 Materials: 5/14/08	Editorial: 3/28/08 Ad Space: 6/4/08 Materials: 6/18/08
All You Need To Succeed! Our popular list issue moves to April. As the spring market heats up, we'll provide an issue's worth of easy-to-scan checklists and tips for a more profitable selling season. The latest developments in law, technology, customer service, and more!  Slide Show Great sales ideas!  Book Blog Catch the buzz on the latest business books.	NAR Turns 100! In this commemorative issue, read about the founding of the national association, brush up on your REALTOR® trivia, and learn about key accomplishments and the industry giants who led the way. Plus, today's leaders make predictions for the next 100 years. A keeper!  Slide Show Highlights of the association's first 100 years.	30 Under 30 The industry's rising stars share the secrets of their fast-start careers. Fabulous at 50+ New! Five fantastic real estate veterans talk about achieving lasting success and mentoring the next generation of real estate pros.  Video Behind the Scenes with 30 Under 30.	You, Too, Can YouTube How to use real world people skills to succeed on social networks. The Well-Equipped Professional Must-have tech tools: on a budget vs. spare no expense. Top 100 Companies Our annual Top 100 list of companies in residential real estate ranked by transaction sides and sales volume.	Stage Yourself What media trainers, actors, and brand consultants can teach real estate practitioners about polishing their pitch and creating a distinctive personal style that wins business. Candidate Forum We ask leading U.S. presidential candidates for their views on top real estate industry issues.
		Listing and Pricing  Scripts Have the right answers for savvy sellers.		Follow Up and Referrals  Scripts Stay top of mind with satisfied customers.
Keeping a Lid On Office Costs How to get rid of waste that's squeezing profits.	For the Duration Visit the nation's oldest real estate companies, where tradition meets modern practice.	Managing Short-Term Rentals Solve inventory buildups and add income with a rental program.	David & Goliath Syndrome The best way to take on the big guys.	Fun, Fun, Fun Make your office the coolest in town—without sacrificing productivity.
Getting There: Never Easier New navigation systems and services and mapping tools ease prospecting and property search.	Practiced Presentations Different approaches and technologies for making great presentations—live or via a DVD or Web site.	Dazzling Digital The latest and greatest cameras for real estate, including wide-angle cameras and combo models for shooting video and stills.	Your Next Computer The latest options in desktops, notebooks, ultra-mobiles, and tablets. Plus: Mac vs. PC.	Security Solutions Protect, encrypt, and secure sensitive client data and financial records.
Ad Readership Study	REALTORS® Midyear Legislative Meetings & Trade Expo			Ad Readership Study

You can also reach REALTORS® monthly with our Business Tips Newsletter e-mail, or daily or weekly with our Internal News Service e-mail.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Editorial: 4/25/08 Ad Space: 7/2/08 Materials: 7/16/08</p>	<p>Editorial: 5/30/08 Ad Space: 8/6/08 Materials: 8/20/08</p>	<p>Editorial: 6/27/08 Ad Space: 9/3/08 Materials: 9/17/08</p>	<p>Editorial: 7/25/08 Ad Space: 10/1/08 Materials: 10/15/08</p>
<p>Inside the Mind of the Consumer Use demographics and psychographics to better understand consumer behavior in the home buying and selling process.</p> <p> Video Consumers talk about the values and expectations they brought to their home buying and selling experiences.</p>	<p>REALTORS® Conference & Expo Preview We bring real estate's biggest event to all 1.3 million readers. This valuable business resource includes the 2008 exhibitor list—a great year-round buyer's guide—and spotlights new technology being released at the conference.</p> <p>Roundtable: State of the Industry What are industry leaders buzzing about?</p>	<p>Good Neighbor Awards We award \$10,000 each to five REALTORS® who've made their communities a better place to live—and we tell their inspiring stories.</p> <p> Video See how current and past winners are making a difference for children, the elderly, and everyone in between.</p> <p>A Great Time to Invest How to choose wisely, act ethically, and negotiate great investment deals for a personal real estate portfolio.</p>	<p>Cost vs. Value Report Cost and resale value information on common home remodeling projects, provided by <i>Remodeling</i> magazine.</p> <p> Video Inside a presale remodeling job.</p> <p>25 Ways To Better Your Business in 2009 Ideas to inspire you to new heights in real estate.</p>
	<p>Working with First-Time Buyers</p> <p> Worksheet Navigating new mortgage standards.</p>		
<p>Find the Right Business Model Brokers who've changed business models explain why and how they did it.</p>	<p>Educate! Create educational opportunities for your associates that won't break the bank.</p>	<p>Cause Marketing Make your passion for a great cause part of your business success.</p>	<p>End Your Year on a High Note Leadership lessons for inspiring your associates and staff.</p>
<p>Modern Marketing Automate your marketing with tools for producing great postcards, e-mail campaigns, and more.</p>	<p>Printers and More Multifunction machines offer versatility, quality.</p>	<p>2009 Autos What will real estate professionals be driving in the new year?</p>	<p>Gift Guide Great new gift ideas for your best customers and business associates.</p>
	<p>REALTORS® Conference & Expo</p>	<p>REALTORS® Conference & Expo</p> <p>REALTOR® Magazine's Show Daily</p> <p>Good Neighbor Awards</p>	<p>Ad Readership Study</p>