# Editorial Calendar 2014

## January

<table>
<thead>
<tr>
<th>Week</th>
<th>Print</th>
<th>Digital</th>
<th>Ad Age®</th>
<th>Events &amp; Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Welcome to BtoB</td>
<td></td>
<td>CES</td>
<td>CES (Jan 7-10, Las Vegas)</td>
</tr>
<tr>
<td></td>
<td>Issue close: 12/26 • Cover close: 11/7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Sports Marketing</td>
<td>Sports Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 40 Under 40</td>
<td>• 40 Under 40</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Issue close: 1/9 • Cover close: 11/21</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## February

<table>
<thead>
<tr>
<th>Week</th>
<th>Print</th>
<th>Digital</th>
<th>Ad Age®</th>
<th>Events &amp; Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Agency A-List</td>
<td>Agency A-List</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Including BtoB’s Agency of the Year)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Issue close: 1/23 • Cover close: 12/5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>The Digital Issue</td>
<td></td>
<td></td>
<td>Ad Age’s Digital Conference (April 1-2, NYC)</td>
</tr>
<tr>
<td></td>
<td>Issue close: 2/6 • Cover close: 12/19</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## March

<table>
<thead>
<tr>
<th>Week</th>
<th>Print</th>
<th>Digital</th>
<th>Ad Age®</th>
<th>Events &amp; Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Experiential Marketing</td>
<td>Experiential Marketing</td>
<td></td>
<td>SXSW</td>
</tr>
<tr>
<td></td>
<td>Issue close: 2/27 • Cover close: 1/9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Audience Buying Guide</td>
<td>Audience Buying Guide</td>
<td></td>
<td>Ad Age’s Digital Conference (April 1-2, NYC)</td>
</tr>
<tr>
<td></td>
<td>Issue close: 3/13 • Cover close: 1/23 SPECIAL close: 2/25</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Sponsorable Ad Age Event*
# Editorial Calendar 2014

## April

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

## May

<table>
<thead>
<tr>
<th>Week</th>
<th>Print</th>
<th>Digital</th>
<th>Adage@</th>
<th>Events &amp; Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>•Custom: Cable Guide</td>
<td></td>
<td>•Cable Guide</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ISSUE CLOSE: 4/24 • COVER CLOSE: 3/6 SPECIAL CLOSE: 4/8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>•TV Upfront</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ISSUE CLOSE: 5/1 • COVER CLOSE: 3/13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>•Marketing’s Tech Effect</td>
<td></td>
<td>•Internet Week NY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>•BtoB Marketing Fact Pack</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Including BtoB’s Agency Rankings)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ISSUE CLOSE: 5/9 • COVER CLOSE: 3/20 SPECIAL CLOSE: 4/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>•Women to Watch</td>
<td></td>
<td>•Women to Watch</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ISSUE CLOSE: 5/15 • COVER CLOSE: 3/27</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## June

<table>
<thead>
<tr>
<th>Week</th>
<th>Print</th>
<th>Digital</th>
<th>Adage@</th>
<th>Events &amp; Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>•The Cannes Issue (featuring the Creative Cover Competition)</td>
<td>•E3 •Cannes</td>
<td>•Cannes Lions Advertising Festival (June 17-21, Cannes)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ISSUE CLOSE: 5/29 • NO COVER WRAP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>•100 Leading National Advertisers</td>
<td></td>
<td></td>
<td>•iMedia Commerce Summit (June 23-25, Salt Lake City)</td>
</tr>
<tr>
<td></td>
<td>ISSUE CLOSE: 6/12 • COVER CLOSE: 4/24</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Editorial Calendar 2014

## July

<table>
<thead>
<tr>
<th>WEEK</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ADAGE®</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 28   | • Hispanic Fact Pack  
      • Small Agency Awards  
      *(Including *BtoB’s* Campaign of the Year)*  
      ISSUE CLOSE: 7/17  
      COVER CLOSE: 5/29  
      SPECIAL CLOSE: 6/10 | • Small Agency Awards  
                      | • Comic Con |

## August

<table>
<thead>
<tr>
<th>WEEK</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ADAGE®</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 11   | • BtoB 100  
      ISSUE CLOSE: 7/31  
      COVER CLOSE: 6/12 | | | |

## September

<table>
<thead>
<tr>
<th>WEEK</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ADAGE®</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 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)*  
      • *Ad Age*’s CMO Strategy Summit *(Sept 17, 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

<table>
<thead>
<tr>
<th>WEEK</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ADAGE®</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 13   | • The Content Marketing Issue  
      • Guide to Content Marketing  
      ISSUE CLOSE: 10/2 • COVER CLOSE: 8/14  
      SPECIAL CLOSE: 9/15 | | • 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

<table>
<thead>
<tr>
<th>WEEK</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ADAGE®</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 17   | • Best Places to Work in Advertising & Media  
      ISSUE CLOSE: 10/30 • COVER CLOSE: 9/11 | | • Internet Week Europe | |

## DECEMBER

<table>
<thead>
<tr>
<th>WEEK</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ADAGE®</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| 8    | • Global Marketing Issue  
      • Marketer A-List  
      ISSUE CLOSE: 11/27 • COVER CLOSE: 10/9 | | | |
| 29   | • Ad Age Annual  
      • Creativity Report  
      • 50 Most Creative People of 2014  
      ISSUE CLOSE: 12/18 • COVER CLOSE: 10/30 | | | |