<table>
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<tr>
<th>MONTH</th>
<th>WEEK</th>
<th>PRINT FEATURES</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
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| JAN   | 12   | BEST ADS OF THE 21ST CENTURY  
Issue close: 1/2 • Cover close: 11/2 |  |
|       | 26   | AGENCY A-LIST  
Issue close: 1/15 • Cover close: 11/16 |  |
| FEB   | 9    | THE DIGITAL ISSUE  
Issue close: 1/29 • Cover close: 12/11 | IAB (FEB 8-9) |
| MAR   | 2    | 40 UNDER 40  
Issue close: 2/19 • Cover close: 12/25 | ☆AD AGE'S AGENCY A-LIST PARTY  
(MAR 3, NYC) |
|       | 23   | THE DATA ISSUE  
Issue close: 3/12 • Cover close: 1/22 | 4 A's Conference (Mar 22-25) |
| APR   | 6    | MULTICULTURAL MAINSTREAM  
Issue close: 3/26 • Cover close: 2/5 |  |
|       | 13   | THE VIDEO REVOLUTION ISSUE  
Issue close: 4/2 • Cover close: 2/12 | ☆AD AGE'S DIGITAL CONFERENCE  
(APR 14-15, NYC) |
|       | 20   | THE TV ISSUE  
Issue close: 4/9 • Cover close: 2/19 |  |
| MAY   | 4    | AGENCY REPORT & CABLE GUIDE  
Issue close: 4/23 • Cover close: 3/5 |  |
|       | 11   | TV UPFRONT  
Issue close: 4/30 • Cover close: 3/12 |  |
|       | 18   | MARKETING TECH EFFECT  
Issue close: 5/7 • Cover close: 3/19 | ☆IWNY (MAY 18-19, NYC) |
| JUN   | 1    | THE PROGRAMMATIC ISSUE & WOMEN TO WATCH  
Issue close: 5/21 • Cover close: 4/2 |  |
|       | 15   | THE CANNES ISSUE  
Issue close: 6/4 • Cover close: 4/16 | CANNES LIONS ADVERTISING FESTIVAL  
(JUN 21-27, FRANCE) |
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| JUL   | 13   | 200 LEADING NATIONAL ADVERTISERS  
Issue close: 7/2  •  Cover close: 5/14 | ♠ SMALL AGENCY CONFERENCE & AWARDS (JUL 28-29, BOSTON) |
| AUG   | 3    | HISPANIC FACT PACK & SMALL AGENCY AWARDS  
Issue close: 7/23  •  Cover close: 5/14 | |
|       | 24   | BtoB 100  
Issue close: 8/13  •  Cover close: 6/25 | |
| SEPT  | 14   | THE DIGITAL ISSUE & BTOB AGENCY GUIDE  
Issue close: 9/3  •  Cover close: 7/16 | |
|       | 28   | THE MEDIA ISSUE  
Issue close: 9/17  •  Cover close: 7/30 | ♠ ADVERTISING WEEK (SEPT 28-OCT 2, NYC) |
| OCT   | 12   | THE CONTENT MARKETING ISSUE & BTOB MARKETING FACT PACK  
Issue close: 10/1  •  Cover close: 7/30 | ♠ ANA MASTERS OF MARKETING (OCT 14-17, ORLANDO, FL)  
♦ AD AGE’S DATA CONFERENCE (OCT 8, NYC) |
|       | 26   | THE DATA ISSUE  
Issue close: 10/15  •  Cover close: 8/27 | |
| NOV   | 9    | E-COMMERCE  
Issue close: 10/22  •  Cover close: 9/3 | |
|       | 16   | BEST PLACES TO WORK & THE NEW COLLABORATIVE WORKPLACE  
Issue close: 11/5  •  Cover close: 9/17 | |
| DEC   | 7    | GLOBAL MARKETING FEATURING MARKETER A-LIST  
Issue close: 11/26  •  Cover close: 10/8 | ♠ MEDIA MAVENS LUNCHEON (TBD) |
|       | 21   | 50 MOST CREATIVE PEOPLE & MARKETING FACT PACK  
Issue close: 12/10  •  Cover close: 10/22 | |

*Ad Age Events*