

# ICFM 2007 EDITORIAL CALENDAR

<b>Issue</b>	<b>Editorial Focus</b>	<b>Ad Space Deadline*</b>	<b>Ad Materials Due*</b>
January	2007 Convention Program Issue <b>ICFM Celebrates ICFA's 10th Anniversary!</b> <b>Bonus Circulation: 14,000+ issues –</b> <i>Double the exposure, same low rates</i>	November 17	December 8
February	Cemetery & Funeral Home Design & Maintenance	January 10	January 17
March/April	Convention Onsite Issue <b>Bonus Circulation: 2007 Onsite Convention Issue—Includes exhibitor company profiles</b>	February 2	February 13
May	Personalization Honoring the ICFA KIP Awards Winners	April 5	April 13
June	Post-Convention Wrap Up Including photos from the Expo Hall	April 27	May 9
July	Caskets & Mausoleums <b>Bonus circulation: ICFA University</b>	May 25	June 8
August/September	Legal & Legislative Concerns Exclusive coverage and extensive shelf life	June 22	July 9
October	Cremation <b>Bonus circulation: ICFA Fall Management Conference</b>	August 31	September 13
November	Preneed Sales & Marketing	September 28	October 10
December	Management Issues	October 25	November 7

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## **International Cemetery & Funeral Management**

**The only official publication of the International Cemetery and Funeral Association**

**NOTE: All issues receive additional Bonus Circulation of 100-1,000 issues through ongoing distribution at state and regional meetings!**

\* Dates subject to change. **These are deadlines for advertisements, not editorial copy.** For information on submitting press releases and articles, please see Press Release Guidelines and Author Guidelines at [www.icfa.org/icfm.htm#contribute](http://www.icfa.org/icfm.htm#contribute), or call Susan Loving, managing editor, at 1-800-645-7700, extension 1222.