

# 2004 Editorial Calendar

## JANUARY

- ◆ Healthcare: Regional Systems
- ◆ Temp Employees/Outsourcing
- ◆ Profile: Harnett County

*Space reservations: Nov. 19, 2003*  
*Materials due: Nov. 26, 2003*

## FEBRUARY

- ◆ Business Law Trends
- ◆ Small Business Focus: Continuing Education
- ◆ Profile: Henderson County

*Space reservations: Dec. 22, 2003*  
*Materials due: Dec. 29, 2003*

## MARCH

- ◆ Golf Directory
- ◆ NCCBI's Annual Meeting
- ◆ Hiring a Consultant

*Space reservations: Jan. 23, 2004*  
*Materials due: Jan. 30, 2004*

## APRIL

- ◆ New NCCBI Chair
- ◆ N.C. as a Retirement Haven
- ◆ Profile: Moore County

*Space reservations: Feb. 20, 2004*  
*Materials due: Feb. 27, 2004*

## MAY

- ◆ Tourism in North Carolina
- ◆ Small Business Focus: Insurance/Risk Management
- ◆ Profile: Cabarrus County

*Space reservations: March 24, 2004*  
*Materials due: March 31, 2004*

## JUNE

- ◆ Military's Economic Impact
- ◆ Financing for Retirement
- ◆ Special Section: Auto Dealers

*Space reservations: April 23, 2004*  
*Materials due: April 30, 2004*

## JULY

- ◆ Transportation's Economic Impact
- ◆ Corporate Travel: Meetings & Conventions
- ◆ Profile: Elizabeth City Region

*Space reservations: May 24, 2004*  
*Materials due: May 31, 2004*

## AUGUST

- ◆ Business of Sports: Marketing
- ◆ Small Business Focus: Employee Benefits
- ◆ Profile: Catawba County

*Space reservations: June 23, 2004*  
*Materials due: June 30, 2004*

## SEPTEMBER

- ◆ Education
- ◆ Fall Travel/New Golf Courses
- ◆ Profile: Union County

*Space reservations: July 23, 2004*  
*Materials due: July 30, 2004*

## OCTOBER

- ◆ Statewide Economic Development
- ◆ Banking Trends
- ◆ Special Section: Architecture

*Space reservations: Aug. 24, 2004*  
*Materials due: Aug. 31, 2004*

## NOVEMBER

- ◆ Biotechnology
- ◆ Small Business Focus: Workers Comp & OSHA
- ◆ Profile: Charlotte/Mecklenburg

*Space reservations: Sept. 23, 2004*  
*Materials due: Sept. 30, 2004*

## DECEMBER

- ◆ Corporate Philanthropy
- ◆ Year-End Investments
- ◆ Profile: Fayetteville/Cumberland

*Space reservations: Oct. 22, 2004*  
*Materials due: Oct. 29, 2004*

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Eighty-eight percent of our readers say North Carolina is more credible than other business publications they read — and for good reason. Every month, we consistently provide our readers with the key content and information they need to successfully manage their companies and enjoy their life outside the office.

Our regular features include: News and trends from across the state; profiles of successful executives and of well-performing companies; economic development; state government; op-ed

columns; small business; management techniques; the arts; and travel.

Throughout the year, we also publish profiles of successful counties and cities that are excelling in economic development. And, because our readers say they love to play golf, we are the only business publication with a panel of experts that ranks the top 100 courses across the state.

It is no wonder why our readers love us. We deliver the content they want — month after month.

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