

ADWEEK MAGAZINES 2007 EDITORIAL CALENDAR

Issue	Close	Adweek	Brandweek	Mediaweek	Bonus Distribution
1/1	12/20			Forecast 2007	
1/8	12/27	Agency of the Year: Global/National	Consumer Electronics		
1/15	1/3	Hispanic Agency of the Year Best Spots	Auto Report	NATPE 2007 Listings and Feature Section	NATPE (MW)
1/22	1/10	IQ Report: Agency of Year			NATPE 2007: Post Report Magazine Lifetime Achievement Awards
1/29	1/17	Super Bowl Preview			
2/5	1/24	Best Spots of 2006		RAB Radio Report	RAB Annual Conference (MW) (MW) CTAM
2/12	1/31	Salary Survey	Toy Fair		Toy Fair (BW)
2/19	2/7	IQ Feature Best Spots	IQ Feature	Media Power Players	
				IQ Feature	
2/26	2/14	AAAA's Media Coverage Preview Media Agency of the Year		AAAA's Media Coverage Preview Media Agency of the Year	AAAA Media Conference (AW/BW/MW)
3/5	2/21	Consumer Magazines: Hot List			POPAI Globalshop (BW) MPA Retail Conference MW)
3/12	2/28	Best Spots		Syndication Report, Part II	CTPAA Forum (MW)

Red: Special 3-book Reports
 Blue: Special 2-book Reports
 Yellow: Special 1-book Report
 Grey: No Issue

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3/19	3/7	IQ Feature Creative Hall of Fame	IQ Feature	IQ Feature	PMA (BW & Reggie Section)
3/26	3/7		Reggie Awards		
	3/14				
4/2	3/21	Emerging Media Report			
4/9	3/28		Auto Report		
4/9	3/28			TVB: TV Stations Report	TVB Annual Marketing Conference (MW)
4/16	4/4	AAAA Management: Client-Agency Roundtable Agency Report Cards Best Spots	Next Generation Marketers		CAB Cable Sales Management Conf. (AW/BWMW) AAAA Management Conference (AW/BW/MW), NY Magazine Day (AW/BW/MW)
4/23	4/11	Media Agency Report Cards		Media Agency Report Cards	NAB (MW)
4/30	4/18	Upfront I: Brand and Marketing Planning			
		IQ Agency Report Cards			
5/7	4/25	Cable Report			NCTA Annual Convention (MW) ABM Spring Meeting (AW/BW/MW)
		Clio Coverage	FMI Food Marketing (Clio - TBD)	Newspaper Report	FMI (BW) Clio (AW), NAA Publishers Conf (MW)
5/14	5/2	IQ Report: Gaming			
		Best Spots			E3Expo (AW/BW/MW)
5/21	5/9				IMC (MW)

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5/28	5/16	Upfront II: Programming Report			
6/4	5/23				DMC (AW/BW/MW)
6/11	5/30		Licensing	Syndication Report, Part III	Licensing Show (BW)
6/18	TBD	Media Plan of the Year	Superbrands	Media Plan of the Year	Cannes (AW) Media Plan of the Year Event (MW)
	6/6	Cannes Coverage Best Spots			
6/25	6/13	Upfront III: Marketplace Wrap-up			
7/2		No Issue	No Issue	No Issue	
7/9	6/20	IQ Feature	IQ Feature	IQ Feature	
7/16	6/27	Best Spots	No Issue	No Issue	
7/23	7/4				
7/30	7/11		No Issue	No Issue	
8/6	7/18				
8/13	7/25	Best Spots	No Issue	No Issue	
8/20	8/1				

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8/27	8/8	No Issue	No Issue	No Issue	
9/3	8/15				
9/10	8/22	IQ Report: Website Hot List			
				Fall TV Report	
9/17	8/29	Best Spots	Luxury Marketing	NAB Radio Report	
9/24	9/5	Media Outlook 2008			
10/1	9/12				
10/8	TBD		Marketer of the Year		
	9/19				
10/15	9/26	IQ Feature: Emerging Media			
		Best Spots			
10/22	10/3	Magazine Report			
10/29	10/10				
11/5	10/17				

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11/12	10/24	Media All-Stars			Media All-Stars Event (MW)
		Spending Survey Feature			
11/19	10/31	IQ Feature Best Spots	IQ Feature Guerilla Marketing	IQ Feature	
11/26	11/7				
12/3	11/14			Syndication Report, Part I	
12/10	11/21	IQ Report: Interactive Marketing			
12/17	11/28	Best Spots			
12/24	12/5	No Issue	No Issue	No Issue	
12/31	12/12				

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