



MainStreet
WHERE LIFE AND MONEY INTERSECT

2008 Editorial Calendar



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Monday

“It Happened Last Week”

From births to deaths, from new successes to crushing failures, a synopsis of the previous week’s events.

Tuesday

“The Beautiful People/The Giants Among Us”

What’s happening in the world of celebrities, business titans and political leaders, this profile-driven feature brings us recent stories and trends affecting the famous and powerful.

Wednesday

“Person of The Week”

An analytical look at a high-profile newsmaker.

Thursday

“Photo of The Week”

The most striking, powerful image of the week.

Friday

“Most Popular Stories of The Week”

The most emailed, commented on, viewed, tagged stories of the week.



Monthly features will initially focus on two distinct story types:

Twelve-Month Money Makeover: A step-by-step plan to improve your overall financial profile, covering all the major aspects of your life. The Twelve-Month Money Makeover (“TMMM”) will not only allow users of MainStreet.com to take control of their financial lives, it will allow them to connect with a community of like-minded individuals.

Seasonal Programming: Each month brings with it a season of beginnings: From June weddings to September’s new school year, our seasonal programming will combine the best of our evergreen content with a timely, topical event.



Twelve-Month Money Makeover

Month 1: New Year's Special/Maximizing Your Employment Benefits and Retirement Savings

Start the new year right by examining your employment benefits and re-considering your retirement plan. We examine trends in employee benefits and new ways to increase the probability of reaching your retirement goals.

Winter Vacation Watch: Where Are the Famous Vacationing This Year?

Travel the globe to see where the rich and famous are spending their winters. From the slopes of Aspen to the beaches of St. Bart's, we see the world through their eyes and gain valuable tips and ideas on planning our own vacations.



Twelve-Month Money Makeover

Month 2: Starting an Emergency Fund

Having an emergency fund is an essential wealth-building tool for these uncertain times. Without one, your entire financial plan can be derailed by the unexpected at any moment. We'll show you the tips and tricks to pain-free savings, and introduce you to the folks who've been spared from disaster because of a little smart planning.

Valentine's Day

How do the glamorous and famous show off their romantic side? We'll learn about their upcoming Valentine's Day plans and discover the most expensive, elaborate Valentine's Day gifts money can buy. Plus, how to get something for your partner that will show him or her you love them without breaking the bank.



Twelve-Month Money Makeover

Month 3: Making Sure You Have Enough Life Insurance

Will your family's way of life be protected if you were to die? Is there enough for their day-to-day life without your income? Can they keep the house? Save for college? This no-nonsense guide to life insurance will help you keep your family safe in the event of a tragedy.



Twelve-Month Money Makeover

Month 4: Updating Your Will

Are your last instructions up to date? Are they completely clear? Do they reflect the changes in your family's structure? Has your child become an adult since you last did your will? Have divorce and re-marriage changed your intentions? Leaving a well-thought out estate plan for your family can make all the difference for their future.

Tax Season Coverage

This year's candidates promise to be among the wealthiest presidential aspirants in history. What's inside their wallet? What do their tax returns look like? The annual rites of modern campaigning provide a rare glimpse into the private financial lives of our most public representatives.



Twelve-Month Money Makeover

Month 5: Home and Property and Casualty insurance

Are your biggest assets properly protected? What happens in the event of a hurricane? What's your liability if Junior gets into a car accident while driving your car? When's the last time you had that valuable collection of artwork appraised? When your nest egg is your nest, your garage is filled with "toys for boys" and your basement with expensive collectibles it's time to get serious about your exposure to potential loss and liability due to unexpected mishaps and disasters.

Mother's Day

She brought you into this world, now's the time to show her you care. Let's take a look at how the glamorous and famous celebrate the most important lady in their lives. Plus, ideas for making your mom feel like she's the best mom around.

Home-Buying Season

May is the beginning of home-buying season. What are the latest trends in housing? From TVs that disappear into the floor to climate-controlled humidors, we'll explore the "must-haves" for today's home.



