

FranchiseUpdate MEDIA GROUP 2010 Print Editorial Calendars

Franchise Update Magazine



Regular Columns:

- Sales Smarts
- International Franchising
- Legal Matters
- Social Media
- Research Revealed
- Real Estate
- Finance

Issue	Ad Close	Materials Due	Cover & Feature Stories	Bonus Distribution
Quarter I	December 30, 2009	January 11, 2010	Franchise Sales Compensation	
Quarter II	March 29, 2010	April 12, 2010	Single-unit vs. Multi-unit Franchising	
Quarter III	June 30, 2010	July 9, 2010	Unit Re-sales	Franchise Leadership & Development Conference
Quarter IV	October 1, 2010	October 8, 2010	Annual Sales & Lead Generation Survey Results Lead Generation and Recruiting Technology Franchise Leadership & Development Conference Wrap-up STAR Awards / Mystery Shopping	

Multi-Unit Franchisee Magazine



Regular Columns:

- Social Networking
- Finance
- Profiles
- Exit Strategies
- Investment Insights
- Customers Count
- People

Issue	Ad Close	Materials Due	Cover & Feature Stories	Bonus Distribution
Quarter I	November 16, 2009	November 27, 2009	Big 99 – Annual Ranking of Franchisees with the Most Units America's Mega Franchisees Bad Store: Rebuild, Rebrand or Resale? Employee Unions	IFA Convention
Quarter II	January 18, 2010	January 29, 2010	Multi-Concept Franchisee Power List Favorite Brands for Multi-Concept Franchisees Managing Rising Employee Costs Hot Markets	Multi-Unit Franchising Conference
Quarter III	May 17, 2010	May 28, 2010	MUF 50 – Top Ranking Multi-Unit Brands List Multi-Unit Brand Operators Smooth Transitions: Family Businesses Passing to a New Generation Saving Big Bucks – Purchasing Used Equipment	
Quarter IV	August 13, 2010	August 20, 2010	Top Franchise Territories in the U.S. Franchisees Who Dominate Territories Finance Annual Exam – Where Are We Now? Franchisee Flyers – Overseeing Your Kingdom by Private Plane	

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