

LEADERS Editorial Policy

LEADERS is the only magazine that deals with the broad range of leadership thoughts and visions of the world's most influential people.

It is written by the world's leaders and has been described as "the exclusive boardroom of the best and the brightest."

The purpose of LEADERS Magazine is to present thoughts to a worldwide audience of their contemporaries, who can put to use their ideas and philosophies for the betterment of mankind.

LEADERS Magazine is a forum of thought.

The articles and interviews that appear in the magazine represent the considered thoughts of the world leadership community. These experts are well recognized as being at the top of their respected fields and are chosen to contribute for that reason, without commercial considerations.

No one is paid to write or be interviewed, and Leaders accepts no remuneration for any editorial feature.

LEADERS Magazine is a careful blend of international business, management, opinion and analysis, lifestyle, and technology. In most every case, the treatment of these subjects in LEADERS is different from the homogenization of ideas found in most other publications.

The focus of the LEADERS audience is upon:

- Coping with change
- Developing a vision
- Creating alignments and coalitions
- Setting directions
- Energizing strategies
- Creating a profitable future

Thus, the editorial content of LEADERS focuses upon the future.

- It does not record events.
- It does not provide historical background.

Instead, LEADERS assumes that the reader is well aware of the antecedents and origins of subjects covered. This assumption is correct. The world's leadership community most certainly is the most overcommunicated group of people. They have virtually unlimited information resources at their disposal.

LEADERS Magazine is...

the only worldwide magazine that deals with the broad range of leadership thoughts and visions of the world's most influential people.

It is a quarterly forum for those select individuals who, by their position of leadership, exercise inherent influence and commanding authority over the allocation of the world's human and material resources.

Unlike so many others, LEADERS is not a management publication aimed at improving the skills of the decision maker.

Rather, it is the one magazine that represents a forum of ideas and opinions on the major issues of change that distinguish the special province of the world's leaders.

LEADERS[®]
The Global Forum of Influence

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2009 PROPOSED EDITORIAL CALENDAR

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Following is a listing of special features in preparation for 2009's issues. It should be noted that these are in addition to LEADERS' regular feature articles and interviews, and are subject to change:

JANUARY/FEBRUARY/MARCH

- Leaders In Hospitality: A Special Guide to the World's Best Hotels and Resorts
- Executive Meetings: The Best Locations for Corporate Events
- Healthcare: Challenges and Solutions for Future Generations
- Financial Services: Leaders in Banking and Finance
- Branding: How to Create Brand Value and Customer Loyalty
- Investment and Tourism Guides
 - China
 - India
 - Mexico
 - Russia
 - Turkey

APRIL/MAY/JUNE

- Philanthropy: Giving in a Time of Crisis
- Real Estate: A Valuable Investment
- Energy and Power: Meeting Global Needs
- Emerging Markets: Opportunities for Growth
- Management Challenges: The Evolving Role of the CEO
- Investment and Tourism Guides
 - Brazil
 - Germany
 - Romania
 - Qatar
 - Uganda

JULY/AUGUST/SEPTEMBER

- Investing in Society: Making a Difference
- Emerging Leaders: The Growth Companies of Tomorrow
- Human Capital: Finding the Right People for Success
- Technology: Changing the Way Companies Operate
- Pharmaceuticals: Research and Development
- Investment and Tourism Guides
 - Argentina
 - Dubai
 - Japan
 - Poland
 - South Africa

OCTOBER/NOVEMBER/DECEMBER

- The World Bank: Addressing the Needs of the Developing World
- World Stock Exchanges: The Future of Trading
- Entrepreneurship and Innovation
- Education: Preparing the Next Generation of Leaders
- Defining Luxury: The Best Brands with the Best Products
- Investment and Tourism Guides
 - Hungary
 - Korea
 - New York
 - Spain
 - Venezuela

And of course, fascinating interviews with CEOs, government leaders, analysts, and money movers are the highlights and the most widely read pieces in every issue.

EDITORIAL DEADLINES

- September 15 for the January/February/March issue
- December 15 for the April/May/June issue
- March 15 for the July/August/September issue
- June 15 for the October/November/December issue

EDITORIAL REQUIREMENTS

- Required for each editorial feature:**
- 950 –1,000 words, typed, double-spaced.
 - A color photo, slide, or transparency of the author.
 - Biographical information – biography and/or curriculum vitae.
 - The author's business card to indicate exactly how the byline should appear.
 - Background photos to illustrate the article are welcome but not required.