

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 AW 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 & 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>	Grey Advertising	
3/16	3/3	3/5	Media Agency Report Card Digital Agency Report Card <i>Bonus Distribution: RAB, NY Clio Judging</i>	Kids Upfront Market Profile: New York Out There	
3/23	3/10	3/12	Magazine Hot List <i>Bonus Distribution: Santa Fe Clio Judging, POPAI Global Shop</i>	Market Profile: Salt Lake City	SRDS Consumer Magazine Highlights, GLADD Awards
3/30	3/17	3/19	Cable Report & Hot List <i>Bonus Distribution: CTIA Wireless Conference NCTA</i>	Market Profile: San Antonio	
4/6	3/24	3/26	Auto Report Agency Report Card <i>Bonus Distribution: Mirren Business, NY Auto Show</i>		AWNY Reggie BW
4/13	3/31	4/2	Marketers of the Next Gen <i>Bonus Distribution: Mediaweek Upfronts, NAB Show</i>	Market Profile: Cincinnati	
4/20	4/7	4/9	Hispanic Special Report Hispanic Media, Marketing, and Agency Awards <i>Bonus Distribution: NY Magazine Day, Voz Latina</i>	Out There	Cable Up

Note:
Content for Special Reports and Editorial Features are the same for each brand.

Page 1 of 3

News and other content (not listed on calendar) are unique to each brand.
AW=Adweek Only **BW**=Brandweek Only **MW**=Mediaweek Only
Calendar is subject to change, contact your representative for updated information.

Updated on 2/20/2009

AdweekMedia 2009

BRANDWEEK ADWEEK MEDIAWEEK editorial calendar

Issue	Close	Mat Due	Special Reports	Editorial Features	Custom Media
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		Food Marketing Local Media/IMC Market Profile: Boston <i>Bonus Distribution: FMI Show, Interactive Media Conference</i>	Marketing to Women Women's Magazines Directory
5/11	4/28	4/30	Upfront II: Programming Players <i>Bonus Distribution: Clio 50th Anniversary Awards</i>		Shopper Marketing (PMA) SRDS Newspaper Salute Creative Services
5/18	5/5	5/7		Clio Recap Out There <i>Bonus Distribution: OAAA and Obie Awards</i>	
5/25	5/12	5/14	Upfront III: Programming Report	Market Profile: Nashville	Marketing to Asian Americans
6/1	5/19	5/21		Licensing Market Profile: Milwaukee <i>Bonus Distribution: Licensing Show, AAF Nat'l Conference, POPAI Annual Conference</i>	
6/8	5/26	5/28	Superbrands <i>Bonus Distribution: Creative Emmy Awards</i>		Executive Education Custom Publishing
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</i>		Ad Forum Guide AW BW AMA Chicago Chapter Awards
6/22	6/9	6/11	Upfront IV: Marketplace Wrap-Up <i>Bonus Distribution: What Teens Want East</i>	Market Profile: Los Angeles	Buzz Awards
6/29	6/16	6/18		Behavioral Targeting Market Profile: Columbus, OH	Event Marketing LIMA BW
7/6	6/23	6/25	Brand Hot List	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	Hispanic Special Report	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	
8/24	8/11	8/13	No Issue		

Note:
Content for Special Reports and Editorial Features are the same for each brand.

Page 2 of 3

News and other content (not listed on calendar) are unique to each brand.
AW=Adweek Only **BW**=Brandweek Only **MW**=Mediaweek Only
 Calendar is subject to change, contact your representative for updated information.

Updated on 2/20/2009

AdweekMedia 2009

BRANDWEEK ADWEEK MEDIAWEEK editorial calendar

Issue	Close	Mat Due	Special Reports	Editorial Features	Custom Media
8/31	8/18	8/20		Out There Market Profile: Philadelphia Fashion	
			<i>Bonus Distribution: Fashion Week</i>		
9/7	8/25	8/27	<i>No Issue</i>		
9/14	9/1	9/3	Marketer of the Year <i>Bonus Distribution: Marketer of the Year</i>	Market Profile: Seattle	SRDS Guide to Luxury Magazines
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	Media Outlook		Experiential Marketing
10/5	9/22	9/24	Magazine Brand Leaders Hot List <i>Bonus Distribution: Music in Advertising, MPA Magazine Conference, Pack Expo</i>	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 <i>Bonus Distribution: Marketing to Men, Marketing to Women 40+</i>	Market Profile: Washington, DC	Sports Marketing
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 <i>Bonus Distribution: Advertising Hall of Achievement, Media All-Stars</i>		MMA Awards
11/23	11/10	10/12	<i>No Issue</i>		
11/30	11/17	11/19		Guerilla Marketing Out There Market Profile: Atlanta	Packaging Expo BW
12/7	11/24	11/26		Market Profile: Cleveland, OH	212 Interactive Awards
			<i>Bonus Distribution: Brandweek Advisory Board Summit</i>		
12/14	12/1	12/3	Top Innovations of 2009	Out There Market Profile: Orlando	
12/21	12/8	12/10	<i>No Issue</i>		
12/28	12/15	12/17	<i>No Issue</i>		

Note:
Content for Special Reports and Editorial Features are the same for each brand.

Page 3 of 3

News and other content (not listed on calendar) are unique to each brand.
AW=Adweek Only **BW**=Brandweek Only **MW**=Mediaweek Only
 Calendar is subject to change, contact your representative for updated information.

Updated on 2/20/2009