

## Chief Executive / 2018 Editorial Calendar

|                               |   |   |  |  |  |  |
|-------------------------------|---|---|--|--|--|--|
| Leaders (In Every issue)      | <b>New Column: Legal Watch.</b> From upcoming Supreme Court decisions to regulatory changes and recent rulings you need to know about, our new column is tailored exclusively to legal issues of critical importance to CEOs with a distinctive voice you won't read anywhere else.   | <b>Column: Jeff Sonnenfeld on Leadership/Talent.</b> One of the most widely cited and well-known management experts in America brings his insights, ideas and experience to the readers of Chief Executive each issue.  | <b>New Column: Dealmasters.</b> A consummate dealmaker shares their hard-won tips and tricks as we spotlight M&A trends in crucial categories: Manufacturing (Jan/Feb), Healthcare (March/April), Energy (May/June), Canada & Mexico (July/Aug), Asia Pacific & Europe (Sept./Oct.), Technology & Media (Nov./Dec) | <b>New Column: The Middle Market Report.</b> We'll focus attention each issue on critical issues and voices from America's largest and most important business segment, featuring exclusive data from the National Center for the Middle Market. | <b>New Column: Crash Course.</b> Real CEOs tackling their most intractable problems with candor and insight. Technology. People. Real estate. Acquisitions. Growth. Real-world problems — and real world solutions — you can learn from in every issue.                              | <b>New Column: Data Dive: Each issue will highlight exclusive research and insights you won't anywhere else, like our CEO Confidence Index, Comp Report, CEO Tracking Poll.</b>  |
| Issue Date Theme              | <b>Jan/Feb</b><br>Cybersecurity. Yahoo. Equifax. The State Department. It isn't a question of if you'll be hit, but when. And what happens after? We kick off a year-long Special Report: In every single issue of Chief Executive, and every week online at ChiefExecutive.net, we'll meet experts, get insights and discuss hard truths about how to handle the new normal of our interconnected world. | <b>Mar/Apr</b><br>Maker 20. New franchise List. We'll introduce you to the 20 most influential men and women behind manufacturing's new revolution, and hear what they have to say about what comes next.   | <b>May/June</b><br>Best & Worst States for Business. Our annual look at who's creating the right environment for your company to grow and flourish in the years to come.   | <b>Jul/Aug</b><br>CEO of The Year. This peer-selected annual celebration a top-performing corporate leader is one of the highlights of the business year in America.   | <b>Sep/Oct</b><br>The Company of the Future. From AI to VR, transformative technologies are reshaping the way business gets done. But it's way more than just the tech. It's the strategy, the thinking and most of all, the culture that's reshaping companies in radical new ways. | <b>Nov/Dec</b><br>CEO Outlook. Our annual look into the crystal ball from business leaders across America. What are they watching, and why?  |
| Special Report                | <b>R&amp;D Revolution.</b> How innovative middle-market companies approach R&D, using strategic approach, tight focus and bottom-to-top dedication to compete with larger rivals and create innovation pipelines that position them for success over the long-term.   | <b>Cybersecurity/IOT.</b> A world of interconnected, data-driven machinery is particularly vulnerable to hackers. Here's what manufacturers need to know about the state of threats to IoT.   | <b>Cybersecurity / The Hardened Company.</b> Safety isn't really about being impossible to hack. The trick is to be harder to hack than someone else. Tips and tricks to making the bad guys pass you by.  | <b>Cybersecurity / The CEO Guide to Resilience.</b> You're going to get hacked. It's what you do next that counts. A step-by-step plan to create the kind of company that can take a hit and recover.  | <b>Cybersecurity / NextTech.</b> What techniques and technologies will keep you one step ahead of a very fast changing world? A look.  | <b>Cybersecurity / The Future.</b> What are the threats we'll all be facing down the road? We'll poll cyber security experts across industries and around the globe.   |
| Focus Feature                 | <b>Top of Mind.</b> In conjunction with our sister publication Corporate Board Member, an exclusive poll reveals what's on the mind of directors around the nation.   | <b>Going Global.</b> From IP issues to changes in trade policy, navigating international business is trickier than ever... and getting the right advice is critical.  | <b>Family Business.</b> There's no greater challenge than preparing the next generation of leaders for the family enterprise, and planning how they'll take the reins when they're ready.  | <b>Executive Education.</b> The right programs will refresh and reinvigorate you, without taking up too much of your time. Here's what to look for.  |  |  |
| <b>Regular Features</b>       |   |   |  |  |  |  |
| Economic Development          | <b>Regional Economic Coverage: Southwestern U.S.</b>  | <b>Regional Economic Coverage: Northeastern U.S.</b>  |  | <b>Regional Economic Coverage: Western U.S.</b>  | <b>Regional Economic Coverage: Southeastern U.S.</b>   | <b>Regional Economic Coverage: Midwestern U.S.</b>   |
| Executive Health              | No  | <b>Fixing Healthcare.</b> No issue is as critical or daunting for American business as repairing the nation's healthcare system — it's too important to leave to Washington alone. Business leaders share practical solutions and step in where lawmakers cannot. | <b>A Culture of Wellness.</b> How to develop a high-performance culture that puts well-being high on the agenda.   | No   | <b>High Health ROI.</b> What does the latest research tell us about how the best ways create and maintain the health of your top performers?   | No   |
| Plane Advantage               | No  | No  | <b>The Connected Cabin.</b> Business jet travelers increasingly expect cabins of their jets to deliver connectivity. A look at the potential—and the potential limitations of—connected cabin technologies, and what these powers mean for C suite business jet travelers and their teams.                         | <b>Membership Privileges.</b> New jet access models, which provide access to a fleet of aircraft for a membership fee, are on the rise. This article will guide CEOs through the latest programs available and how to best evaluate the choices. | No   | <b>Onboard Data Security.</b> A guide to tackling the threats posed by unsecured communications on business aircraft—such as open Wi-Fi networks, or allowing traffic to go through servers controlled by foreign governments—as well as recommended corporate policies and technologies for protecting such data. |
| Executive Meetings & Retreats | No  | <b>Best Practices for Destination Selection:</b> Insights for CEOs on choosing the best destinations for their corporate meetings and events.   | No   | No   | <b>Board Meeting Best Practices:</b> How to boost the effectiveness of a board's annual strategy session. Plus: Top venues for small, multi-day gatherings.  | No   |
| Incentives & Gifts            | No  |   | No   | No   |  | Yes  |