

2008 Editorial Calendar

ISSUE	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	AD CLOSE: DEC. 7 MATERIAL DUE: DEC. 14	AD CLOSE: FEB. 15 MATERIAL DUE: FEB. 27	AD CLOSE: MARCH 28 MATERIAL DUE: APRIL 4	AD CLOSE: JUNE 13 MATERIAL DUE: JUNE 20	AD CLOSE: AUG. 8 MATERIAL DUE: AUG. 15	AD CLOSE: OCT. 10 MATERIAL DUE: OCT. 17
FEATURE 1	Special Incentive Federation Industry Research Report	Sales Incentive Programs: Planning & Management	Recruitment & Retention: Effective Engagement	Annual Business Gifts Guide	Rewards & Recognition: Motivating Peak Performance	Incentive Strategies: Developing a Program from Start to Finish
FEATURE 2	Gourmet Food	Cameras	Electronics	Watches & Clocks	High-Tech	Luggage & Leather Goods
FEATURE 3			Meet the IGCC		Merchandise Trends	Meet the IMA
PRODUCT SHOWCASES	<ul style="list-style-type: none"> • New Products • High-Tech • Gift Cards 	<ul style="list-style-type: none"> • New Products • Watches & Clocks • Housewares & Appliances 	<ul style="list-style-type: none"> • New Products • Spa Products • Apparel 	<ul style="list-style-type: none"> • New Products • Crystal & China • Cameras 	<ul style="list-style-type: none"> • New Products • Recreation & Sporting Goods • Luggage & Leather Goods • Electronics 	<ul style="list-style-type: none"> • New Products • Watches/clocks • Dining & Entertainment • Portable Electronics
ADVERTISING BONUSES	Full-Color Product Review	Full-Color Website Showcase	All advertisers will receive a supplier profile in the Meet the IGCC section	Full-Color Product Review		All advertisers will receive a Supplier Profile in the "Meet the IMA" section
BUYING PLANS SURVEYS	Watches	Electronics	Cameras	Business Gifts	Incentive Merchandise	Rewards and Recognition
GUEST COLUMNS	Rep Corner IMA Guest Column	Rep Corner IMA Guest Column Pre-NY Show column	Rep Corner IMA Guest Column	Rep Corner IMA Guest Column Pre-Chicago Show column	Rep Corner IMA Guest Column	Rep Corner IMA Guest Column
BONUS DISTRIBUTION			The New York Incentive Rewards & Recognition Expo May 7 - 8 (tentative)		The Motivation Show (IT&ME) Chicago September 23 - 25	