

## 2008 EDITORIAL CALENDAR

AdweekMedia	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					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						
					Profile of Media Business in New Orleans				


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SPECIAL ISSUE: AW issue entirely dedicated to topic. Portions will be carried across BW MW.

\*see industry events calendar for complete information.

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 <b>AdweekMedia</b>	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  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 Auto Report				NY Auto Show (BW)	NY Auto Show (AW, BW, MW)  POPAI Global Shop (BW)
				Creative Hall of Fame					
	3/24	3/11	3/13	Special Report: Media and Measurement				TVB coverage (MW) Marc Berman Webcast (3/25)	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 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: 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)

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			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 Conf. coverage (AW) Marc Berman Webcast (4/30)	Roundtable: Upfront AAAA Management Conf. (AW) International ANDY Awards (AW)
			AAAA Management: Agency Report Cards  Media Agency Report Cards		A&E: Exclusive Look at the Networks Rebranding  Media Agency Report Cards			
5/5	4/22	4/24	Digital Special Report: Digital Agency Report Cards Hispanic Marketing Report: Hispanic Upfronts			Marketing to Women  AWNYY Changing the Game (AW)	FMI coverage (BW)	FMI (BW)
			SPECIAL ISSUE: Digital Services Marketing	FMI Food Marketing	Telcos v. Cable			
5/12	4/29	5/1	Special Report: Social Responsibility				Clio Coverage (AW)  IMC coverage (MW)	Clio (AW) IMC and Trade Show (MW) 13th Annual Eppy Awards iMedia Agency Summit (AW)
			Clios Recap		Demo Profile: Southeast Asian Americans			
5/19	5/6	5/8	Upfront III: Digital Cable Report & Hot List				Marc Berman Webcast (5/19)	NCTA (MW) Shopper Marketing (BW)
			SPECIAL ISSUE: Emerging Media	Green Marketing	Profile on NBC Universal's Jeff Gaspin	Social Responsibility	NCTA coverage (MW)	
5/26	5/13	5/15	Upfront IV: Programming Report			Shopper Marketing (BW) Asian American Marketing		
					Profile on Univision's Joe Uva  Out There			
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			Trademarks & Copyrights (AW/BW)  Executive Education (AW/BW)	Licensing Show coverage (BW)	AAF National Conf. (AW, BW, MW) Licensing (BW) Roundtable: Political
				Licensing				

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			Media Plan of the Year	Super Brands	Media Plan of the Year	Agency Preview Guide (AW/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)
6/16	6/3	6/5	SPECIAL ISSUE: Media Planning					
6/23	6/10	6/12	Upfront V: Marketplace Wrap-Up			Marketing to Teens		What Teens Want
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					
7/21	-	-	no issue	no issue	no issue	no issue		
7/28	7/15	7/17		Best of International Marketing			Marc Berman Webcast (7/29)	
8/4	-	-	no issue	no issue	no issue	no issue		
8/11	7/29	7/31	Digital Special Report: TBA					Roundtable
			Hispanic Marketing Report: Found in Translation					
8/18	-	-	no issue	no issue	no issue	no issue		
8/25	8/12	8/14		Brands on the Verge	Out There			Dem. Convention Rep. Convention (AW, BW, MW)
9/1	-	-	no issue	no issue	no issue	no issue		

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AdweekMedia

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			Adweek	Brandweek	Mediaweek	AdweekMedia	AdweekMedia	Bonus Distribution
9/8	8/26	8/28	Digital Hot List				Marketer of the Year	Marketer of the Year (BW)
				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	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: the Hispanic CMO					
				Incentive Marketing	Mediaweek 50 Out There			
9/29	9/16	9/18	Media Outlook			Experiential Marketing (AW/BW)		What Teens Want- West Buzz Awards (BW)
			SPECIAL ISSUE: Media Outlook					
10/6	9/23	9/25	Salary Survey			Marketing to Men	AMC coverage (MW)	AMC (AW, BW, MW) DMA (BW) Focalyst Executive Forum Marketing to Men
			Magazine Brand Leaders Hot List					
10/13	9/30	10/2	no issue	Luxury Marketing Report			ANA coverage (BW)	ANA Conference
10/20	10/7	10/9	Hispanic Marketing Report: Spanish Language Marketing by Country			Marketing to Boomers		Marketing to Boomers
					Out There			
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: Automotive Marketing					Ad Tech NY (BW)
				Packaging and Design				NextGen
11/10	10/28	10/30	Interactive Technology			Advertising Hall of Achievement AAF	Ad Tech coverage (BW)	CTAM Summit (AW, BW, MW)
								Pack Expo (BW)
11/17	11/4	11/6	Media All-Stars			MMA Awards Guide	Top 30 in Advertising video interviews (AW) Media All-Stars video coverage (MW)	30th Anniversary Party
			SPECIAL ISSUE: 30th Anniversary					Media All-Stars (MW)
11/24	11/11	11/13	no issue	Digital Special Report				Roundtable
				Guerilla Marketing	Out There			
12/1	11/18	11/20	Interactive Marketing					iMedia Agency Summit (AW)
			Hispanic Marketing Report: Top 10 Ideas in Hispanic Marketing for 2009					
12/8	11/25	11/27	no issue	Retail Marketing				
12/15	12/2	12/4	25 Top Innovations of 2008					
			Year in Review		Out There			
12/22	-	-	no issue	no issue	no issue	no issue		
12/29	-	-	no issue	no issue	no issue	no issue		

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