

Business.
People.
Life.

2012
Editorial Calendar



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ISSUE

ADVERTORIAL/DIRECTORIES

JANUARY TOP CPAS ANNUAL ISSUE

O.C.'s Top CPAs: OC METRO 100

PLUS: How to select the best accountant for your business

Feature: The power of social media and your business

**Annual CPA Guide
Business Services**

MATERIALS DEADLINE: December 13

DISTRIBUTION: January 1

FEBRUARY PHILANTHROPY ISSUE

SPECIAL REPORT: Philanthropy and the private sector. How and who O.C. companies decide to support

Feature: Heart disease and today's business professional

**Philanthropy Guide
Hospital/Cardiology
Business Services**

MATERIALS DEADLINE: January 17

DISTRIBUTION: February 1

MARCH 20 WOMEN TO WATCH ANNUAL ISSUE

O.C. women who are shaping the way we work and live

PLUS: Why women are better adapting to the new economy

Feature: Finding the best jobs in today's evolving market

**Women in Business
Education
Business Services**

MATERIALS DEADLINE: February 14

DISTRIBUTION: February 29

+ OCmenus INSIDE

APRIL THE GREEN TEAM ANNUAL ISSUE

25 O.C. companies that make "green" a priority

PLUS: Why CleanTech OC is important to our economy

Feature: Tourism and hospitality—big business in O.C.

**Corporate Meetings & Hospitality
Health/Hospitals
Business Services**

MATERIALS DEADLINE: March 13

DISTRIBUTION: March 28

MAY 40 UNDER 40 ANNUAL ISSUE

Best of the best: 40 O.C. entrepreneurs, leaders and opinion makers under 40 who are making their mark

Feature: The real value of an MBA or advanced degree today

**Education
Banks
Business Services**

MATERIALS DEADLINE: April 17

DISTRIBUTION: May 2

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JUNE O.C.'S MOST TRUSTED BRANDS ANNUAL ISSUE

Special Report: Consumers pick the Most Trustworthy O.C. Brands

PLUS: A preview of the 3rd Annual O.C. Trust Summit

Feature: The positive power of Disneyland on the O.C. economy

**Health/Hospitals
Homebuilder Forecast
Business Services**

MATERIALS DEADLINE: May 15

DISTRIBUTION: May 30



ISSUE

JULY OC'S BABY BOOMERS

The impact, opportunities and reality of O.C. turning "gray." Why 65 is the new 45 when it comes to products and services

Feature: Wealth managers and financial planners

ADVERTORIAL/DIRECTORIES

Wealth & Financial Planning Guide
Summer Golf & Travel
Business Services

MATERIALS DEADLINE: June 12

DISTRIBUTION: June 27

AUGUST TOP ATTORNEYS ANNUAL ISSUE

A special report on the best of the business in O.C.

Feature: Luxury and style, O.C. style. How we define the good life

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Top O.C. Attorneys
Luxury Autos: What's Hot
Business Services

MATERIALS DEADLINE: July 17

DISTRIBUTION: August 1

SEPTEMBER BUSINESS OF HEALTHCARE ISSUE

A booming industry produces breakthroughs, results and leaders

PLUS: Race for the Cure sets the standard for raising issue awareness

Feature: The best new wellness ideas/trends for active professionals

Health/Hospitals
Health Clubs/Trainers/Spas
Education
Business Services

MATERIALS DEADLINE: August 14

DISTRIBUTION: August 29

OCTOBER BEST COMPANIES FOR WOMEN

Which O.C. firms are the best places for women to work, and why?

Feature: Top women educators and administrators

Women in Business
Banks
Business Services

MATERIALS DEADLINE: September 11

DISTRIBUTION: September 26

NOVEMBER THE HOT 25 ANNUAL ISSUE

Our 23rd annual list of the Hottest 25 People in O.C.

Feature: The Business of Food—O.C.'s top restaurant owners

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Corporate Meetings & Hospitality
Education
Business Services

MATERIALS DEADLINE: October 16

DISTRIBUTION: October 31

DECEMBER TOP MARKETING & PR AGENCIES

Honoring the best ad and public relations campaigns of the year

Feature: The Best & Worst of 2012; New Year's Resolutions

Web & Social Media Services/
Agencies
Executive Gifts
Business Services

MATERIALS DEADLINE: November 14

DISTRIBUTION: November 28

*Dates and topics are subject to change.



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