## JANUARY

<table>
<thead>
<tr>
<th>WEEK</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ADAGE@</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 6    | Welcome to BtoB  
ISSUE CLOSE: 12/26  
COVER CLOSE: 11/7 |  | CES | CES (Jan 7-10, Las Vegas) |
| 20   | Sports Marketing  
• 40 Under 40  
ISSUE CLOSE: 1/9  
COVER CLOSE: 11/21 | Sports Marketing  
• 40 Under 40 |  |

## FEBRUARY

<table>
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</thead>
</table>
| 3    | Agency A-List  
(Including BtoB’s Agency of the Year)  
ISSUE CLOSE: 1/23  
COVER CLOSE: 12/5 | Agency A-List  
• Super Bowl |  |
| 17   | The Digital Issue  
ISSUE CLOSE: 2/6  
COVER CLOSE: 12/19 |  |  |
|      |  |  |  | Ad Age’s Digital Conference  
(April 1-2, NYC) |

## MARCH

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</thead>
</table>
| 10   | Experiential Marketing  
ISSUE CLOSE: 2/27  
COVER CLOSE: 1/9 | Experiential Marketing | SXSW |  |
| 24   | Audience Buying Guide  
ISSUE CLOSE: 3/13  
SPECIAL CLOSE: 2/25 | Audience Buying Guide |  | Ad Age’s Digital Conference  
(April 1-2, NYC) |
# Editorial Calendar 2014

## April

<table>
<thead>
<tr>
<th>Week</th>
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<th>Digital</th>
<th>ADAGE®</th>
<th>Events &amp; Bonus Distribution</th>
</tr>
</thead>
</table>
| 7    | • The TV & Video Issue  
ISSUE CLOSE: 3/27  
COVER CLOSE: 2/6 | • TV Upfront |        |                             |
| 14   | • The Data Issue  
ISSUE CLOSE: 4/3  
COVER CLOSE: 2/13 |        |        |                             |
| 28   | • The Agency Issue  
(Including BtoB's Agencies)  
ISSUE CLOSE: 4/17  
COVER CLOSE: 2/27 |        |        |                             |

## May

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| 5    | • Custom: Cable Guide  
ISSUE CLOSE: 4/24  
COVER CLOSE: 3/6  
SPECIAL CLOSE: 4/6 | • Cable Guide |        |                             |
| 12   | • TV Upfront  
ISSUE CLOSE: 5/1  
COVER CLOSE: 3/13 |        |        |                             |
| 19   | • Marketing's Tech Effect  
• BtoB Marketing Fact Pack  
(Including BtoB's Agency Rankings)  
ISSUE CLOSE: 5/8  
COVER CLOSE: 3/20  
SPECIAL CLOSE: 4/23 | • Internet Week NY  
• IWNY (May 19-23, NYC)  
• BMA Conference (May 28-30, Chicago) |        |                             |
| 26   | • Women to Watch  
ISSUE CLOSE: 5/15  
COVER CLOSE: 3/27 | • Women to Watch |        |                             |

## June

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</table>
| 9    | • The Cannes Issue (featuring the Creative Cover Competition)  
ISSUE CLOSE: 5/29  
NO COVER WRAP | • E3  
• Cannes | • Cannes Lions Advertising Festival (June 17-21, Cannes) |                             |
| 23   | • 100 Leading National Advertisers  
ISSUE CLOSE: 6/12  
COVER CLOSE: 4/24 |        |        | • iMedia Commerce Summit (June 23-25, Salt Lake City) |
## July

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| 28   | • Hispanic Fact Pack  
    • Small Agency Awards  
    (Including BtoB’s Campaign of the Year)  
    ISSUE CLOSE: 7/31  
    COVER CLOSE: 5/29  
    SPECIAL CLOSE: 6/10 | • Small Agency Awards | • Comic Con |

## August

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| 11   | • BtoB 100  
    ISSUE CLOSE: 7/31  
    COVER CLOSE: 6/12 | | | |

## September

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| 1    | ISSUE CLOSE: 8/21  
    COVER CLOSE: 7/3 | | | • Media Brand Summit (Sept 7-10, Coronado) |
| 15   | • The Digital Issue: Fall Edition  
    • Best Digital Marketers  
    (Including BtoB’s Agency Guide)  
    ISSUE CLOSE: 9/4  
    COVER CLOSE: 7/17  
    SPECIAL CLOSE: 8/12 | | | • Ad Age’s Digital West Conference (Sept 16, San Francisco)  

| 29   | • The Media Issue  
    • Media Mavens  
    ISSUE CLOSE: 9/18  
    COVER CLOSE: 7/31 | | • Advertising Week | • Advertising Week (Sept 29-Oct 4) |
## October

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| 13   | - The Content Marketing Issue  
      - Guide to Content Marketing  
      (Issue close: 10/2  
       Cover close: 8/14  
       Special close: 9/18) |        | • ANA | • ANA Masters of Marketing (Oct 15-18, Orlando) |
| 27   | - The Data Issue: Fall Edition  
      (Issue close: 10/16  
       Cover close: 8/28) |        | | • Ad Age's Data Conference (Oct 28-29, NYC)  
    • iMedia Breakthrough Summit (Oct 26-28)  
    • IAB Ad Operations (Nov 3, NYC) |

## November

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| 17   | - Best Places to Work in Advertising & Media  
      (Issue close: 11/6  
       Cover close: 9/11) |        | • Internet Week Europe | |

## December

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| 8    | - Global Marketing Issue  
      - Marketer A-List  
      (Issue close: 11/27  
       Cover close: 10/9) |        | | |
| 29   | - Marketing Fact Pack  
      - Creativity Report  
      - 50 Most Creative People of 2014  
      (Issue close: 12/18  
       Cover close: 10/30) |        | | |