

2008 EDITORIAL CALENDAR

Issue	Close	Mat Due	Features			Custom Media	Online Content	Events*
			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
1/7	12/25	12/27	Agency of the year: Global/National	Consumer Electronics				CES (BW)
1/14	1/1	1/3	Hispanic Marketing Report				Detroit Auto Show coverage (BW)	Detroit Auto Show (AW, BW, MW)
1/21	1/8	1/10	no issue				Marc Berman Webcast (1/22)	
1/28	1/15	1/17	Super Bowl Coverage				Super Bowl Coverage (AW, BW)	NATPE (AW, BW, MW) The Magazine Lifetime Achievement Awards Roundtable: Politics
			Political Report: Survey Ad influence on votes					
					Lifetime Magazine Achievement			
2/4	1/22	1/24	Political Report: PAC Influence on Political Advertising			Asian-American Marketing		CTAM Research (MW) Roundtable: Politics
			Hispanic Marketing Report					
2/11	1/30	2/1	no issue	Toy Fair	RAB Radio Report		Toy Fair (BW)	Kids Marketing Conference Toy Fair (BW) RAB 2008
2/18	2/5	2/7	Digital Special Report: Search Marketing					
			Digital Agency of the Year					

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2/25	2/12	2/14	Digital Special Report: Mobile Marketing			Family Friendly	Marc Berman Webcast (2/28)	Roundtable: Mobile Marketing NAA Publishers Conf. (MW)
			SPECIAL ISSUE: Mobile Marketing					
3/3	2/19	2/21	Hispanic Marketing Report				AAAA Media Conference	AAAA Media Conference (AW, BW, MW) Music & Money (MW, BW)
			AAAA Media Conference coverage/Media Agency of the Year		AAAA Media Conference coverage/Media Agency of the Year			
3/10	2/26	2/28	SPECIAL ISSUE: Design					
3/17	3/4	3/6	Special Report: Kids Upfront Auto Report			Mission/Sustainability	NY Auto Show (BW)	NY Auto Show (AW, BW, MW) POPAI Global Shop (BW)
			Creative Hall of Fame	Shopper Marketing				
3/24	3/11	3/13	Special Report: Media and Measurement				Sports Marketing VTS	TVB Conf. (AW, BW, MW) CTPAA Forum (MW)
			SPECIAL ISSUE: Media and Measurement		TVB: TV Stations Report		TVB coverage (MW) Marc Berman Webcast (3/25)	Roundtable: Media and Measurement
3/31	3/18	3/20	Political Report: Branding of a President Magazine Hot List			SRDS	CTIA coverage (BW)	MPA Retail Conf. (MW) Roundtable: Political
				Mobile Marketing Reality Check				
4/7	3/25	3/27	Hispanic Marketing Report			Cable Up!	NextGen video coverage (BW)	NextGen Events (BW) Reggie Awards PMA Annual Conf. (BW) NAB (MW)
			AAAA Management: Agency Report Cards	NextGen Marketers				
4/14	4/1	4/3	no issue			Reggie Awards & Promotional Marketing (BW)	PMA Coverage	New York Magazine Day (AW, BW, MW, E&P)

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			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
			Upfront I: Players					
4/21	4/8	4/10	SPECIAL ISSUE: Upfront Players					
Upfront II: Brand & Market Planning								
4/28	4/15	4/17	Media Agency Report Cards		Media Agency Report Cards		AAAA Management Conf. coverage (AW) Marc Berman Webcast (4/30)	Roundtable: Upfront AAAA Management Conf. (AW) International ANDY Awards (AW)
Digital Special Report: Digital Agency Report Cards								
5/5	4/22	4/24	SPECIAL ISSUE: Digital Services Marketing	FMI Food Marketing		Marketing to Women	FMI coverage (BW)	Roundtable: Report Cards FMI (BW) Marketing to Women
Digital Special Report: IMC coverage								
5/12	4/29	5/1	Clios Recap				Clio Coverage (AW) IMC coverage (MW)	Roundtable: IMC Clio (AW) IMC and Trade Show (MW) 13th Annual Peppy Awards iMedia Agency Summit (AW)
Upfront III: Digital Cable Report								
5/19	5/6	5/8	SPECIAL ISSUE: Emerging Media	Green Marketing		Shopper Marketing (BW)	Marc Berman Webcast (5/19) NCTA coverage (MW)	NCTA (MW) Shopper Marketing (BW) Social Responsibility (AW, BW, MW)
Upfront IV: Programming Report								
5/26	5/13	5/15				Event Marketing		
6/2	5/20	5/22	no issue			Executive Education Marketing to Teens		What Teens Want POPAl Annual Conf. (BW)
Political Report: Targeting Hispanic Voters								
6/9	5/27	5/29		Licensing		Trademarks & Copyrights	Licensing Show coverage (BW)	AAF National Conf. (AW, BW, MW) Licensing (BW) Roundtable: Political

