

## 2009 Editorial Calendar



*Workforce Management* is a mainstream business publication with a workforce management perspective. We put business issues into a workforce management context and human resource issues into a strategic business context.

Our journalistic excellence and immediacy attract and engage a premium audience: the top-level executives interested in the strategic convergence between workforce management and business strategy.

To deliver the most timely news and insight, our editorial team includes top business reporters who cover beats across the country.



Issue Date	EDITORIAL COVERAGE		SPECIAL ADVERTISING SERIES		Bonus Distribution at Conferences & Trade Shows and Readex-Studied Issues	Ad Close	Materials Due
	Special Reports and Editorial Focus	The Hot List	Special Advertising Sections and Supplements	Vendor Directory Category			
January 19	<b>Pension and Retirement Benefits</b> • Software and Technology • Health Care Benefits	401(k) Plan Administrators	Special Advertising Section: Leading the Way in <b>Staffing</b> White Paper Supplement: Best Practices in <b>E-Learning</b>	Pension and Retirement Benefits		Jan. 5	Jan. 7
February 16	<b>Background Checking</b> • Managing and Retaining Talent • Retirement Benefits	Background and Screening Providers	Special Advertising Section: Leading the Way in <b>Health Care Benefits</b> White Paper Supplement: Best Practices in <b>Performance Management</b>	Workforce Management	<b>Readex Research:</b> Message Impact® Study* February 8—10 Pensions & Investments Defined Contribution East Conference (Miami, FL)	Jan. 30	Feb. 4
March 16	<b>Outsourcing</b> • Training and Development • Compensation	End-to-End Mid- and Large-Market Outsourcing Providers	Special Advertising Section: Leading the Way in <b>Employee Screening</b> White Paper Supplement: Best Practices in <b>Outsourcing</b>	Consulting Services	March 3—4 2009 HR Executive Summit (Houston, TX)	Feb. 27	Mar. 4
April 6	<b>Health Care Benefits</b> • Managing and Recruiting Talent • Software and Technology	Consumer-Driven Health Care Providers	White Paper Supplement: Best Practices in <b>Benefits</b>		April 19—22 IHRIM 2009 Conference and Exposition (San Diego, CA)	Mar. 20	Mar. 25
April 20	<b>HR Technology: Focus on Talent Management</b> • Retirement Benefits • HR and the Law	Integrated Talent Management Software Suites	Special Advertising Section: Leading the Way in <b>Employee Engagement and Retention</b> White Paper Supplement: Best Practices in <b>Recruitment</b>	Health Care Benefits		Apr. 3	Apr. 8
May 18	<b>Global Workforce: India</b> • Staffing, Managing and Retaining Talent  <b>Training and Development</b> • Rewards and Incentives • Health Care Benefits	Group Life Insurers / Disability Providers  EAP Providers	Special Advertising Section: Leading the Way in <b>HR Technology</b> White Paper Supplement: Best Practices in <b>Training and Development</b>	Global Workforce	May 31—June 3 WorldatWork—Total Rewards Conference and Exhibition (Seattle, WA)	May 1	May 6
Special coverage	<i>Workforce Management's 2009 SHRM Pre-Conference Planning Guide</i> (Poly-bagged with the June 22 issue)					May 22	May 27
June 22	<b>Talent Acquisition</b> • HR and the Law • Retirement Benefits  <b>The HR Profession</b> • Health Care Benefits • Software and Technology	E-Recruiting Software Providers  HR Consultants	Special Advertising Section: Leading the Way in <b>RPO (Recruitment Process Outsourcing)</b> White Paper Supplement: Best Practices in <b>Talent Management</b>	Legal Compliance / Software and Technology	June 28—July 1 SHRM 2009 Annual Conference & Exposition (New Orleans, LA)	June 5	June 10
July 20	<b>Employee Relocation</b> • HR Management • Managing and Recruiting Talent	Relocation Providers	Special Advertising Section: Leading the Way in <b>Relocation Management</b> White Paper Supplement: Best Practices in <b>Candidate Sourcing</b>		<b>Readex Research:</b> On Target® Study*	July 3	July 8
August 17	<b>Health Care Benefits</b> • Compensation • Staffing	Health Care Providers	White Paper Supplement: Best Practices in <b>Compensation</b>	Training and Development		July 31	Aug. 5
September 14	<b>Rewards and Recognition</b> • Training and Development • Retirement Benefits	Rewards and Recognition Providers	Special Advertising Section: Leading the Way in <b>Rewards and Recognition Programs</b> White Paper Supplement: Best Practices in <b>Succession Planning</b>	Staffing and Recruiting		Aug. 28	Sept. 2
Special coverage	<b>Crain's Benefits Outlook 2010:</b> Developed by Crain's Financial Group— <i>Business Insurance, Pensions &amp; Investments</i> and <i>Workforce Management</i> (Poly-bagged with the October 5 issue)						
October 19	<b>19th Annual Workforce Management Optimas Awards</b> <b>HR Technology</b> • Retirement Benefits <b>Contingent Staffing</b> • Managing and Retaining Talent	HRMS Providers Temporary Staffing Firms	Special Advertising Section: Leading the Way in <b>Talent Management</b> White Paper Supplement: Best Practices in <b>HR Technology</b>	Relocation	<b>Readex Research:</b> Message Impact® Study* October 18—20 Pensions & Investments Defined Contribution West Conference (San Francisco, CA) 19th Annual <i>Workforce Management Optimas Awards</i>  October 22 Talent Management Conference: Presented by <i>Workforce Management</i> and <i>Crain's New York Business</i>	Oct. 2	Oct. 7
November 16	<b>Compensation and Salary Forecast</b> • Health Care Benefits • Recruiting and Managing Talent	Payroll Providers	Special Advertising Section: Leading the Way in <b>Training and Development</b> White Paper Supplement: Best Practices in <b>Employee Screening</b>	General Benefits		Oct. 30	Nov. 4
December 14	<b>Global Workforce: Emerging Markets</b> • Training and Development • Software and Technology	Vision and Dental Providers	Special Advertising Section: <b>Success Stories</b> White Paper Supplement: Best Practices in <b>Talent Management</b>	Rewards and Recognition		Nov. 27	Dec. 2

