

AdweekMedia

ADWEEK BRANDWEEK MEDIAWEEK

EDITORIAL CALENDAR 2010 – updated 12/29/09

Issue	Close	Mat Due	Editorial Feature	Digital Editorial	Custom Media	Digital Custom Media
1/4	12/21	12/23	Market Profile: Orlando Media Outlook			
1/11	12/29	12/31	Market Profile: Detroit Guerrilla Marketing			
1/18	1/5	1/7	Winter Olympics Preview Market Profile: Dallas US/Global/Media Agency of Year <i>Bonus Distribution: POPAI (Jan 21-22, Miami)</i>		IN-STORE/SHOPPER MKTG	
1/25	1/12	1/14	NATPE Out There US/Global/ Creative and Digital Agencies of Year <i>Bonus Distribution: NATPE, ACI Advertising Law Forum, ERA Great Ideas Summit (Feb 1-3, New Orleans)</i>	Marc Berman Award Season Webcast	VIRTUAL EVENTS/WEBINARS MOBILE MKTG ELECTRONIC RETAILING	
2/1	1/19	1/21	Superbowl 2010 Preview Market Profile: Miami <i>Bonus Distribution: Email Evolution (Feb 1-3, Miami), National Sports Forum Conference (Jan 30-Feb 1, Baltimore), DMA Circulation Day</i>	Realtime Superbowl	EMAIL MKTG SPORTS MKTG	
2/8	1/26	1/28	Market Profile: Greenville-Spartanburg <i>Bonus Distribution: TOY Fair (Feb 14-17), ANA TV and Everything Video Forum (Feb. 11, NYC)</i>		FAMILY ENTERTAINMENT MARKETING TO KIDS MKTG TO COLLEGE STUDENTS	
2/15	2/2	2/4	Upfront Preview		DIGITAL VIDEO MKTG ENGAGEMENT/LOYALTY	
2/22	2/9	2/11	Market Profile: Sacramento			
3/1	2/16	2/18	Agency & Media Report Cards <i>Bonus Distribution: AAAA Media Conference, Search Engine Marketing Expo (Mar 2-4, Santa Clara)</i>		SEARCH MKTG	
3/8	2/23	2/25	Digital Agency Report Cards Out There <i>Bonus Distribution: GlobalShop, GLAAD Media Awards NY (Mar 13, NYC)</i>		GLAAD NY OUT OF HOME	
3/15	3/2	3/4	Market Profile: Minneapolis <i>Bonus Distribution: New York CLIO Design Judging, Successful Meetings Conf (Mar 21-23, NYC),</i>		EVENT MKTG	
3/22	3/9	3/11	Research and Measurement <i>Bonus Distribution: Custom Content Conference, PMA Annual Conference, CLIO Judging, CTIA Wireless 2010, Re:think 2010 ARF Annual Convention + Expo (Mar. 22-24, NYC)</i>		DIGITAL APPS RESEARCH/ MEASUREMENT	
3/29	3/16	3/18	Magazine Hotlist Market Profile: St. Louis			
4/5	3/23	3/25	Market Profile: Las Vegas <i>Bonus Distribution: RAB 2010, NAB 2010 (Apr 10-15, Las Vegas), Strategy Institute Research and Measurement Conference (Apr, NYC)</i>		LOCAL RADIO/TV MARKETING TO HISPANICS DIGITAL MEDIA MEASUREMENT	
4/12	3/30	4/1	Salary Survey Out There <i>Bonus Distribution: What Teens Want NY, Ad Tech Conference (Apr 19-21, San Francisco),</i>		MKTG TO TEENS AD NETWORKS AWNY AWARDS	

