

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						
			Political Report: Survey Ad influence on votes						
					Lifetime Magazine Achievement		Super Bowl Coverage (AW, BW)	NATPE (AW, BW, MW) The Magazine Lifetime Achievement Awards Roundtable: Politics	
2/4	1/22	1/24	Political Report: PAC Influence on Political Advertising						
			Hispanic Marketing Report						CTAM Research (MW) Roundtable: Politics
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						
					Profile of Media Business in New Orleans				

AdweekMedia

KEY:
 Red Bar: Special Reports published across indicated magazines.
 SPECIAL ISSUE: AW issue entirely dedicated to topic. Portions will be carried across BW MW.

*see industry events calendar for complete information.

Issue	Close	Mat Due	Features			Custom Media	Online Content	Events*
			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
2/25	2/12	2/14	Digital Special Report: Mobile Media			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: Multi-tiered Marketing				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		Business Profile of The Onion			
3/17	3/4	3/6	Special Report: Kids Upfront				NY Auto Show (BW)	NY Auto Show (AW, BW, MW) POP! Global Shop (BW)
			Auto Report					
			Creative Hall of Fame					
3/24	3/11	3/13	Special Report: Media and Measurement				TVB coverage (MW) Marc Berman Webcast (3/25)	TVB Conf. (AW, BW, MW) CTPAA Forum (MW) Roundtable: Media and Measurement
			SPECIAL ISSUE: Media and Measurement		TVB: TV Stations Report			
3/31	3/18	3/20	Political Report: Branding of a President			SRDS	CTIA coverage (BW)	MPA Retail Conf. (MW) Roundtable: Political
			Magazine Hot List					
				Mobile Marketing Reality Check				
4/7	3/25	3/27	Hispanic Marketing Report: Digital Demo			Cable Up!	NextGen video coverage (BW)	NextGen Events (BW) Reggie Awards (BW) PMA Annual Conf. (BW) NAB (MW)
				NextGen Marketers	Gaming			
4/14	4/1	4/3	no issue		Profile of Herb Scannell Out There	Reggie Awards & Promotional Marketing (BW)	PMA Coverage	New York Magazine Day (AW, BW, MW, E&P)

AdweekMedia

KEY:
Red Bar: Special Reports published across indicated magazines.
SPECIAL ISSUE: AW issue entirely dedicated to topic. Portions will be carried across BW MW.

*see industry events calendar for complete information.

Issue	Close	Mat Due	Features			Custom Media	Online Content	Events*
			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
4/21	4/8	4/10	Upfront I: Players					
			SPECIAL ISSUE: Upfront Players					
4/28	4/15	4/17	Upfront II: Brand & Market Planning					
			AAAA Management: Agency Report Cards Media Agency Report Cards		A&E: Exclusive Look at the Networks Rebranding Media Agency Report Cards		AAAA Management Conf. coverage (AW) Marc Berman Webcast (4/30)	Roundtable: Upfront AAAA Management Conf. (AW) International ANDY Awards (AW)
5/5	4/22	4/24	Digital Special Report: Digital Agency Report Cards					
			Hispanic Marketing Report: Hispanic Upfronts			Marketing to Women		
			SPECIAL ISSUE: Digital Services Marketing	FMI Food Marketing	Telcos v. Cable	AWNY Changing the Game (AW)	FMI coverage (BW)	FMI (BW)
5/12	4/29	5/1	Special Report: Social Responsibility					
			Clios Recap		Demo Profile: Southeast Asian Americans		Clio Coverage (AW) IMC coverage (MW)	Clio (AW) IMC and Trade Show (MW) 13th Annual Eppy Awards iMedia Agency Summit (AW)
5/19	5/6	5/8	Upfront III: Digital Cable Report & Hot List					
			SPECIAL ISSUE: Emerging Media	Green Marketing	Profile on NBC Universal's Jeff Gaspin	Social Responsibility	Marc Berman Webcast (5/19) NCTA coverage (MW)	NCTA (MW) Shopper Marketing (BW)
5/26	5/13	5/15	Upfront IV: Programming Report					
					Profile on Univision's Joe Uva Out There	Shopper Marketing (BW) Asian American Marketing		
6/2	5/20	5/22	no issue					POPAI Annual Conf. (BW)
6/9	5/27	5/29	Political Report: Targeting Hispanic Voters					
			Hispanic Marketing: Sports Marketing					
				Licensing		Executive Education (AW/BW)	Licensing Show coverage (BW)	AAF National Conf. (AW, BW, MW) Licensing (BW)

AdweekMedia

KEY:
 Red Bar: Special Reports published across indicated magazines.
 SPECIAL ISSUE: AW issue entirely dedicated to topic. Portions will be carried across BW MW.

*see industry events calendar for complete information.

