

ADWEEK MAGAZINES 2006 EDITORIAL CALENDAR

Issue	Close	Adweek	Brandweek	Mediaweek	Bonus Distribution
1/2	12/21		Consumer Electronics	Market Profile: Las Vegas	
1/9	12/28	Agency of the Year (Global, National, Regional)	Auto Report	Market Profile: Buffalo	
1/16	1/4	IQ Report: Agency of the Year			
		Best Spots		Petersburg, Fla.	
1/23	1/11		Sports Licensing	Magazine Lifetime Achievement Awards NATPE 2006 Special Report/Program Listing Market Profile: Salt Lake City, Utah	Lifetime Achievement Awards (MW) NATPE (AW, BW, MW)
1/30	1/18	Super Bowl Preview	Super Bowl Preview	Super Bowl Preview	
		Hispanic Agency of the Year		Post-NATPE News/Show Coverage Radio Report Market Profile: Sacramento-Stockton-Modesto, Calif.	RAB Annual Conference
2/6	1/25	Best Spots of 2005		Market Profile: Louisville, Ky.	
2/13	2/1		Toy Fair	Market Profile: Hartford & New Haven, Conn.	Toy Fair (BW)
2/20	2/8	Salary Survey Best Spots		Market Profile: Ft. Myers- Naples, Fla.	
2/27	2/15	AAAA's Media Coverage Preview Media Agency of the Year		AAAA's Media Coverage Preview Market Profile: Minneapolis-St. Paul, Minn.	AAAA Media Conference
3/6	2/22	Consumer Magazines: Hot List			
				Market Profile: Wilkes Barre-Scranton, Pa.	
3/13	2/22		Reggie Awards		
	3/1	Hall of Fame Best Spots		Syndication Report, Part II Market Profile: Austin, Texas	SNTA, PMA
3/20	3/8	IQ Feature	IQ Feature	IQ Feature Market Profile: Baltimore	

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3/27	3/15			Market Profile: Cincinnati, Ohio	POPAI-POP (BW)	
4/3	3/22	Agency Report Cards		Newspaper Report Market Profile: San Francisco-Oakland-San Jose	NAA Pub Conf. (MW)	
4/10	3/29	Cable Report				NCTA (MW)
		Auto Report				
		AAAA's Media Agency Report		AAAA's Media Agency Report		
				Market Profile: Little Rock		
4/17	4/5	IQ Report: Agency Report Cards			TVB Marketing Conf. (AW, BW, MW)	
		Best Spots	Next Generation Marketers	Market Profile: Washington, D.C		
4/24	4/12			Market Profile: Columbus, Ohio	NAB (MW), CAB Local Cable Sales Management Conf. (MW)	
5/1	4/19	Upfront I: Brand and Marketing Planning			VNU Expo Incentive (TBD), ABM Spring Meeting (AW, BW, MW)	
				Market Profile: San Diego		
5/8	4/26	IQ Report: Gaming				
			Food Marketing	Market Profile: Miami- Ft. Lauderdale	FMI	
5/15	5/3	Clio Coverage Best Spots		Syndication Report, Part III Market Profile: Fresno-Visalia, Calif.		
5/22	5/10			Market Profile: Roanoke-Lynchburg, Va.	NAB (MW)	
5/29	5/17	Upfront II: Programming Report				
				Market Profile: Phoenix		
6/5	5/24			Market Profile: Philadelphia		

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6/12	5/31	Upfront III: Marketplace Wrap-Up			
			Licensing	Market Profile: Albuquerque, N.M.	ARF Nat'l Conf. (AW, BW, MW)
6/19	6/1	Media Plan of the Year	SuperBrands	Media Plan of the Year	Licensing (BW), Cannes (AW)
		Best Spots		Market Profile: Cleveland - Akron, Ohio	
6/26	6/14	Double Issue Cannes Coverage		Market Profile: Denver, Colo.	
7/3	N/A	No Issue	No Issue	No Issue	
7/10	6/28	IQ Feature	Double Issue Feature	IQ Market Profile: Orlando-Daytona Beach-Melbourne	CTAM Summit (MW)
7/17	7/5	Best Spots	No Issue	No Issue	
7/24	7/12	Double Issue			
7/31	7/19	No Issue	No Issue	No Issue	
8/7	7/26	Double Issue News story: Client spending			
8/14	8/2	No Issue	No Issue	No Issue	
8/21	8/9	Double Issue			
8/28	N/A	No Issue	No Issue	No Issue	
9/4	8/23		Feature: GM in China		
9/11	8/30	IQ Report: Website Hot List			The Next Big Idea (East)/Buzz Awards (AW, BW, MW)
				Fall TV Report	
9/18	9/6	Best Spots	Luxury Marketing	NAB Radio Report	NAB Radio Show (MW)
			Media Outlook 2007		
9/25	9/13	Advertising Week Coverage			Motivation Show (BW) Music Upfront (AW, BW, MW) IAB MIXX Awards (AW, BW, MW)

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10/2	9/20	The 5 Lessons of Modern Advertising: Feature			ANA Annual Conference/Marketer of the Year Event (BW)
10/9	9/14		Marketer of the Year		MOY Section Distributed @ ANA Conference
	9/27				DMA Conference & Exhibition (BW)
10/16	10/4	Best Spots			What Teens Want (West) (AW, BW, MW)
10/23	10/1	Magazine Hit List			MPA American Magazine Conference (AW, BW, MW)
10/30	10/18				
11/6	10/25	IQ Report			
11/13	11/1	Media All-Stars			Media All-Stars Event (MW)
		Best Spots			
11/20	11/8		Guerrilla Marketing		
11/27	11/15				DEMMX Awards 2006 (AW, BW, MW)
12/4	11/22				
12/11	11/29	Best Spots		Syndication Report, Part I	
12/18	12/6	No Issue	No Issue	No Issue	
12/25	N/A	No Issue	No Issue	No Issue	