

'09 EDITORIAL CALENDAR

Effective January 1, 2009

IN EVERY ISSUE: News, Digital, Mediaworks, CMO Strategy, Talentworks

JAN	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
12	12/30	• Custom: Industry Events Calendar	12/1	
19	1/8	• In-book Special Report: Agency A-List • Online: Agency A-List Sponsorship	12/29 12/29	
26	1/15	• Custom: Custom Media Guide	12/15	• NATPE (Jan 26-29, Las Vegas, NV)

FEB	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
2	1/22	• In-book Special Report: Superbowl • Online: Super Bowl XLII Sponsorship • Event: Ad Age Marketing 50 Awards Luncheon • Custom: AAF Most Promising Minority Students	1/12 1/12 12/22	• AAF Most Promising Minority Students Luncheon (Feb 5, New York, NY)
9	1/29			• iMedia Brand Summit (Feb 8-11, Bonita Springs, FL) • ANA TV & Everything Video Forum (Feb 12, New York, NY) • Ad Age Marketing 50 Awards Luncheon (Feb 11, New York, NY)
16	2/5	• In-book Special Report: Kids Upfront	1/26	
23	2/12	• In-book News Focus: Retail Marketing	2/9	• IAB Annual Conference (Feb 22-24, Orleans, FL) • Personal Care Products (formerly CTFA) Annual Meeting (Feb 24-27, Boca Raton, FL) • Retail Advertising Conference (Feb 25-27, Las Vegas, NV)

MAR	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
2	2/19	• In-book Special Report: Media Agency of the Year • Online: Media Agency of the Year Sponsorship	2/9 2/9	• AAAA Media Conference & Trade Show (Mar 4-6, New Orleans, LA)
9	2/26			• RAB Conference 2009 (Mar 16-19, Orlando, FL)
23	3/12	• In-book Special Report: DRTV	3/6	• Ad Age Buyology Symposium (Mar 26, New York, NY)
✓ *30	3/19	• Special Digital Issue		• Buyology Symposium (Mar 31, San Francisco, CA)

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APR	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
6	3/26	<ul style="list-style-type: none"> Event: Ad Age Digital Marketing Conference Sponsorship 		<ul style="list-style-type: none"> Ad Age Digital Marketing Conference (Apr 7-8, New York, NY)
13	4/2	<ul style="list-style-type: none"> In-book Special Report: Cable TV Online: Cable TV Sponsorship 	3/23 3/23	
20	4/9	<ul style="list-style-type: none"> Special Supplement: Ad Network & Exchange Guide In-book Special Report: Green 	3/9 3/30	<ul style="list-style-type: none"> ANA Ad Financial Management Conference (Apr 19-22, Phoenix, AZ) IAB Marketplace - Digital Video (Apr 20, New York, NY)
✓ 27	4/16	<ul style="list-style-type: none"> In-book Special Report: Agency Report Online: Agency Report Sponsorship 	4/6 4/6	

MAY	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
✓ 4	4/23	<ul style="list-style-type: none"> Custom Guide: Cable Guide 	3/23	
11	4/30	<ul style="list-style-type: none"> In-book Special Report: TV Upfront Online: TV Upfront Sponsorship 	4/20 4/20	<ul style="list-style-type: none"> ANA Brand Innovation Conference (May 13, New York, NY)
18	5/7	<ul style="list-style-type: none"> In-book Special Report: Entertainment Marketers of the Year 	4/27	<ul style="list-style-type: none"> iMedia Agency Summit (May 17-20, Austin, TX)
25	5/14	<ul style="list-style-type: none"> Custom Guide: Cause Marketing 	4/13	<ul style="list-style-type: none"> Cause Marketing Forum Conference (May 27-28, Chicago, IL)

