



MASSACHUSETTS
ASSOCIATION OF
REALTORS®

www.marealtor.com

BAY STATE REALTOR®

2016 Editorial Calendar

ISSUE	EDITORIAL FOCUS	
JANUARY/FEBRUARY	Winter Marketing: Tips, tools, and tricks to keep REALTORS® on their game during the colder months of the year.	
Editorial Due:	November 13, 2015	Ad Materials Due: November 25, 2015
Ad Reservation Deadline:	November 18, 2015	
MARCH/APRIL	The Social Sale: A look into how REALTORS® build and promote their brand through social, print, and other media.	
Editorial Due:	January 15, 2016	Ad Materials Due: January 29, 2016
Ad Reservation Deadline:	January 22, 2016	
MAY/JUNE	Avoiding Potential Pitfalls: Information on regulatory issues and real estate law that every agent and broker need to know to stay out of hot water in their business dealings.	
Editorial Due:	March 14, 2016	Ad Materials Due: March 28, 2016
Ad Reservation Deadline:	March 21, 2016	
JULY/AUGUST	"Wicked" Smart...Homes: A comprehensive look at new and improving home technologies and how REALTORS® can leverage them to sell more houses while better educating their clients.	
Editorial Due:	May 09, 2016	Ad Materials Due: May 27, 2016
Ad Reservation Deadline:	May 16, 2016	
SEPTEMBER/OCTOBER	MAR Conference & Tradeshow: 2016 MAR Conference & Tradeshow Special Section featuring the most anticipated speakers, courses, and event highlights.	
Editorial Due:	July 11, 2016	Ad Materials Due: July 29, 2016
Ad Reservation Deadline:	July 18, 2016	
NOVEMBER/DECEMBER	Finding the Time: Professional resolutions to help REALTORS® grow their business in 2017 and beyond.	
Editorial Due:	September 12, 2016	Ad Materials Due: October 3, 2016
Ad Reservation Deadline:	September 19, 2016	