Issue	Close	Mat Due	Features			Custom Media	Online Content	Events*
			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
6/16	6/3	6/5	Media Plan of the Year	Super Brands	Media Plan of the Year	Agency Preview Guide (BW) LIMA Licensing Gala Awards coverage (BW)	Cannes coverage (AW) Media Plan of the Year coverage (AW, MW)	LIMA (BW) Cannes Lions (AW) MPOY (AW, BW, MW) BrandSmart 2008 (BW)
			SPECIAL ISSUE: Media Planning					
6/23	6/10	6/12	Upfront V: Marketplace Wrap-Up			Out There		What Teens Want
			SPECIAL ISSUE: Digital/Creativity					
6/30	6/17	6/19	SPECIAL ISSUE: Digital/Creativity			Event Marketing (AW/BW)		
7/7	6/24	6/26	no issue	no issue	no issue			
7/14	7/1	7/3	Hispanic Marketing Report: the Affluent Hispanic					about.com Roundtable (BW)
			no issue					
7/21	-	-	no issue	no issue	no issue	no issue		
7/28	7/15	7/17	Account Planning Conference and Award Coverage	Best of International Marketing Account Planning Conference and Award Coverage	Out There		Marc Berman Webcast (7/29)	Commercial Closet Association 4th Annual Images in Advertising Awards (AW)
8/4	-	-	no issue	no issue	no issue	no issue		
8/11	7/29	7/31	Digital Special Report: Magazines' Online Approach					Advertising Club of NY Young Professionals Networking Social
			Hispanic Marketing Report: Found in Translation					
8/18	-	-	no issue	no issue	no issue	no issue		
8/25	8/12	8/14	Political Report: Campaign Ideas from Industry Experts			Trademarks & Copyrights (AW/BW) Goodby/Silverstein 25th Anniversary		Dem. Convention Rep. Convention (AW, BW, MW)
			Brands on the Verge					
9/1	-	-	no issue	no issue	no issue	no issue		

AdweekMedia

KEY:
 Red Bar: Special Reports published across indicated magazines.
 SPECIAL ISSUE: AW issue entirely dedicated to topic. Portions will be carried across BW MW.

*see industry events calendar for complete information.

Issue	Close	Mat Due	Features			Custom Media	Online Content	Events*
			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
9/8	8/26	8/28	Digital Hot List					Marketer of the Year Digital Out-of-Home Media Conference
				Marketer of the Year				
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	Hispanic Marketing Report: the Hispanic CMO					AAF Diversity Achievement & Mosaic Awards (AW) Advertising Week (AW,BW,MW) Motivation Show (BW) IAB Mixx Conference
			Political Report: Celebrity Influence on Politics					
				Incentive Marketing	Mediaweek 50 Out There			
9/29	9/16	9/18	Media Outlook			Experiential Marketing (AW/BW) IAB /Mixx		What Teens Want- West
			SPECIAL ISSUE: Media Outlook					
10/6	9/23	9/25	Magazine Brand Leaders Hot List					AMC (AW, BW, MW) DMA (BW) Focalyst Executive Forum Brand Manage Camp
10/13	9/30	10/2	no issue	Luxury Marketing Report		SRDS Planner's Guide to Independent and New Magazines (BW/MW)	ANA coverage (BW)	ANA Conference Create Chaos
10/20	10/7	10/9	Hispanic Marketing Report: Spanish Language Marketing by Country			Macy's 150th Anniversary Special Gaming		Marketing to Men Advertising Club of New York Technology Breakfast
10/27	10/14	10/16	no issue		Out There		Media & Money coverage (BW, MW)	Media & Money (BW, MW) Walkup to OVAB Conference

AdweekMedia

KEY:
 Red Bar: Special Reports published across indicated magazines.
 SPECIAL ISSUE: AW issue entirely dedicated to topic. Portions will be carried across BW MW.

*see industry events calendar for complete information.

Issue	Close	Mat Due	Features			Custom Media	Online Content	Events*
			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
11/3	10/21	10/23		Packaging and Design			Marc Berman Webcast (11/3) Ad Tech coverage (BW)	Ad Tech NY (BW) CTAM Summit (AW, BW, MW) Pack Expo (BW)
11/10	10/28	10/30	Media All-Stars					
			Digital Special Report					
								Media All-Stars (MW)
11/17	11/4	11/6	SPECIAL ISSUE: 30th Anniversary			MMA Awards Guide	Top 30 in Advertising video interviews (AW) Media All-Stars video coverage (MW)	AAF Advertising Hall of Achievement (AW)
11/24	11/11	11/13	no issue	no issue				
12/1	11/18	11/20	Digital Special Report					
				Guerilla Marketing	Out There			
12/8	11/26	12/2						
12/15	12/2	12/4	Top Innovations of 2008					
			Year in Review					
12/22	-	-	no issue	no issue	no issue	no issue		
12/29	-	-	no issue	no issue	no issue	no issue		

AdweekMedia

KEY:
 Red Bar: Special Reports published across indicated magazines.
 SPECIAL ISSUE: AW issue entirely dedicated to topic. Portions will be carried across BW MW.

*see industry events calendar for complete information.