

2010 CFO Editorial Calendar

| Issue | Topline | Feature Story | In Practice | Space Close | Materials Due | Readership Study | Banner Ad Study | Bonus Distribution |
|------------------------------|--|---------------------------------------|---|-------------|---------------|------------------|-----------------|--|
| January/ February | <i>CFO</i> Duke Business Outlook/Top Concerns Survey | Human Capital | | 11/20/09 | 12/1/09 | | | CFO Conferences: Corporate Performance Management 1/31-2/2 –New York, NY |
| March | | Banking & Finance Special Section | T&E Expense Management | 1/15/10 | 2/1/10 | | | CFO Conferences: 17 th Annual CFO Rising March 7-10 – Orlando |
| April | <i>CFO</i> Duke Business Outlook/Top Concerns Survey | | Travel 401K Buyers Guide Part 1 | 2/15/10 | 3/1/10 | ✓ | ✓ | RIMS 4/25-4/29 – Boston |
| May | | Risk Management | 401k Buyers Guide Part 2 | 3/15/10 | 4/2/10 | | ✓ | CFO Conferences: The CFO Green Conference New York, NY EuroFinance 5/5-5/7 –Miami |
| June | | The World of Consulting | Travel & Entertainment Working Capital Scorecard | 4/15/10 | 5/3/10 | | | |
| July/ August | <i>CFO</i> Duke Business Outlook/Top Concerns Survey | Women In Finance | | 5/17/10 | 6/1/10 | ✓ | | |
| September | | | | 7/15/10 | 8/2/10 | ✓ | ✓ | CFO Conferences: The 5 th Annual CFO Rising West Las Vegas |
| October | <i>CFO</i> Duke Business Outlook/Top Concerns Survey | | | 8/16/10 | 9/1/10 | | | |
| November | | Careers and Compensation Survey | | 9/15/10 | 10/1/10 | ✓ | ✓ | |
| December | | | Pensions/401K Trends | 10/15/10 | 11/1/10 | | | |
| January/ February 2011 | | | | 11/15/10 | 12/1/10 | | | |

*Note: Editorial calendar subject to change

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9/21/09

It doesn't happen until our readers say yes. **CFO**

2010 CFO Editorial Calendar by Category

Accounting/Auditing

Banking/Finance

"Credit & Capital Markets" column in every issue

| | |
|--------------|---|
| January/Feb. | CFO/Duke Business Outlook/Top Concerns Survey |
| March | Banking & Finance Special Section |
| April | CFO/Duke Business Outlook/Top Concerns Survey |
| July/August | CFO/Duke Business Outlook/Top Concerns Survey Woman In Finance |
| October | CFO/Duke Business Outlook/Top Concerns Survey |

Benefits/Insurance

| | |
|-------------|--|
| January/Feb | Human Capital |
| April | 401(k) Buyer's Guide: Part 1 |
| May | 401(k) Buyer's Guide Part 2 Risk Management |
| November | Careers and Compensation Survey |
| December | Pensions/401(k) Trends |

Technology

"In Tech" column in every issue

| | |
|-------|------------------------|
| March | T&E Expense Management |
|-------|------------------------|

Thought Leadership/Strategy

"Leadership" Column in every issue

| | |
|-------------|---|
| January/Feb | CFO/Duke Business Outlook/Top Concerns Survey |
| April | CFO/Duke Business Outlook/Top Concerns Survey |
| June | The World of Consulting Working Capital Scorecard |
| July/August | CFO/Duke Business Outlook/Top Concerns Survey Women In Finance |
| October | CFO/Duke Business Outlook/Top Concerns Survey |
| November | Careers & Compensation Survey |

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