

2008 Inc. Print/Online Editorial Calendar

JANUARY

Print: The Fast Fast Lives of Serial Entrepreneurs. Is serial entrepreneurship a thrill or an addiction, good for the economy or bad, the path to riches or the road to disappointment? Inc. presents an in-depth look at this growing phenomenon.

Online: User-Generated Content (UGC) searches for 30-under-30, for America's Coolest Internships, and for America's Weirdest businesses have all kicked off.

FEBRUARY

Print: Marketing A to Z. Marketing has never been more complex nor loaded with more opportunities. Inc. takes its readers through the New Basics and gives updates on some of the tried and sometimes-true strategies. We call on well-known entrepreneurs for advice and insight on what works.

Online: America's Coolest Internships (UGC). UGC search for America's Sexiest Entrepreneur kicks off.

MARCH

Print: Compensation. Entrepreneurs can pay themselves as much as they want (or have) or as little. In this special feature package, we report on the compensation strategies employed by smart CEOs, and also on how they compensate their top lieutenants.

Online: America's Weirdest Businesses (UGC)

APRIL

Print: The Ultimate Valuation Guide. In this annual report, Inc. answers the question on every entrepreneur's mind: How much is my company worth? Charts, worksheets, and analysis are all part of this signature feature package.

Online: Our exclusive annual guide and a searchable database to help you determine what your business is worth. **Plus:** How to Get Bought by Google. And a Hot or Not Guide to privately held businesses in 10 industries.

MAY

Print: Global Business. As capitalism spreads, so do foreign-based entrepreneurs trolling for untapped markets. In this annual feature, we hear from some of these bright, ambitious, and successful newcomers. Plus, an in-depth survey of company founders and CEOs on one of the thorniest problems of the age: how to remain productive amid digital and information over-load.

Online: The Sexiest Entrepreneurs Alive. Readers submit their own nominees and vote for a winner. (UGC)

Plus: Love Entrepreneurial Style: What it's like to be young, single, and driven.

Also: America's Best Lemonade Stand Kicks Off: Running from May until September.

JUNE:

Print: Innovation. By definition, the act of entrepreneurship is innovative. Entrepreneurs look at systems, products, and designs, and see how they can be done better and more profitably. They invent new ways of manufacturing and marketing; they discover things. Inc. reports monthly on innovative entrepreneurs. In this special feature, we bring together the sharpest entrepreneurial

minds in business—and the innovations that are putting them on the map.

Online: The Inner City 100. One hundred success stories from the inner city. Profile of the No. 1 company. **PLUS:** UGC kick off for Hometown Heroes.

JULY

Print: Start-up Fever. This is one of Inc.'s best sellers. In it, we check out the most fascinating start-up companies and the men and women behind them.

Online: 30-Under-30: America's coolest entrepreneurs under the age of 30. Profiles, slideshows, and podcasts with honorees. **Plus:** UGC kickoff for America's Best Family Businesses.

AUGUST

Print: Small Giants. Not every entrepreneur wants to take over the world. Some just want to have the best company of its kind and influence the community around them. In this feature, we profile some of the entrepreneurs who've made conscious choices to stay small but influential.

Online: Hometown Heroes. Readers nominate entrepreneurs who've made a difference in their own home towns. (UGC)

PLUS: Is your business a Small Giant? (UGC)

SEPTEMBER

Print: The Inc. 500—inarguably the most highly anticipated issue of the year. This will be Inc.'s 28th year of finding and ranking and reporting on the fastest growing companies in America.

Online: The entire Inc. 5,000. Profiles of the 5,000 fastest growing companies in America. The fastest growing companies owned by women. The fastest growing companies owned by minorities. **Plus:** Charts, slideshows, podcasts, video. Hot products. Youngest CEOs. Most likely to IPO.

PLUS: UGC kickoff for America's Most Admired Entrepreneurs.

OCTOBER

Print: The Reader Survey. Inc. readers hold strong opinions. We tap into this pool of knowledge and experience and ask them for feedback on vendors, services, websites, blogs, etc., and what they like, don't like--and why.

Online: The 100 Best Family-Run Businesses in America (UGC)

NOVEMBER

Print: The Eco-Advantage. Green is now a basic and uncontroversial part of the economic landscape. Beginning with its first list of forward-thinking green companies—The Green 50—Inc. has returned yearly to this important subject, reporting on the latest thinking, companies, and trends.

Online: The Dirty 30. Thirty top politically incorrect businesses. (UGC)

DECEMBER

Print: Entrepreneur of the Year. In this issue, Inc. turns a spotlight on an entrepreneur who conducts business in a way that deserves the attention and accolades of his or her peers.

Online: The 100 Most Admired Entrepreneurs in America. (UGC). **Plus:** The 10 Most Despised. (UGC). **Plus:** Holiday Gift Guide.

Note: This editorial calendar is subject to change.