

About Our Regular Columns and Departments

BOSACKS: THE PROFIT PROPHET

A candid, advice-oriented look at big-picture issues in business strategy, manufacturing and more.

BY ROBERT M. SACKS

Bob (aka "Bo") Sacks is an industry consultant and president of The Precision Media Group (BoSacks.com). He also is publisher and editor of an international e-newsletter, *Heard on the Web*. Sacks has held posts as director of manufacturing and distribution for major publishing companies, senior sales manager (paper), chief of operations, among others.



MASTER MANUFACTURER

Cost-cutting strategies and practical solutions to challenges affecting publishers' bottom lines.

BY ALEX BROWN

Alex Brown is a consultant who has advised major publishing companies on manufacturing strategy and magazine management. She founded her consulting company, Printmark, in 1984, and speaks frequently at industry events.



E-MEDIA STRATEGIST

Practical insights into developing revenue-generating e-media strategies.

BY ERIC SHANFELT

Eric Shanfelt is executive vice president of eMedia for Aspire Media. He has an extensive e-media background spanning 17 years and specializes in practical revenue-generating strategies for publishers.



DESIGNED FOR SUCCESS

Successful, creative strategies and the impact of design on readers, branding and the bottom line.

BY JAN V. WHITE

Jan V. White lectures worldwide and has written dozens of books on editing and design techniques. After 13 years at Time Inc., he established his own publication-design firm in 1964. In 2007, he received the American Society of Business Publication Editors' Lifetime Achievement Award for contributions to the industry.



5 O'CLOCK SPLIT: Production managers reveal strategies in time management and expediting workflow.

PRODUCTION MANAGERS ROUNDTABLE: Production managers pose their most pressing production challenges and get insights from their peers.

WEB SITINGS: A behind-the-scenes look at a successful Web site strategy.

TIME-SAVERS & \$-SAVERS: Quick, practical tips to help publishing executives save time and money.

Rates

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1/2 Page	3,680	3,460	3,250	3,230	2,860
1/3 Page	2,760	2,640	2,500	2,460	2,240
1/4 Page	2,430	2,360	2,230	2,130	1,950
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2009 Editorial Calendar

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PUBLISHING EXECUTIVE 2009 Editorial Calendar

Issue	Features	Strategy Guide	Solutions Showcase	Columns*	Departments*	Bonuses
JANUARY/FEBRUARY Ad Close: 01/13/09 Ad Due: 01/20/09	<ul style="list-style-type: none"> Leader Profile: Association Publisher The Future of the Industry 	An Industry in Flux: How to Keep Staff Motivated	Web Publishing Tools	<ul style="list-style-type: none"> E-media Strategist Master Manufacturer Designed for Success BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Corner Office FastStats Production Managers Roundtable \$\$-Saver 	Ad Awareness Issue
MARCH Ad Close: 02/19/09 Ad Due: 02/26/09	<ul style="list-style-type: none"> Leader Profile: B-to-B Publisher Publishing Business Conference & Expo Pre-Show Planning Guide Free or Cheap, Easy, Outside-the-Box Tools to Do More With Less 	Developing Ancillary Revenue Streams	M&A Firms and Capital Sources	<ul style="list-style-type: none"> Master Manufacturer Editor's Perspective BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Web Sitings Corner Office FastStats 5 O'Clock Split Time-Saver 	Publishing Business Conf. & Expo March 23-25 New York, NY 
APRIL Ad Close: 03/31/09 Ad Due: 04/7/09	<ul style="list-style-type: none"> 2009 Ad/Revenue Trends Study: print, online, webinars, events (live and virtual), reprints, etc. Top 25 Magazine Printers Publishing Business Conference & Expo Post-Show Report 	Content Aggregation	Webinar & Virtual Event Solutions	<ul style="list-style-type: none"> E-media Strategist Master Manufacturer Designed for Success BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Corner Office FastStats \$\$-Saver 	2-for-1 Advertorial Issue
MAY Ad Close: 04/24/09 Ad Due: 05/01/09	<ul style="list-style-type: none"> Top Women in Magazine Publishing Postal Update/Impact of Latest Rate Increases 	Social Media: Where's the ROI?	Reprints Services and Content Licensing	<ul style="list-style-type: none"> Editor's Perspective BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Web Sitings Corner Office: Association Publisher FastStats Time-Saver 5 O'clock Split 	List Usage
JUNE Ad Close: 06/02/09 Ad Due: 06/9/09	<ul style="list-style-type: none"> Leader Profile: Magazine Publisher Paper Update 	Monetizing the Web	Digital Editions	<ul style="list-style-type: none"> E-media Strategist Master Manufacturer Designed for Success BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Corner Office FastStats Production Managers Roundtable \$\$-Saver 	Florida Magazine Association Publishing Conference & Expo Florida August 2009
JULY/AUGUST Ad Close: 07/01/09 Ad Due: 07/07/09	2008-09 Magazine Publishing Industry Resource Guide 	Implementing an Ad Sales Strategy for Growth		<ul style="list-style-type: none"> BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Web Sitings FastStats Time-Saver 	SPECTRUM , September 2009 MPA American Magazine Conference
SEPTEMBER Ad Close: 08/13/09 Ad Due: 08/18/09	<ul style="list-style-type: none"> Leader Profiles: 2009 Publishing Executive Hall of Fame Inductees The 2008 Gold Ink Award Winners 	Best Practices in Magazine Production and Workflow		<ul style="list-style-type: none"> E-media Strategist BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Corner Office \$\$-Saver 	PRINT '09 , Sept. 11-16, Chicago Gold Ink Awards/Hall of Fame Sept. 14, Chicago
OCTOBER Ad Close: 09/24/09 Ad Due: 09/29/09	<ul style="list-style-type: none"> Leader Profile: Magazine Publisher Consumer Attitudes/Trends Study: Digital Editions 	Converting a Print Magazine to an E-zine: Is it an Option for You?	Circulation Solutions and Services	<ul style="list-style-type: none"> Editor's Perspective BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> Web Sitings Corner Office FastStats 5 O'clock Split Time-Saver 	DMA 09 , October 17-22 San Diego, CA List Usage
NOVEMBER Ad Close: 10/23/09 Ad Due: 10/28/09	The Best Publishing Companies to Work For	Event Planning for Profit		<ul style="list-style-type: none"> E-media Strategist Master Manufacturer BoSacks: The Profit Prophet 	<ul style="list-style-type: none"> FastStats Corner Office Production Managers Roundtable \$\$-Saver 	2-for-1 Advertorial Issue
DECEMBER Ad Close: 11/20/09 Ad Due: 11/25/09	Annual Business Tips Issue! 100+ tips on <ul style="list-style-type: none"> e-media strategy audience development production workflow manufacturing Web development ad sales reprints and more! 	Audience Development: Combatting Circulation Losses		<ul style="list-style-type: none"> E-media Strategist Master Manufacturer Designed for Success Editor's Perspective BoSacks: The Profit Prophet 		

(Additional conferences to be added as dates are confirmed)
Editorial subject to change.