



2009 EDITORIAL CALENDAR

DIGITAL CONTENT SCHEDULE	DIGITAL CONTENT	PRINT ISSUE SCHEDULE	"FOR YOUR FIRM" PRODUCT REVIEWS	"FOR YOUR CLIENTS" PRODUCT REVIEWS	FEATURE ARTICLES & SPECIAL MARKETING SECTIONS	BONUS DISTRIBUTION
APRIL 2009 • E-newsletter Deadline: April 11	<ul style="list-style-type: none"> • Who's Who Podcasts • Series Webcast: Portals • Regular Podcast Series 	APRIL/MAY Ad Space Deadline: March 17 Materials Due: March 25 Mail Date: April 16	<ul style="list-style-type: none"> • Tax Compliance Suites & Specialty Products (Includes Tax Utilities) • Portals 	<ul style="list-style-type: none"> • Small Business Accounting: Part I 	<ul style="list-style-type: none"> • Specialized Hardware • Who's Who Among Technology Vendors Serving the Accounting Profession 	<ul style="list-style-type: none"> • 15th Annual New Jersey Accounting Business & Technology Show • 2009 Accounting Technology New York Show • AICPA TECH+ • 2009 Midwest Accounting & Finance Showcase
MAY • E-newsletter Deadline: May 22	<ul style="list-style-type: none"> • Web 2.0 & SaaS • Regular Podcast Series 					
JUNE • E-newsletter Deadline: June 22	<ul style="list-style-type: none"> • Work-Life Balance Series • Series Webcast: Workflow • Regular Podcast Series 	JUNE Ad Space Deadline: April 24 Materials Due: May 4 Mail Date: May 27	<ul style="list-style-type: none"> • Document Storage • Practice Management 	<ul style="list-style-type: none"> • Small Business Accounting: Part II 	<ul style="list-style-type: none"> • Small Business Specialty Products 	<ul style="list-style-type: none"> • AICPA TECH+ • 25th Annual California Accounting & Business Show • Florida Accounting & Business Expo
JULY • E-newsletter Deadline: July 24	<ul style="list-style-type: none"> • Work-Life Balance Series • Regular Podcast Series 	JULY Ad Space Deadline: May 29 Materials Due: June 8 Mail Date: June 30	<ul style="list-style-type: none"> • Document Management • Tax Document Automation 	<ul style="list-style-type: none"> • Contractors/Construction 	<ul style="list-style-type: none"> • Virtualization for Tax & Accounting Professionals 	<ul style="list-style-type: none"> • 2009 Midwest Accounting & Finance Showcase • AICPA TECH+
AUGUST • E-newsletter Deadline: August 21	<ul style="list-style-type: none"> • Work-Life Balance Series • Regular Podcast Series 	AUGUST Ad Space Deadline: June 26 Materials Due: July 7 Mail Date: July 29	<ul style="list-style-type: none"> • Engagement & Trial Balance • Workflow 	<ul style="list-style-type: none"> • Sales & Use Tax 	<ul style="list-style-type: none"> • 6th Annual Innovation Awards • Annual Product/Services Guide 	<ul style="list-style-type: none"> • 2009 Midwest Accounting & Finance Showcase • NSA 63rd Annual Convention
SEPTEMBER • E-newsletter Deadline: September 18	<ul style="list-style-type: none"> • Website Builders • Series Webcast: Tax Document Automation • Regular Podcast Series 	SEPTEMBER Ad Space Deadline: July 29 Materials Due: August 6 Mail Date: August 28	<ul style="list-style-type: none"> • Payroll 	<ul style="list-style-type: none"> • Retail/POS 	<ul style="list-style-type: none"> • Disaster Recovery & Business Continuity Planning 	<ul style="list-style-type: none"> • FICPA 24th Annual Accounting Show
OCTOBER • E-newsletter Deadline: October 23	<ul style="list-style-type: none"> • 40 Under 40 eBook • Regular Podcast Series 	OCTOBER Ad Space Deadline: Aug. 26 Materials Due: September 3 Mail Date: September 28	<ul style="list-style-type: none"> • W-2/1099 Tax • Tax Planning • Time & Billing 	<ul style="list-style-type: none"> • Manufacturing 	<ul style="list-style-type: none"> • 4th Annual 40 Under 40 • Marketing & Branding 	<ul style="list-style-type: none"> • 2009 Accounting Software Consulting Conference
NOVEMBER • E-newsletter Deadline: November 13	<ul style="list-style-type: none"> • Social Networking • Medical Office • Regular Podcast Series 	NOVEMBER Ad Space Deadline: Sept. 28 Materials Due: October 6 Mail Date: October 28	<ul style="list-style-type: none"> • Client Write-Up 	<ul style="list-style-type: none"> • Agriculture • Not-for-Profit Accounting 	<ul style="list-style-type: none"> • Accountant Network & Community Programs • Awesome Add-ons • Search Engine Optimization 	<ul style="list-style-type: none"> • 2009 Accounting Software Consulting Conference • CCH User Conference • Thomson Reuters Users' Conference
DECEMBER • E-newsletter Deadline: December 11	<ul style="list-style-type: none"> • 2010 Executive Predictions & Year in Review Podcasts • Series Webcast: Gadgets, Goodies & Gizmos • Regular Podcast Series 	DECEMBER Ad Space Deadline: Oct. 26 Materials Due: November 3 Mail Date: November 25	<ul style="list-style-type: none"> • Fixed Assets • Tax Research 	<ul style="list-style-type: none"> • Client Accounting Online 	<ul style="list-style-type: none"> • Gadgets, Goodies & Gizmos (Emerging Technologies) • 2010 Executive Predictions & Year in Review • 4th Annual Readers' Choice Awards 	
JANUARY 2010 • E-newsletter Deadline: January 11, 2010	<ul style="list-style-type: none"> • Wellness • Regular Podcast Series 					
FEBRUARY • E-newsletter Deadline: February 6, 2010	<ul style="list-style-type: none"> • HR Specialty Products • Regular Podcast Series 					
MARCH • E-newsletter Deadline: March 6, 2010	<ul style="list-style-type: none"> • Specialty Professional Websites • Regular Podcast Series 					

BUSY SEASON

• Regular podcast series include SBC2Go, Tech2Go, IBI2Go, DMA2Go

Items on calendar subject to change.