2017 Editorial Calendar
*Editorial calendar, deadlines and publish dates are subject to change at editors’ discretion.

**JANUARY**

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<tr>
<th>ADVERTISEMENT DEADLINES</th>
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<tbody>
<tr>
<td>Ad space reserved: Nov 28</td>
<td>Pitches due: In Progress</td>
</tr>
<tr>
<td>Ads due: Dec 12</td>
<td>Draft due: Nov 28</td>
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**TOPICS**
- Retirement plans for small companies
- Disaster planning and recovery
- Talent demands for legal services

**FEBRUARY**

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<tr>
<td>Ad space reserved: Dec 28</td>
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<tr>
<td>Ads due: Jan 13</td>
<td>Draft due: Dec 28</td>
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**TOPICS: Focus on Finance**
- Credit and collection tips
- Financial reporting checklist
- Is the billable hour outdated?

**MARCH**

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<td>Pitches due: Dec 2</td>
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<tr>
<td>Ads due: Feb 13</td>
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**TOPICS**
- Implementing a successful migration to the cloud
- Building effective mentoring programs
- CE Course: Substance abuse
- Annual Conference preview

**APRIL**

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<th>ADVERTISEMENT DEADLINES</th>
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<td>Ad space reserved: Feb 21</td>
<td>Pitches due: Jan 4</td>
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<tr>
<td>Ads due: March 13</td>
<td>Draft due: Feb 21</td>
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**TOPICS**
- Fresh business development ideas
- Disability inclusion: Getting attorneys to self-identify
- Strategies to improve workflow
MAY

**ADVERTISEMENT DEADLINES**
Ad space reserved: March 20
Ads due: April 10

**EDITORIAL DEADLINES**
Pitches due: Feb 1
Draft due: March 20

**Issue Published:** May 12

**TOPICS**
- Client surveys
- Removing some of the stress related to conversions
- Onboarding new employees

JUNE

**ADVERTISEMENT DEADLINES**
Ad space reserved: April 19
Ads due: May 8

**EDITORIAL DEADLINES**
Pitches due: March 1
Draft due: April 19

**Issue Published:** June 9

**TOPICS**
- Tech skills your attorneys need
- Communicating by text: Clients are demanding it
- Writing effective job descriptions

JULY/AUGUST

**ADVERTISEMENT DEADLINES**
Ad space reserved: May 31
Ads due: June 19

**EDITORIAL DEADLINES**
Pitches due: April 7
Draft due: May 31

**Issue Published:** July 21

**TOPICS**
- Dealing with conflict
- Tips for managing successions
- Insights into practice group manager positions

SEPTEMBER

**ADVERTISEMENT DEADLINES**
Ad space reserved: July 10
Ads due: Aug 1

**EDITORIAL DEADLINES**
Pitches due: May 15
Draft due: July 10

**Issue Published:** September 8

**TOPICS**
- Medical marijuana’s impact on legal
- The cultural issues of outsourcing
- Stay interviews for retaining clients
## OCTOBER

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<td><strong>Ad space reserved:</strong> Aug 14</td>
<td><strong>Pitches due:</strong> June 5</td>
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<tr>
<td><strong>Ads due:</strong> Sept 5</td>
<td><strong>Draft due:</strong> Aug 14</td>
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**Issue Published:** October 13

**TOPICS:** Focus on Technology
- Data privacy
- Telecommuting and the cyber threat
- 5 tips for law firm security

## NOVEMBER/DECEMBER

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<tr>
<td><strong>Ads due:</strong> Oct 2</td>
<td><strong>Draft due:</strong> Sept 11</td>
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**Issue Published:** November 17

**TOPICS**
- Your guide to year-end planning
- HR trends for progressive law firms
- Best practices for firm expansion to multiple states

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