JUN	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
1	5/21	<ul style="list-style-type: none"> Custom Salute: L'Oreal 100th Anniversary In-book Special Report: Women to Watch Online: Women to Watch Sponsorship 	4/24 5/11 5/11	<ul style="list-style-type: none"> ANA Marketing Accountability Conference (Jun 2, New York, NY) AAF National Conference (Jun 4-6, Washington, D.C.)
8	5/28	<ul style="list-style-type: none"> In-book TV Report: Programming 	5/18	<ul style="list-style-type: none"> iMedia Brand Summit (Jun 7-10, Colorado Springs, CO)
15	6/4	<ul style="list-style-type: none"> In-book Special Report: Pre-Cannes Coverage Online: Pre-Cannes Coverage Special Supplement: The Art of Outdoor 	5/22 5/22 5/22	<ul style="list-style-type: none"> Cannes Lions Advertising Film Festival (Jun 21-27, Cannes, France)
22	6/11	<ul style="list-style-type: none"> In-book Special Report: 100 Leading National Advertisers Online: 100 Leading National Advertisers 	6/1 6/1	
29	6/18	<ul style="list-style-type: none"> In-book Special Report: Post-Cannes Coverage Online: Post-Cannes Coverage 	6/8 6/8	

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JUL	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
13	7/2	<ul style="list-style-type: none"> In-book Special Report: Gaming Online: Gaming Sponsorship 	6/22 6/22	<ul style="list-style-type: none"> IAB Marketplace-Mobile (Jul 13, New York, NY)
27	7/16	<ul style="list-style-type: none"> Hispanic Fact Pack (polybagged with Jul 27 issue) 	6/8	<ul style="list-style-type: none"> ANA: B-To-B Marketing in the New World Conference (Aug 4-5, Chicago, IL)

AUG	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
10	7/30			<ul style="list-style-type: none"> Advertising Age's Women to Watch Awards Luncheon (Aug 12, New York, NY)
24	8/13			

SEP	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
7	8/27			
14	9/3	<ul style="list-style-type: none"> In-book Special Report: Small Agency Awards Online Special Report: Small Agency Awards Special Supplement: Mobile Marketing Guide 	8/4 8/4 8/4	<ul style="list-style-type: none"> iMedia Brand Summit (Sep 13-16, San Diego, CA)
✓ *21	9/10	<ul style="list-style-type: none"> In-book Special Report: Media Mavens Online: Media Mavens Sponsorship Custom Supplement: White Paper Intelligence Report 	8/31 8/31 8/10	<ul style="list-style-type: none"> Advertising Week (Details TBD) ANA Agency Relations Conference (Sep 24, New York, NY)
28	9/17	<ul style="list-style-type: none"> In-book Special Report: Creativity Winners List 		

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OCT	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
5	9/24	<ul style="list-style-type: none"> In-book Special Report: 100 Leading Media Companies Online: 100 Leading Media Companies AdColor® Awards Journal 	9/11 9/11 9/2	• ANA Multicultural Marketing (Oct 4-6, Location TBD)
12	10/1	<ul style="list-style-type: none"> In-book Special Report Creativity Top Production Companies 	9/3	
19	10/8	<ul style="list-style-type: none"> In-book Special Report: Magazines: The A-List Online: Magazines: The A-List Sponsorship 	9/28 9/28 9/21	
26	10/15	<ul style="list-style-type: none"> Custom: The PR Factor 	9/23	<ul style="list-style-type: none"> CTAM Summit 2009 (Oct 25-27, Denver, CO) iMedia Breakthrough Summit (Oct 25-28, Las Vegas, NV)

NOV	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
2	10/22	<ul style="list-style-type: none"> In-book Special Report: Power Players, Search Marketing Online: Power Players Sponsorship Special Supplement: Guide to Social Media 	10/12 9/14 10/12 10/7	• ANA Annual Conference (Nov 5-8, Phoenix, AZ)
9	10/29	<ul style="list-style-type: none"> In-book Special Report: Marketer of the Year 	10/19	
✓ 16	11/5	<ul style="list-style-type: none"> Custom: Integrated Media Guide In-book Special Report: America's Hottest Brands Online: Global Marketing 	10/5	
30	11/19		11/9	

DEC	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
7	11/24			
14	12/3	<ul style="list-style-type: none"> Book of Tens Online: Book of Tens Sponsorship 	11/23	
*28	12/17	<ul style="list-style-type: none"> Ad Age Annual 		

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