Twelve-Month Money Makeover

Month 6: Budgeting For a Big Event.

Getting ready to tie the knot? Is your child graduating soon? Buying a round-the-world trip for you and your partner? Whatever the event, you'll enjoy it more if you've managed to pay for it without breaking the piggy bank. Saving for a big-life event can be easy if you just plan in advance. We'll show you how.

Graduation Season

Now is the time of year when we celebrate Junior's achievements. From new cars to new credit cards, we'll show you some smart and thoughtful ways to help him or her begin their next chapter on the right foot.

Wedding Season

It's the most special day of their lives but weddings can also put enormous financial burdens on a new family. We'll look at trends in weddings and gift-giving that can make the happiest day of a couple's life also their most financially savvy.



Twelve-Month Money Makeover

Month 7: Preventing Identity Theft

Identity theft is one of the most pervasive crimes in technologically advanced nations today. You may already be a victim and you don't even realize it. However, with a few smart moves, you can minimize the damage from being an identity theft victim and cut your exposure significantly. Learn how in this special section.

Independence Day Coverage

The spirit of our Founding Fathers lives on as a vital gift to today's citizens. Find out how this important anniversary is being celebrated throughout the country and see how the original principles of "life, liberty and the pursuit of happiness" remain strong in our increasingly complex and volatile economic landscape.

PLUS: Jim Cramer's open letter to America on the 4th of July



Twelve-Month Money Makeover

Month 8: Financial Record-Keeping

Are your financial goals closer than you think? How can you tell? Your financial records are a mess. You're not sure if you're doing well or falling behind. With the advent of the Internet and personal financial management software, you can now have a complete near-term and long-term picture of your financial life that updates automatically. Financial peace of mind has never been so close.

Summer Fun: The New American Vacation

Whatever happened to taking off the month of August? With Blackberries and laptops, the rules of vacations are changing dramatically. We'll explore the trends in America's leisure pursuits, discover how the rich and famous vacation and share some great ideas for making August your most relaxing month of the year.



Twelve-Month Money Makeover

Month 9: How to Start Your Own Business

As you shake off the sands of summer perhaps now is the time to think about a new professional start. Have you ever dreamed about going into business for yourself? If you're planning an entrepreneurial future, we'll show you the smart moves and how to make your new launch a success.

Back to School Trends

September is the month of new school lunch boxes and fresh tuition bills. We'll consider the latest trends in education, present a sample budget for a year in college and explore the ever-growing suite of financial tools for saving for college and other education costs.



Twelve-Month Money Makeover

Month 10: Create a Living Will, Healthcare Proxy

October and November are often the season for open enrollment for healthcare and other employee benefit options. It's also the time to make sure you've fully considered your healthcare choices. With just a few minutes of effort, you can prepare a living will,

healthcare proxy and a durable power-of-attorney that will allow your family to continue to function in the event of an unexpected illness or accident.

Halloween

You can tell a lot about American culture by looking at the hot Halloween costumes being worn by the children on Main Street. We'll look at the tricks and the treats planned for Halloween 2008.



Twelve-Month Money Makeover

Month 11: Holiday Budgeting (A “Main Street Challenge” Event)

Holiday season is often filled with gift-giving and travel. But each year, Americans confront the realities of overspending with a new promise to rein things in. This year, stick to your holiday budget. We'll help you with a “Holiday Planning Main Street Challenge.” Share ideas with others on thoughtful holiday planning and achieve goals together with your friends on Main Street.

Holiday Gift Guide

Hot Christmas gift trends that will help you celebrate the holiday season in style with the people you care about.



Twelve-Month Money Makeover

Month 12: What to Do With Your Next Raise?/End-of-Year Planning

It's the end of the year. Smart decisions you make in December can help you all year long. Got a raise coming soon? We'll show you how you can leverage a simple raise into a financial windfall for achieving many of your most important financial goals. Make your New Year's resolutions with MainStreet.com.

The 2008 MainStreet.com Yearbook

A look at the best and the worst of the year. A summary of events around the globe that grabbed the attention of Main Street and helped shape 2008.



