

2002 Editorial Calendar

JANUARY

- ◆ Profile: Davidson County
- ◆ E-trends
- ◆ Economic Forecast

Space reservations: Nov. 20, 2001
Materials due: Nov. 27, 2001

FEBRUARY

- ◆ Small Business Focus:
Marketing & Advertising
Your Company
- ◆ Environmental Issues
- ◆ Profile: Surry County

Space reservations: Dec. 20, 2001
Materials due: Dec. 27, 2001

MARCH

- ◆ NCCBI Annual Meeting
- ◆ Annual Golf Guide

Space reservations: Jan. 24, 2002
Materials due: Jan. 31, 2002

APRIL

- ◆ New NCCBI Chairman
- ◆ Banking
- ◆ Profile: Montgomery
County

Space reservations: Feb. 21, 2002
Materials due: Feb. 28, 2002

MAY

- ◆ Small Business Focus:
State & Federal Benefits
- ◆ Healthcare
- ◆ Profile: Lee County

Space reservations: March 22, 2002
Materials due: March 29, 2002

JUNE

- ◆ Business of Sports
- ◆ Lodging Industry
- ◆ Profile: Davie County

Space reservations: April 23, 2002
Materials due: April 30, 2002

JULY

- ◆ Small Business Focus:
Workers' Comp & OSHA
- ◆ Transportation
- ◆ Profile: Johnston County

Space reservations: May 24, 2002
Materials due: May 31, 2002

AUGUST

- ◆ Retailing
- ◆ Retirement Finances
- ◆ Fine Arts
- ◆ Profile: Orange County

Space reservations: June 21, 2002
Materials due: June 28, 2002

SEPTEMBER

- ◆ Education
- ◆ Fall Travel & Golf
- ◆ Profile: Rowan County

Space reservations: July 24, 2002
Materials due: July 31, 2002

OCTOBER

- ◆ Small Business Focus:
Minority Owned
Businesses
- ◆ Architecture
- ◆ Manufacturing

Space reservations: Aug. 23, 2002
Materials due: Aug. 30, 2002

NOVEMBER

- ◆ Industrial Development
- ◆ Auto Dealers
- ◆ Agribusiness

Space reservations: Sept. 24, 2002
Materials due: Oct. 1, 2002

DECEMBER

- ◆ Corporate Philanthropy
- ◆ Year-End Investments
- ◆ Profile: High Point

Space reservations: Oct. 24, 2002
Materials due: Oct. 31, 2002

Regular Features & Special Sections

Because North Carolina is written for business leaders, we offer continuing coverage of key topics to help our subscribers successfully manage their companies. Among the recurring departments are: Small business; Management; Public policy; Legal & judicial; Economic development; and Finance.

And because many subscribers

are leaders in their communities, we regularly look at trends in government, philanthropy and the cultural arts. Periodically throughout the year, we also publish community profiles spotlighting counties and cities that are excelling in commercial development. These special sections typically are produced in association with chambers of commerce and/or economic development organizations.

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