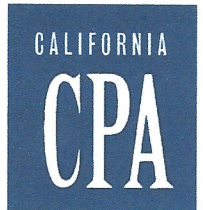


2017 Editorial Calendar



JANUARY/FEBRUARY

Theme: HR & Compensation Update

Plus: California Tax

Ad Space Close: 12/1/16 Materials Due: 12/5/16

Readex Research Ad Perception Survey

All advertisers in this issue will receive the results of what readers specifically think about their ad.

MARCH/APRIL

Theme: Estate Planning

Plus: Federal Tax

Ad Space Close: 2/1/17 Materials Due: 2/6/17

MAY

Theme: Technology

Plus: Regulatory Update

Ad Space Close: 4/3/17 Materials Due: 4/6/17

Plus: Technology & Business Resource Guide

Ad Space Close: 4/7/17 Materials Due: 4/10/17

JUNE

Theme: Financial Planning

Plus: Federal Tax

Ad Space Close: 5/2/17 Materials Due: 5/5/17

Note: early close

JULY

Theme: Technology

Plus: California Tax

Ad Space Close: 6/1/17 Materials Due: 6/6/17

AUGUST

Theme: Estate Planning

Plus: Federal Tax

Ad Space Close: 7/3/17 Materials Due: 7/7/17

SEPTEMBER

Theme: Tax Planning Strategies

Plus: California Tax

Ad Space Close: 8/1/17 Materials Due: 8/7/17

OCTOBER

Theme: Accounting & Auditing

Plus: Federal Tax

Ad Space Close: 9/1/17 Materials Due: 9/5/17

NOVEMBER

Theme: Tax Season Preview

Plus: California Tax

Ad Space Close: 10/2/17 Materials Due: 10/5/17

DECEMBER

Theme: Tax Update

Plus: Federal Tax

Ad Space Close: 11/1/17 Materials Due: 11/7/17



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