

ADWEEK MAGAZINES 2005 EDITORIAL CALENDAR

Issue	Close	Adweek	Brandweek	Mediaweek	Bonus Distribution
1/3	12/21		Auto Report	Market Profile: Kansas City	
1/10	12/28	Agency of the Year	Consumer Electronics Show	Market Profile: Toledo, OH	
1/17	1/4	Best Spots		Market Profile: Albany-Schenectady-Troy, NY	
1/24	1/11	Creative All- Stars		Magazine Lifetime Achievement Awards NAPTE Special Reports/Program Listing Market Profile: Tampa-St. Petersburg, FL	NATPE (AW, BW, MW)
1/31	1/18			Post NAPTE Show Coverage Market Profile: Portland, OR	Magazine Lifetime Achievement Awards (MW)
2/7	1/24	Best Spots of 2004		Market Profile: Pittsburgh	
2/14	1/25	IQ Report: Agency of the Year			
	2/1			Market Profile: Fresno-Visalia, CA	Toy Fair
2/21	2/8	Best Spots	Toy Fair: Toys, Licensing & Merchandising	Market Profile: Oklahoma City	
2/28	2/15	Direct Marketing --		Market Profile: Minneapolis-St. Paul	AAAA Media Conference , Regies (BW-insert only)
			Reggie Awards	Syndication Report Market Profile: Columbia, SC	SNTA
3/14	2/22	25th Anniversary of the Consumer Magazines: Hot list			
	2/28	Best Spots		Market Profile: Baltimore	

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3/21	3/1	Automotive Report			POPAI-POP
	3/8	FFPF +			
3/28	3/15	Quarterly Calendar +			
				Market Profile: Honolulu	
4/4	3/14	Cable Report			TVB Marketing Conf. (AW, BW, MW) NCTA (MW) , VNU Expo Incentive (TBD)
	3/22			Market Profile: San Francisco	NAB (MW)
4/11	3/29		Next Generation Marketers	Market Profile: Nashville	
4/18	3/29	IQ Interactive Report: Interactive Agency Report Cards			
	4/5	Best Spots		National Magazine Awards Newspaper Publisher of the Year Market Profile: Washington, DC	NAA Pub. Conf. (MW), ARF (AW)
4/25	4/4	Upfront I: Brand and Marketing Planning			ABM Spring Meeting (AW, BW, MW)
	4/12	Agency Report Cards		Media Report Cards Market Profile: Dayton, Ohio	
5/2	4/19	Cable Up +			
		Media Report Cards	Food Marketing	Market Profile: San Antonio, TX	FMI
5/9	4/26			Market Profile: West Palm Beach- Ft. Pierce, FL	One Show (AW)
5/16	4/26	IQ Report: Gaming			
	5/3	Clio Coverage Best Spots		Market Profile: Des Moines-Ames, IA	

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5/23	5/10		CMO Focus	Market Profile: Knoxville, TN	Clio Awards (AW), CAB Local Cable Sales Management conf. (MW)
5/30	5/9	Upfront II: Programming Report			
	5/17			Market Profile: Sacramento, CA	
6/6	5/24	Great Locations =			
		Commercial Production Feature		Interactive Conference Issue Market Profile: Philadelphia	AICP Show, Interactive Media Conf. (MW), AAF Nat'l Conf. (AW, BW, MW)
6/13	5/31	Best Spots	Licensing	Market Profile: Seattle	
6/20	6/1	Entertainment & Advertising Law --			
		Media Plan of the Year	SuperBrands	Media Plan of the Year	25th Anniversary Licensing (B),
	6/7	Pre Cannes Coverage		Market Profile: Boston	Cannes
6/27-7/4	6/14	Quarterly Calendar +			
		Post Cannes Coverage Double Issue	Double Issue	Market Profile: Grand Rapids-Kalamazoo-B. Creek, MI Double Issue	
7/11	6/28				
7/18	7/5	Best Spots	Double Issue	Market Profile: Atlanta Double Issue	
7/25	7/12	Holiday Specials +			
				Market Profile: Tulsa, OK Double Issue	
8/1	7/19		Double Issue		CTAM Summit (MW)

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8/8	7/26					
8/15	8/2	Best Spots	Double Issue	Market Profile: Richmond-St. Petersburg, Va. Double Issue		
8/22-8/29	8/9	Double Issue	Double Issue	Market Profile: Houston Double Issue		
9/5	8/23			Market Profile: Milwaukee		
9/12	8/22	IQ: Interactive Report				
	8/30	Production, Print, Stock, Programming =				
				Fall TV Market Profile: Detroit		
9/19	9/6	Best Spots	Luxury Marketing	Radio Report Market Profile: Los Angeles	NAB Radio Show (MW)	
9/26	9/5	Media Outlook 2006				Motivation Show (BW)
	9/13	Quarterly Calendar +				
			Incentive Marketing	Market Profile: Denver		
10/3	9/20			Market Profile: Dallas-Ft. Worth		
10/10	9/27		Marketer of the Year	Market Profile: Shreveport, LA		
10/17	9/27	Magazine Hit List				
	10/4	Best Spots		Market Profile: Chicago		
10/24	10/11	DM II --				
				Market Profile: Reno, NV		

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10/31	10/18			Market Profile: New York	
11/7	10/25	Super Sports +			
				Market Profile: Phoenix	
11/14	11/1	Best Spots		Market Profile: Flint-Saginaw-Bay City, MI	
11/21	10/31	IQ: Interactive Report			
	11/8	Mobile Branding --			
			Guerrilla Marketing	Market Profile: St. Louis	
11/28	11/15			Market Profile: Raleigh-Durham, NC	
12/5	11/14	Media All-Stars			
	11/22			Market Profile: Spokane, WA	
12/12	11/29			Market Profile: Charlotte, NC	
12/19 - 12/26	12/6	Best Spots Double Issue	Double Issue	Market Profile: Green Bay, WI Double Issue	

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