

# Carolina BUSINESS™

## Editorial Content

### Section A: General Business

Monthly articles in this section cover topics such as:

Accounting Techniques	Employee Retention	Legal	Security
Accounts Receivable	Employee Training	Management	Taxes
Advertising	Ethics	Marketing	Technology
Business Etiquette	Foreign Trade	Negotiating	Time Management
Business Growth	Fringe Benefits	Overseas Business	Training
Cultural Awareness	Health	Past Due Accounts	Waste Handling
Communications	Hiring & Keeping Employees	Personnel	Website Design/Maintenance
Customer Service	Improving Job Efficiency	Record Keeping	Worker Motivation
E-Commerce	Internet Business	Recruiting	Worker's Compensation
Education	Investment Opportunities	Sales	Workplace Safety

Plus this section contains a Community Focus each month on a different town or county in our circulation area:

#### 2011

January..... Craven County	July.....Greene County
February..... Sampson County	August.....Pender County
March..... New Hanover County	September.....Nash County
April..... Carteret County	October.....Franklin County
May..... Chowan County	November.....Granville County
June..... Brunswick County	December.....Halifax County

### Section B: Carolina Real Estate & Investments

Monthly articles in this section cover topics such as:

Appraisals	Information Highways	Neighborhood Identity	Real Estate Insurance
Architecture	Investment Property	Ownership Choices	Real Estate Laws
Attracting New Industries	Investments	Pre-Purchase Testing	Real Estate Selling
Commercial Conversions	Land Development	Presentations	Regional Development
Economic Development	Land Leases	Property Management	Resort Property
Efficient Buildings	Negotiations	Property Transfers	Tax Laws

Plus economic development features on the following:

#### 2011

March..... Research Triangle Region	September..... Research Triangle Region
April..... Eastern Region	October..... Eastern Region
May..... Northeastern Region	November..... Northeastern Region
June..... Southeastern Region	December..... Southeastern Region

### Feature

Articles in this section cover these specific topics each month:

	Closing Date
2011	
JANUARY..... Workplace Safety, Security, Going Green.....	Dec. 28, 2010
FEBRUARY..... Construction, Engineering, Architecture, Interior Design.....	Jan. 27, 2011
MARCH..... Conventions, Meetings, Business Travel, Vacations.....	Feb. 24
APRIL..... Community College Month/Education.....	Mar. 31
MAY..... Hospitality & Tourism.....	Apr. 28
JUNE..... Banking & Business Finance; Technology & E-Commerce.....	May 26
JULY..... Human Resources: Employee Benefits, Retirement, Pension Plans, Health Care.....	June 30
AUGUST..... Helping Your Environment; Education and Training; Business Incubators.....	July 28
SEPTEMBER..... Advertising, Marketing, & Consulting; Corporate Gifts.....	Aug. 25
OCTOBER..... Law.....	Sept. 29
NOVEMBER..... Who's Who in North Carolina Business (free story about your company with an ad).....	Oct. 27
DECEMBER..... Power, Energy, Waste Handling, Recycling.....	Dec. 1