

editorial

Calendar 2008

Editorial Guidelines:

We rely on our reputation and integrity to win the loyalty of our readership. *Modern Homes* is known for its high-quality journalism and editorial standards. It is this attention to detail that makes a majority of our readership report that they feel *Modern Homes* is a credible source of industry information—and we want to keep it that way. It is why more than 81 percent read half or more of every issue.

Get YOUR story in *Modern Homes*:

- *Modern Homes*' popular departments. Seventy-four percent report they regularly review the *Cutting Edge*. These readers are looking for information on new products and technologies. Sixty-two percent report reading *Movers & Shakers*. These departments accept press releases about new product announcements, personnel moves and business triumphs, such as charitable gifts and awards. MHI members and advertisers are given preferential treatment for placement in these very popular columns.
- *Modern Homes* regularly interviews industry leaders and people with unique stories. Be sure to tell us about your expertise and let us know about any programs that might showcase an industry best practice. We might include you in an upcoming story if we know about it.

Sixty-two percent of our readers used an idea from an article, so be sure to add our editor, Laura Armstrong, to your press release list at larmstrong@mfghome.org.

ISSUE	EDITORIAL FOCUS	BONUS CIRCULATION
January-February	A Year of Challenges & Opportunities	Louisville Manufactured Housing Show; Omaha Manufactured Housing Show
March-April	Reaching Out to Build New Markets	National Congress and Expo; South Central Manufactured Housing Show
Summer	Industry Awards/ Best Practices	
Fall	Finance Focus (including community and retailer pieces)	

Departments at-a-glance

Perspectives

MHI President Gail Cardwell shares her thoughts

Technologies

Research and development activities

Movers & Shakers

Recognizing industry leaders

Code Insider

Industry insider news

FYI

Quick news & events

Marketplace

Quick company references

Capital View

Issues that affect the manufactured housing industry

Calendar of Events

Meetings, programs and shows

Cutting Edge

New products and innovative techniques

Modular In Focus

Modular housing industry information

