

# AdweekMedia 2009

**BRANDWEEK ADWEEK MEDIAWEEK** editorial calendar

Issue	Close	Mat Due	Special Reports	Editorial Features	Custom Media
1/5	12/23	12/25	Agency of the Year	Forecast Consumer Electronics Market Profile: Indianapolis	
1/12	12/30	1/1	Hispanic Marketing Report	Market Profile: San Diego	
1/19	1/6	1/8		Search Shopper Marketing	
1/26	1/13	1/15	Super Bowl <i>Bonus Distribution: NATPE, Magazine Lifetime Achievement</i>	NATPE Market Profile: Tampa	AEF 25th Anniversary Salute <b>AW</b> Sports Marketing
2/2	1/20	1/22		Out There	
2/9	1/27	1/29	Media Agency of the Year <i>Bonus Distribution: Toy Fair, ANA TV &amp; Everything Video Forum</i>	Incentive Marketing Market Profile: Las Vegas	Family Friendly
2/16	2/3	2/5	Digital Agency of the Year	Mobile Marketing Market Profile: Kansas City	
2/23	2/10	2/12	<i>Bonus Distribution: CTFA</i>	Market Profile: West Palm Beach	
3/2	2/17	2/19	<i>Bonus Distribution: AAAA Media Conference</i>	Out There	
3/9	2/24	2/26	<i>Bonus Distribution: PMA Conference</i>	Market Profile: New York	
3/16	3/3	3/5	Media Agency Report Card Digital Agency Report Card <i>Bonus Distribution: RAB, NY Clio Judging</i>	Kids Upfront	
3/23	3/10	3/12	Magazine Hot List <i>Bonus Distribution: Santa Fe Clio Judging, POPAI Global Shop</i>	Out There	SRDS Consumer Magazine Highlights, GLAAD Awards
3/30	3/17	3/19	Cable Report & Hot List <i>Bonus Distribution: CTIA Wireless Conference NCTA</i>	Market Profile: Salt Lake City	
4/6	3/24	3/26	Auto Report <i>Bonus Distribution: Mirren Business, NY Auto Show</i>	Market Profile: San Antonio	AWNY Reggie <b>BW</b>
4/13	3/31	4/2	Agency Report Card <i>Bonus Distribution: Mediaweek Upfronts, NAB Show</i>	Market Profile: Cincinnati	

Note:  
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Updated on 6/10/2009

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4/20	4/7	4/9	Kids Upfront <i>Bonus Distribution: NY Magazine Day, Voz Latina</i>	Out There	Cable Up
4/27	4/14	4/16	Upfront I: Brand and Market Planning <i>Bonus Distribution: Sports Emmys, ANDY Awards, ABM Spring Meeting, AAAA Leadership</i>	Market Profile: Chicago	
5/4	4/21	4/23	10 Under 40 <i>Bonus Distribution: FMI Show, Interactive Media Conference</i>	Food Marketing Local Media/IMC Market Profile: Boston	
5/11	4/28	4/30	Upfront II: TV and Digital "Players" <i>Bonus Distribution: Clio 50th Anniversary Awards</i>		Shopper Marketing (PMA) Creative Services
5/18	5/5	5/7	<i>Bonus Distribution: OAAA and Obie Awards</i>	Clio Recap Out There	Marketing to Women
5/25	5/12	5/14		Market Profile: Nashville	AETN 25 <sup>th</sup> Anniversary
6/1	5/19	5/21	Upfront III: Programming Report <i>Bonus Distribution: Licensing Show, AAF Nat'l Conference, POPAI Annual Conference</i>	Licensing Market Profile: Milwaukee	
6/8	5/26	5/28	Superbrands <i>Bonus Distribution: Creative Emmy Awards</i>		Executive Education
6/15	6/2	6/4	Media Plan of the Year <i>Bonus Distribution: Brand Smart, Cannes Lions, Media Plan of the Year, AMA Chicago Chapter Awards, DMA</i>		
6/22	6/9	6/11	<i>Bonus Distribution: What Teens Want</i>	Market Profile: Los Angeles	
6/29	6/16	6/18		Behavioral Targeting Market Profile: Columbus, OH	Event Marketing LIMA BW
7/6	6/23	6/25		Out There Market Profile: Raleigh-Durham	Creative Awards Wrap-Up Report
7/13	6/30	7/2	No Issue		
7/20	7/7	7/9		Market Profile: Phoenix	
7/27	7/14	7/16	No Issue		
8/3	7/21	7/23		Ad Networks Market Profile: Baltimore	
8/10	7/28	7/30	No Issue		
8/17	8/4	8/6		Packaging and Design	

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8/24	8/11	8/13	No Issue		
8/31	8/18	8/20		Out There Market Profile: Philadelphia Fashion	
			<i>Bonus Distribution: Fashion Week</i>		
9/7	8/25	8/27	No Issue		
9/14	9/1	9/3	Marketer of the Year	Market Profile: Seattle	SRDS Guide to Luxury Magazines
			<i>Bonus Distribution: Marketer of the Year</i>		
9/21	9/8	9/10		MW 50 Market Profile: Charlotte	
			<i>Bonus Distribution: News and Documentary Emmys, Motivation Show, NAB Radio Show</i>		
9/28	9/15	9/17			Experiential Marketing Buzz Awards
10/5	9/22	9/24		Market Profile: San Francisco	Gaming
10/12	9/29	10/1		Direct Marketing Out There	Magazines to Watch Direct Marketing Report
			<i>Bonus Distribution: Media and Money</i>		
10/19	10/6	10/8	Digital Hot List	Market Profile: Washington, DC	Sports Marketing
			<i>Bonus Distribution: Marketing to Men, Marketing to Women 40+</i>		
10/26	10/13	10/15		Promotion Marketing Market Profile: Denver	
11/2	10/20	10/22	Hispanic Special Report		
			<i>Bonus Distribution: ANA Conference</i>		
11/9	10/27	10/29		Social Networking Market Profile: Houston	
11/16	11/3	11/5	Media All-Stars		MMA Awards
			<i>Bonus Distribution: Advertising Hall of Achievement, Media All-Stars</i>		
11/23	11/10	10/12	No Issue		
11/30	11/17	11/19		Guerilla Marketing Out There Market Profile: Atlanta	Packaging Expo <b>BW</b>
12/7	11/24	11/26		Market Profile: Cleveland, OH	212 Interactive Awards
12/14	12/1	12/3	Top Innovations of 2009	Out There Market Profile: Orlando	
12/21	12/8	12/10	No Issue		
12/28	12/15	12/17	No Issue		

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