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			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
			Media Plan of the Year	Super Brands	Media Plan of the Year			
6/16	6/3	6/5	SPECIAL ISSUE: Media Planning				Cannes coverage (AW) Media Plan of the Year coverage (AW, MW)	Cannes Lions (AW) MPOY (AW, BW, MW)
6/23	6/10	6/12	Upfront V: Marketplace Wrap-Up					
6/30	6/17	6/19	SPECIAL ISSUE: Digital/Creativity					
7/7	6/24	6/26	no issue	no issue	no issue	no issue		
7/14	7/1	7/3	Hispanic Marketing Report					
7/21	-	-	no issue	no issue	no issue	no issue		
7/28	7/15	7/17		Best of International Marketing		Marketing to Men	Marc Berman Webcast (7/29)	Marketing to Men (AW, BW, MW)
8/4	-	-	no issue	no issue	no issue	no issue		
8/11	7/29	7/31	Digital Special Report: TBA Hispanic Marketing Report					Roundtable
8/18	-	-	no issue	no issue	no issue	no issue		
8/25	8/12	8/14		Brands on the Verge				Dem. Convention Rep. Convention (AW, BW, MW)
9/1	-	-	no issue	no issue	no issue	no issue		

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			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
			Digital Hot List					
9/8	8/26	8/28		Marketer of the Year			Marketer of the Year	Marketer of the Year (BW)
9/15	9/2	9/4	no issue	Fashion Report	Fall TV Report		Marc Berman Webcast (9/16) NAB coverage (MW)	NAB Radio (MW)
9/22	9/9	9/11	Political Report: TBA			IAB Conference Profile Guide	Mediaweek 50 coverage (MW) Advertising Week coverage (AW)	Roundtable Advertising Week (AW) Motivation Show (BW)
			Hispanic Marketing Report					
				Incentive Marketing	Mediaweek 50			
			Media Outlook					
9/29	9/16	9/18	SPECIAL ISSUE: Media Outlook			Experiential Marketer		Buzz Awards (BW) AMC (AW, BW, MW)
			Salary Survey					
			Magazine Brand Leaders Hot List					
10/6	9/23	9/25					ANA coverage (BW) AMC coverage (MW)	DMA (BW)
10/13	9/30	10/2	no issue	Luxury Marketing Report				
			Hispanic Marketing Report					
10/20	10/7	10/9				Marketing to Boomers		Marketing to Boomers
10/27	10/14	10/16	no issue				Media & Money coverage (BW, MW)	Media & Money Oct. 29-30 (BW, MW)

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11/3	10/21	10/23	Digital Special Report				Marc Berman Webcast (11/3)	Roundtable	
			Hispanic Marketing Report						
				Packaging and Design		Ad Tech coverage (BW)	Ad Tech NY (BW) NextGen CTAM Summit (AW, BW, MW) Pack Expo (BW)		
11/10	10/28	10/30	Interactive Technology				Media All-Stars video coverage (MW)	Media All-Stars (MW)	
			Media All-Stars						
11/17	11/4	11/6	SPECIAL ISSUE: 30th Anniversary				Top 30 in Advertising video interviews (AW)	30th Anniversary Party	
11/24	11/11	11/13	no issue	Digital Special Report					Roundtable
				Guerrilla Marketing					
12/1	11/18	11/20		Interactive Marketing					iMedia Agency Summit (AW)
				Hispanic Marketing Report					
12/8	11/25	11/27	no issue	Retail Marketing					
				25 Top Innovations of 2008					
12/15	12/2	12/4	Year in Review						
12/22	-	-	no issue	no issue	no issue	no issue			
12/29	-	-	no issue	no issue	no issue	no issue			

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