I. Twenty-Three “Money in Motion” Main Topics

Come to MainStreet.com to find out everything financial for every stage of your life.

BEGINNINGS

1. Helping your child leave for college
2. Leaving home for the first time
3. Buying a home
4. Getting married/partnered
5. Having a baby
6. Starting a new job
7. Launching a new business
8. Buying a new car
9. Beginning your retirement

ENDINGS

1. Selling a home
2. Getting divorced
3. Coping with the death of a parent
4. Coping with the death of your partner
5. Facing your own death

WINDFALLS

1. Receiving a lump sum
2. Receiving an inheritance
3. Winning a lottery prize or lawsuit settlement

CHALLENGES

1. Declaring bankruptcy
2. Surviving litigation and fraud
3. Dealing with becoming a crime victim
4. Handling a tax audit
5. Losing one’s home in a natural disaster
6. Coming to grips with long-term or terminal illness

II. Ninety-Four Part Articles Library

MainStreet.com is your one must-read financial resource. Come to MainStreet.com and peruse our library of personal financial topics.

1. Keep your consumer debt under control
2. Start saving for college
3. Start saving for retirement
4. Hire a financial advisor
5. Start to invest



6. Pay yourself first
7. Choose the right mutual funds
8. Get the best deal on a car
9. Make your money last as long as you do
10. Use your home equity wisely
11. Refinance your mortgage when prudent
12. Roll over your 401(k)
13. Outlast the market downturns
14. Teach your children well
15. Understand the basics of the stock market
16. Stash your cash in the right places
17. Get ready to sell your home
18. Get long-term care insurance
19. Build a common-sense stock portfolio
20. Combine your finances with your spouse or partner
21. Manage your mortgage well
22. Get the best lease on a car
23. Buy bonds wisely
24. Understand the math behind saving
25. Choose the right car-financing option
26. Keep your tax bill under control
27. Give financially-savvy gifts
28. Be cautious about borrowing from your 401(k)
29. Make your will
30. Set your financial goals
31. Keep your retirement plan on track
32. Get the right auto insurance
33. Set up a financial record-keeping system
34. Get and understand your credit report
35. Improve your credit score
36. Know how much you'll need in retirement
37. Understand your student loan options
38. Get out of credit card debt
39. Choose between debt reduction and investing
40. Get the most from dollar-cost averaging
41. Get life insurance
42. Ensure that buying a home is the right move
43. Cut your banking expenses
44. Understand your college-financing options
45. Be smart when it comes to co-signing loans
46. Lend money to family members—the right way
47. Get the right credit cards
48. Prevent identity theft
49. Consolidate your student loans
50. Create a prenuptial agreement
51. Avoid taking on too much debt
52. Survive an audit
53. Put your finances on autopilot
54. Protect your retirement stash
55. Get health insurance



56. Retire early
57. Lend your parents a financial hand
58. Get big results from small amounts
59. Take the right steps to manage an inheritance
60. Cut investment costs
61. Get a house down payment together
62. Pay off your mortgage early
63. Cut your spending through smart financial decisions
64. Create true financial security
65. Get disability insurance
66. Be a smart spender
67. Pass on your money—without spoiling your kids
68. Make the most of your employee benefit package
69. Choose between a new or used car
70. Get the best homeowner's insurance
71. Balance your wants with your needs
72. Get the best college buy
73. Beat affluenza
74. Get the best deal on a new house
75. Keep a healthy cash flow
76. Live better on less
77. Set up a budget
78. Create an emergency fund
79. Get financing for your new business
80. Protect yourself with renter's insurance
81. Set up a retirement plan for your business
82. Avoid an audit
83. Insure your health during retirement
84. Name a legal guardian for your children
85. Get help from a real estate professional
86. Recover from identity theft
87. Survive bankruptcy
88. Reclaim your credit after bankruptcy
89. Get liability insurance
90. Get the right legal assistance
91. Make a successful insurance claim
92. Create a domestic partnership agreement
93. Get the right tax assistance
94. Manage financial affairs after a death