## Topics we cover in each issue

Our Editorial Calendar includes special sector reports, advertising sections, and supplements that focus on a given area in greater depth. Meanwhile, every issue of *Workforce Management* includes news and insights on key topics such as those listed below.

- Benefits
- Compensation Benefits
- Employee Benefits
- Executive Education
- Global Workforce
- Health Benefits
- HR Technology
- Outsourcing
- Pension and Retirement
- Recruitment and Staffing
- Rewards and Recognition
- Training and Development



\* The *Workforce Management* Hot List features HR providers, products and services that help keep businesses up to date, on track and focused on what matters most—its people. All Special Reports will be featured on Workforce.com for up to one year. Online bonus advertising exposure is also available in all Special Reports. Please contact your sales representative for more details. All dates are subject to change.

# Workforce Management magazine reaches your prime audience: big titles at big companies.

The contracts and decisions that are going to make the biggest impact on your business are coming from the audience that *Workforce Management* uniquely addresses: big titles at America's largest companies.

Journalistic quality and relevant content make *Workforce Management* more than an HR book.

*OutFront* provides timely coverage of critical workforce management trends to keep decision-makers ahead of the curve.

Our features are business journalism at its best and include insightful stories about companies that achieve business goals through astute workforce management.



Special Reports provide management-level overviews of the latest trends in key sectors like health and retirement benefits, training, outsourcing and more.

**>> Reference issues: market-making content, long shelf life**

## EDITORIAL

### Special Reports and Editorial Focus

Special Reports cover trends, best practices and case studies on a specific topic. Your sponsorship of these editorial reports includes advertising, bonus distribution throughout the year and promotional reprints with customized covers for your own use. Also posted on [workforce.com](http://workforce.com).

### Hot Lists

Every issue of *Workforce Management* includes a Hot List of the firms and providers in a given service category. Companies schedule ads in the issues that hot-list their categories.

### Workforce Management's SHRM 2009 Conference Planning Guide

This pre-show guide gives attendees everything they need to know to ensure a productive, successful SHRM conference experience, from the best sessions to the coolest places to party.

## ADVERTORIAL

### White Paper Supplements - Best Practices

White Paper Supplements examine a key topic with a combination of independent articles and point-of-view pieces written by advertisers under their own byline. Program includes ad, bonus distribution, reprints and posting on [workforce.com](http://workforce.com).

### Special Advertising Sections - Leading the Way

Advertisers participating in Special Sections contribute to a topical feature story with their own interview quotes or submitted comments, and get a 1/3-page profile sidebar within the section, reprints and online newsletter distribution.

### The Workforce Management Vendor Directory

This directory is the definitive source for HR products and services. Listings are updated regularly in the interactive *Workforce Management* Vendor Directory at [workforce.com](http://workforce.com), including contact information, short profiles and website links.

### Forbes/Workforce Management Human Capital Management Series

This special section appears in both *Forbes* and *Workforce Management* and is a unique opportunity to reach the readers of both publications.

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