

'10 EDITORIAL CALENDAR

Effective January 1, 2010

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

JAN	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
4	12/17			
11	12/30	<ul style="list-style-type: none"> Bright Spots: Reviews plus 2010 Forecast Birthday Logos Celebration 	12/23	
18	1/7	<ul style="list-style-type: none"> In-book Special Report: Agency A-List featuring Creativity's Agency of the Year Online: Agency A-List 	12/30	
25	1/14			<ul style="list-style-type: none"> NATPE (Jan 25-27, Las Vegas, NV)

FEB	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
1	1/21			
8	1/28	<ul style="list-style-type: none"> In-book Special Report: Superbowl XLIV (Ad Age & Creativity) Online: Superbowl XLIV Sponsorship 	1/20	<ul style="list-style-type: none"> Superbowl XLIV (Feb 7)
15	2/4			
22	2/11	<ul style="list-style-type: none"> The Digital Issue 		<ul style="list-style-type: none"> IAB Annual Meeting (Feb 21-23, Carlsbad, CA)

MAR	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
1	2/18	<ul style="list-style-type: none"> In-book Special Report: Creativity 50 	2/10	<ul style="list-style-type: none"> AAAA Media Conference (Feb 28-Mar 3)
8	2/25			
15	3/4			
22	3/11	<ul style="list-style-type: none"> South by Southwest (SXSW) Highlights 	3/3	
29	3/18	<ul style="list-style-type: none"> Guide to Legislation & Regulation 	3/10	

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APR	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
5	3/25			
12	4/1	<ul style="list-style-type: none"> In-book Special Report: Cable TV Online: Cable TV Sponsorship 	3/24	<ul style="list-style-type: none"> Digital Conference (Apr 13-14, New York, NY)
19	4/8	<ul style="list-style-type: none"> In-book Special Report: Ad Network Guide Online: Cable TV Sponsorship 	3/15	<ul style="list-style-type: none"> Festival of Media (Apr 18-20, Valencia, Spain)
26	4/15	<ul style="list-style-type: none"> The Agency Issue featuring Agency Report & Family Tree 		<ul style="list-style-type: none"> ANA Ad Financial Management Conference (Apr 25-28, Boca Raton, FL)

MAY	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
3	4/22	<ul style="list-style-type: none"> Custom Guide: Cable Guide 	4/1	
10	4/29			
17	5/6	<ul style="list-style-type: none"> TV Upfront Reports 	4/28	<ul style="list-style-type: none"> ANA Brand Building Conference (May 19, New York, NY)
24	5/13	<ul style="list-style-type: none"> In-book Special Report: Entertainment A-List, Entertainment Marketers of the Year 	5/5	
31	5/20			<ul style="list-style-type: none"> Cause Marketing Forum Conference (Jun 3-5, Chicago, IL)

JUN	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
7	5/27	<ul style="list-style-type: none"> In-book Special Report: Women to Watch Online: Women to Watch Sponsorship 	5/19	<ul style="list-style-type: none"> AAF National Conference (Jun 10-12, Orlando, FL) CaT NYC
14	6/3	<ul style="list-style-type: none"> The Global Issue Special Supplement: Art of Outdoor 	5/13	<ul style="list-style-type: none"> Cannes Lions Advertising Festival (Jun 20-26, Cannes, France)
21	6/10	<ul style="list-style-type: none"> In-book Special Report: 100 Leading National Advertisers Online: 100 Leading National Advertisers 	6/2	
28	6/17	<ul style="list-style-type: none"> In-book Special Report: Post-Cannes Coverage Online: Post-Cannes Coverage 	6/9	

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JUL	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
12	7/1			
26	7/15	<ul style="list-style-type: none"> Hispanic Fact Pack (polybagged with July 26 issue) 	6/11	

AUG	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
9	7/29			
23	8/12			

SEP	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
6	8/26			
13	9/2			
20	9/9	<ul style="list-style-type: none"> In-book Special Report: Media Mavens Online: Media Mavens Sponsorship 	9/1	
27	9/16			

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OCT	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
4	9/23	<ul style="list-style-type: none"> In-book Special Report: 100 Leading Media Companies Online: 100 Leading Media Companies Sponsorship, Magazine A-List Sponsorship 	9/15	<ul style="list-style-type: none"> MPA American Magazine Conference (San Fran, CA, Oct 3-5)
11	9/30	<ul style="list-style-type: none"> In-book Special Report: Power Players Online: Power Players Sponsorship 	9/22	<ul style="list-style-type: none"> ANA Annual Conference (Oct 13-16, Orlando, FL)
18	10/7	<ul style="list-style-type: none"> In-book Special Report: Marketer of the Year 	9/29	
25	10/14			

NOV	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
1	10/21			
8	10/28			
15	11/4	<ul style="list-style-type: none"> In-book Special Report: World's Hottest Brands Online: Global Marketing Sponsorship 	10/27	
29	11/18			

DEC	ISSUE CLOSE	ADVERTISING/SPONSORSHIP OPPORTUNITIES	SPECIAL CLOSE	BONUS DISTRIBUTION
6	11/23			
13	12/2	<ul style="list-style-type: none"> Book of Tens Online: Book of Tens Sponsorship 	11/23	
20	12/9			
27	12/13	<ul style="list-style-type: none"> Ad Age Annual 		

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