

Limousine Digest Editorial Calendar 2006

The editorial calendar provided below is a guide to help you plan your advertising schedule.

January

Ad Closing 11/16/05
Materials Due 11/23/05

Issue Emphasis

- Post Show Issue
- Vehicle Maintenance
- Market Trends

February

Ad Closing 12/15/05
Materials Due 12/22/05

Issue Emphasis

- Fleet & Market Diversification
- Workplace Legal Issues
- Tax Planning

March

Ad Closing 01/16/06
Materials Due 01/23/06

Issue Emphasis

- Prom & Wedding Planning
- Staff Management
- Chauffeur Training

April

Ad Closing 02/13/06
Materials Due 02/20/06

Issue Emphasis

- Coachbuilders Spotlight
- Subcontracting/Dealing with Networks
- Marketing & Advertising/Branding

May

Ad Closing 03/15/06
Materials Due 03/22/06

Issue Emphasis

- Networks
- Travel & Tourism
- New & Used Car Dealers

June

Ad Closing 04/14/06
Materials Due 04/21/06

Issue Emphasis

- Vehicle Maintenance
- Successful Operator Strategies
- Medical Transport
- Florida Regional Expo Review

July

Ad Closing 05/15/06
Materials Due 05/19/06

Issue Emphasis

- Annual Industry Source Book & Reference Directory
- Advertorials

August

Ad Closing 06/14/06
Materials Due 06/20/06

Issue Emphasis

- Operations Management
- Improving Customer Service
- Limousine Industry Hall of Fame Inductees

September

Ad Closing 07/14/06
Materials Due 07/20/06

Issue Emphasis

- Software & Technology
- Online Marketing
- Reservation & Dispatch Management Systems

October

Ad Closing 08/15/06
Materials Due 08/21/06

Issue Emphasis

- Pre-Show Issue
- Funeral Business
- Holiday Marketing

November

Ad Closing 09/15/06
Materials Due 09/21/06

Issue Emphasis

- Show Issue
- Buying/Selling/Leasing & Financing
- Corporate Business

December

Ad Closing 10/13/06
Materials Due 10/19/06

Issue Emphasis

- Insurance
- Year in Review
- Business Planning