

ICFM 2003 EDITORIAL CALENDAR

Issue	Editorial Focus	Space Deadline*	Materials Due*
January	2003 Convention Program Issue Bonus Circulation: 12,000+ issues. Double the exposure, same low rates!	November 22	December 12
February	Cemetery & Funeral Home Maintenance — Just in time for readers' "Spring Cleaning" plans	January 7	January 17
March/April	Alternatives to Tradition Bonus Circulation: 2003 Onsite Convention Issue	February 3	February 17
May	Post-Convention Coverage News & Views from the Convention. And of course, those fabulous Expo photos!	April 4	April 17
June	Preneed Sales & Marketing Authoritative coverage from an association that <i>knows</i> preneed.	May 2	May 15
July	Caskets & Mausoleums Covering the industry's "bread and butter."	June 4	June 17
August/September	Legal & Legislative Readers' most valuable reference issue!	July 8	July 21
October	Cremation Consistently ranked #1 concern in ICFA member surveys!	September 3	September 17
November	Cemetery/Funeral Home Design From nips and tucks to full-fledged face lifts.	October 3	October 15
December	Grief & Memorialization Getting to the heart of all that our readers do.	October 31	November 12

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TO PLACE YOUR AD!**

International Cemetery & Funeral Management
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*Dates subject to change