

RESORT AND RECREATION MAGAZINE – 2009 EDITORIAL SCHEDULE & CONTENTS (v.12.02.08)

ISSUE	JAN/FEB	MAR/APRIL	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
THEMES	SALES + MARKETING	VACATION OWNERSHIP + DEVELOPMENT/FINANCE	SUN + FUN	FFE - CONSTRUCTION + INSTALLATIONS	TECHNOLOGY	ARCHITECTURE + DESIGN
SPECIALS	STATE OF THE INDUSTRY: WHERE TO PUT THE MONEY NOW GET YOUR SHARE OF Groups, Meetings & Conventions BUSINESS	WHY PLAY MATTERS PGA GOLF SHOW American Resort Development Association (ARDA) CONFERENCE: BONUS DISTRIBUTION	HITEC TECHNOLOGY PREVIEW WATERPARK CONSTRUCTION REPORT	The Best in Furnishings, Flooring, Wallcoverings and other R+R Industry Installations IHRSA Trade Show Report	TECHNOLOGY PAVILION: Using Technology To Improve Services and Drive Revenues Spa & Waterpark Conferences HOLIDAY SPA RETAIL	BUYER'S GUIDE Section DESIGN SHOWCASE: Cutting edge Construction, Design, Renovations and Installations Waterpark Industry Report
DESIGNER'S NOTEBOOK	Developer's Showcase: Winning Floor Plans	Overcoming & Rebuilding From Natural Disasters	Aquatics/ Pools + Outdoor Spaces	Golf + Club Operations	Spa + Fitness	
FRONTLINE TACTICS		Catering	Managing Weddings Events	Maximizing Travel Agency Business	HR Essentials	
RESORT LIFE – Sustainable Hospitality	Profitable Energy and Environmental Practices in Hospitality & Recreation	Profitable Energy and Environmental Practices in Hospitality & Recreation	Profitable Energy and Environmental Practices in Hospitality & Recreation	Profitable Energy and Environmental Practices in Hospitality & Recreation	Profitable Energy and Environmental Practices in Hospitality & Recreation	Profitable Energy and Environmental Practices in Hospitality & Recreation
DEPARTMENTS: AQUATICS + Water Play Product Listings	Maximizing Your Poolside Revenues Cabanas/Umbrellas, Food/Beverage, Swim Diapers, Sunscreens, Toys	Aquatics Safety: Insurance, AED's, Lifeguards, Surfaces, Risk Mgmt Chemicals + Sanitizers	Water Slide Design and Installation Guide Rafts + Flotation	DESIGN THEMES + PLAN / DESIGN / BUILD Concerns Sanitation, Filters, Controls, Motors, Heaters	Waves of Fun – Technology Innovations Around Aquatics & Water Play Fountains + Sprays	Facilities / Design Accessibility, Coatings, HVAC, Lighting, Lockers, Shade Structures + Signage
FITNESS FOCUS		Purchasing: Equipping for resort fitness demographics Products: Accessibility		Destination Fitness Program Marketing: Nutrition, Pilates, Yoga, etc. Products: Pilates/Mats/Weights		Facilities / Design: HVAC, Flooring, Lighting Products: Strength Training
GOLF + CLUB	REVENUE TRENDS: Tanning Issues and Opportunities	Course Management: Golf Cars & Equipment	Course Design + Playability Issues	Pro Shop + Retail Opportunities	Group Outings + Events Management Products: Tabletops, Strututres	
RECREATION	Snow/Ski Recreation + Adventure Travel Product Listings: Snowmobiles	Game Leaders, Beach/Waterfront Recreation Product Listings: Watercraft	Playgrounds, Play Structures and Safety Surfacing Product Listings: ATV's	Tours: ATV's, Bikes, Ground/Bus/Van, Snow, Water Product Listings: Bikes	Partnering with Rail Travel Best Recreation Activities Product Listings: Vans/Shuttles	Site Furnishings + Bridges, Cabanas, Structures, Shelters, Gazebos
VACATION OWNERSHIP/ CONDO / FRACTIONALS		Finance, Real Estate and Doing the Deal	VO Toolkit: Insurance and Risk Mgmt	Play Amenities and Recreation for Increased Sales	Sales Center Operations + Technology	
WHAT'S NEW:	Spa	Laundry/Housekeeping	Rooms / Lodging	Waterpark Rides, Surf & Sprays	Golf	
COLUMNS: SPA + SALON	Resort + Spa Retail: Nutrition and Energy Drinks and Supplements	Sales + Marketing Trends – Best Practices	BODY AND SKINCARE: What's Working Now Products: Aromatherapy		Spa Education + Equipment Products: Tables/Beds, Chairs	Designing the SPA EXPERIENCE
TECHNOLOGY	SNOWMAKING Locks + Security	REVENUE MANAGEMENT Locks + Security	BUSINESS CENTERS: Tools + Technology Locks + Security	ENERGY MANAGEMENT Locks + Security	POS / GDS / CRM + Online Booking Locks + Security	
Ad Space Reservations	1/11/09	2/28/09	4/10/09	6/01/09	8/20/09	10/20/09
Ad Materials Due	1/18/09	3/05/09	4/15/09	6/05/09	8/25/09	10/25/09
Mails	2/01/09	3/15/09	4/25/09	6/15/09	9/15/09	11/15/09