MASSACHUSETTS ASSOCIATION OF REALTORS®

www.marealtor.com

2013 Editorial Calendar

ISSUE	EDITORIAL FOCUS	
JANUARY/FEBRUARY	**Sales Producing Tech Tools:** A look at 5-10 top sales-producing tools for agents and solid examples of how they are using them to help their business succeed.	
Editorial Due: Ad Reservation Deadline:	November 16, 2013 November 23, 2013	Ad Materials Due: November 30, 2013
MARCH/APRIL	**Lending a Hand:** Find out the latest mortgage rules and ways to help your buyers secure their loan.	
Editorial Due: Ad Reservation Deadline:	January 16, 2013 January 18, 2013	Ad Materials Due: January 30, 2013
MAY/JUNE	**Team Top Secrets :** Profiles of the most successful real estate teams; how they were built, the challenges and benefits.	
Editorial Due: Ad Reservation Deadline:	March 15, 2013 March 22, 2013	Ad Materials Due: March 27, 2013
JULY/AUGUST	**Social Media 101:** A guide to choosing the right avenues to reach your audience and better your business.	
Editorial Due: Ad Reservation Deadline:	May 10, 2013 May 17, 2013	Ad Materials Due: May 29, 2013
SEPTEMBER/OCTOBER	**Education = Success:** 2013 MAR Conference & Tradeshow Special Section with most sought after Courses and Speaker & Event Highlights.	
Editorial Due: Ad Reservation Deadline:	July 12, 2013 July 19, 2013	Ad Materials Due: July 31, 2013
NOVEMBER/DECEMBER	**REALTOR® Safety Tips:** New apps available can increase safety on the job	
Editorial Due: Ad Reservation Deadline:	September 13, 2013 September 20, 2013	Ad Materials Due: October 2, 2013

Julie Lewis, Advertising Sales Director, 508-612-4841, Julie@MARadsales.com