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4/19	4/6	4/8	Market Profile: Portland, OR <i>Bonus Distribution: NAA Convention, AWNY awards (Apr 13, NYC)</i>		REGGIE AWARDS	
4/26	4/13	4/15	Kids Upfront Market Profile: Pittsburgh <i>Bonus Distribution: OAAA conference (May 2, Phoenix), M2W Conference (Apr 29-30, Chicago)</i>	Upfront Digital Package	CABLE UP! OOH MKTG MKTG TO WOMEN	
5/3	4/20	4/22	Upfront I: Brand and Market Planning Out There <i>Bonus Distribution: IMC, TOYCon, OBIE Awards, PRSA Digital Impact Conference (May 6-7, NYC)</i>		BUZZ AWARDS PR as a MKTG TOOL NEWSPAPERS	
5/10	4/27	4/29	Cable Networks Hotlist Market Profile: Hartford <i>Bonus Distribution: FMI Show, NCTA Convention, CTAM Research Conference)</i>			
5/17	5/4	5/6		Realtime CLIO Realtime Upfront Week <i>Bonus Distribution: CLIO Awards New York, 2010 Brand Conference (ANA)</i>		
5/24	5/11	5/13	Market Profile: Albuquerque <i>Bonus Distribution: ACCM Conference, CLIO Awards Berlin</i>			
5/31	5/18	5/20	Upfront Programming Report Market Profile: New York		ASIAN AMERICAN	
6/7	5/25	5/27	Superbrands <i>Bonus Distribution: Internet Week, Search Engine Marketing Expo, Licensing Show (Jun 8-10, Las Vegas), AAF National Conference</i>		LICENSING SEARCH II	
6/14	6/1	6/3	Media Plan of the Year Market Profile: Boston Cannes Lions <i>Bonus Distribution: Media Plan of the Year, DM Days 2010 (Jun 14-16, NYC), ARF Audience Measurement event (Jun 15-16, NYC)</i>	Realtime Cannes Lions	DIRECT MKTG RESEARCH/AUDIENCE MEASUREMENT	
6/21	6/8	6/10	Market Profile: Kansas City Cannes Lions Out There <i>Bonus Distribution: LGBT Marketing, Cannes Lions</i>		LGBT MKTG	
6/28	6/15	6/17	Upfront Wrap-Up			
7/5	6/22	6/24	DARK			
7/12	6/29	7/1	Market Profile: Chicago		CONSUMER TRENDS/BEHAVIOR	
7/19	7/6	7/8	DARK			
7/26	7/13	7/15	Market Profile: Birmingham Out There		SHOPPER MARKETING	

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8/2	7/20	7/22	DARK			
8/9	7/27	7/29	Market Profile: Phoenix		VIDEO GAMING	
8/16	8/3	8/5	DARK			
8/23	8/10	8/12	Market Profile: San Francisco		RADIO	
8/30	8/17	8/19				
9/6	8/24	8/26	DARK			
9/13	8/31	9/2	Market Profile: Los Angeles Marketer of the Year Out There <i>Bonus Distribution: Marketer of the Year</i>		EMAIL MKTG II	
9/20	9/7	9/9	MW50 <i>Bonus Distribution: Stars of Madison Avenue, AAF Mosaic, ERA 2010 D2C</i>	Realtime Advertising Week	DIRECT ELECTRONIC RESPONSE	
9/27	9/14	9/16	Media Outlook Market Profile: Atlanta <i>Bonus Distribution: Advertising Week</i>		INCENTIVE MKTG	
10/4	9/21	9/23			MOBILE MARKETING SOCIAL MEDIA DIRECT MKTG II	
			<i>Bonus Distribution: Billboard Mobile Live, Social Media Strategies, DMA 2010 Conf</i>			
10/11	9/28	9/30	Magazine Report Market Profile: Jacksonville			
10/18	10/5	10/7	Media All-Stars <i>Bonus Distribution: Media All-Stars</i>			
10/25	10/12	10/14	Market Profile: Houston Out There <i>Bonus Distribution: CTAM Summit, OVAB Summit, What Teens Want Chicago, Marketing to Moms Conference</i>		DIGITAL OOH MKTG TO MOMS	
11/1	10/19	10/21	Digital Hotlist <i>Bonus Distribution: ANA National Conference</i>			
11/8	10/26	10/28	Market Profile: Washington D.C. <i>Bonus Distribution: CLIO Healthcare Awards</i>		CLIO HEALTHCARE EXPERIENTIAL MKTG	
11/15	11/2	11/4	Rising Stars <i>Bonus Distribution: Rising Star Awards, Media and Money event</i>		MEDIA MEASUREMENT II	
11/22	11/9	11/11	DARK			

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11/29	11/16	11/18				
12/6	11/22	11/24	Market Profile: Philadelphia Out There			
12/13	11/30	12/2				
12/20	12/7	12/9	DARK			
12/27	12/14	12/16	DARK			

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