

AdweekMedia 2009

BRANDWEEK ADWEEK MEDIAWEEK editorial calendar

| Issue | Close | Mat Due | Special Reports | Editorial Features | Custom Media |
|-------|-------|---------|---|--|---|
| 1/5 | 12/23 | 12/25 | Agency of the Year | Forecast Consumer Electronics Market Profile: Indianapolis | |
| 1/12 | 12/30 | 1/1 | Hispanic Marketing Report | Market Profile: San Diego | |
| 1/19 | 1/6 | 1/8 | | Search Shopper Marketing | |
| 1/26 | 1/13 | 1/15 | Super Bowl <i>Bonus Distribution: NATPE, Magazine Lifetime Achievement</i> | NATPE Market Profile: Tampa | AEF 25th Anniversary Salute AW Sports Marketing |
| 2/2 | 1/20 | 1/22 | | Out There | |
| 2/9 | 1/27 | 1/29 | Media Agency of the Year <i>Bonus Distribution: Toy Fair, ANA TV & Everything Video Forum</i> | Incentive Marketing Market Profile: Las Vegas | Family Friendly |
| 2/16 | 2/3 | 2/5 | Digital Agency of the Year | Mobile Marketing Market Profile: Kansas City | |
| 2/23 | 2/10 | 2/12 | <i>Bonus Distribution: CTFA</i> | Market Profile: West Palm Beach | |
| 3/2 | 2/17 | 2/19 | <i>Bonus Distribution: AAAA Media Conference</i> | Out There | |
| 3/9 | 2/24 | 2/26 | <i>Bonus Distribution: PMA Conference</i> | Market Profile: New York | |
| 3/16 | 3/3 | 3/5 | Media Agency Report Card Digital Agency Report Card <i>Bonus Distribution: RAB, NY Clio Judging</i> | Kids Upfront | |
| 3/23 | 3/10 | 3/12 | Magazine Hot List <i>Bonus Distribution: Santa Fe Clio Judging, POPAI Global Shop</i> | Out There | SRDS Consumer Magazine Highlights, GLAAD Awards |
| 3/30 | 3/17 | 3/19 | Cable Report & Hot List <i>Bonus Distribution: CTIA Wireless Conference NCTA</i> | Market Profile: Salt Lake City | |
| 4/6 | 3/24 | 3/26 | Auto Report <i>Bonus Distribution: Mirren Business, NY Auto Show</i> | Market Profile: San Antonio | AWNY Reggie BW |
| 4/13 | 3/31 | 4/2 | Agency Report Card <i>Bonus Distribution: Mediaweek Upfronts, NAB Show</i> | Market Profile: Cincinnati | |

Note:
Content for Special Reports and Editorial Features are the same for each brand.

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Updated on 7/24/2009

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| 4/20 | 4/7 | 4/9 | Kids Upfront <i>Bonus Distribution: NY Magazine Day, Voz Latina</i> | Out There | Cable Up |
| 4/27 | 4/14 | 4/16 | Upfront I: Brand and Market Planning <i>Bonus Distribution: Sports Emmys, ANDY Awards, ABM Spring Meeting, AAAA Leadership</i> | Market Profile: Chicago | |
| 5/4 | 4/21 | 4/23 | 10 Under 40 <i>Bonus Distribution: FMI Show, Interactive Media Conference</i> | Food Marketing Local Media/IMC Market Profile: Boston | |
| 5/11 | 4/28 | 4/30 | Upfront II: TV and Digital "Players" <i>Bonus Distribution: Clio 50th Anniversary Awards</i> | | Shopper Marketing (PMA) Creative Services |
| 5/18 | 5/5 | 5/7 | | Clio Recap Out There <i>Bonus Distribution: OAAA and Obie Awards</i> | Marketing to Women |
| 5/25 | 5/12 | 5/14 | | Market Profile: Nashville | AETN 25 th Anniversary |
| 6/1 | 5/19 | 5/21 | Upfront III: Programming Report <i>Bonus Distribution: Licensing Show, AAF Nat'l Conference, POPAI Annual Conference</i> | Licensing Market Profile: Milwaukee | |
| 6/8 | 5/26 | 5/28 | Superbrands <i>Bonus Distribution: Creative Emmy Awards</i> | | Executive Education |
| 6/15 | 6/2 | 6/4 | Media Plan of the Year <i>Bonus Distribution: Brand Smart, Cannes Lions, Media Plan of the Year, AMA Chicago Chapter Awards, DMA</i> | | |
| 6/22 | 6/9 | 6/11 | | Market Profile: Los Angeles <i>Bonus Distribution: What Teens Want</i> | |
| 6/29 | 6/16 | 6/18 | | Behavioral Targeting Market Profile: Columbus, OH | Event Marketing |
| 7/6 | 6/23 | 6/25 | | Out There Market Profile: Raleigh-Durham | Creative Awards Wrap-Up Report |
| 7/13 | 6/30 | 7/2 | No Issue | | |
| 7/20 | 7/7 | 7/9 | | Market Profile: Phoenix | |
| 7/27 | 7/14 | 7/16 | No Issue | | |
| 8/3 | 7/21 | 7/23 | | Market Profile: Baltimore | |
| 8/10 | 7/28 | 7/30 | No Issue | | |
| 8/17 | 8/4 | 8/6 | | Packaging and Design | |

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| 8/24 | 8/11 | 8/13 | No Issue | | |
| 8/31 | 8/18 | 8/20 | | Out There Market Profile: Philadelphia Fashion | Email Marketing Search Engine Marketing |
| | | | <i>Bonus Distribution: Fashion Week</i> | | |
| 9/7 | 8/25 | 8/27 | No Issue | | |
| 9/14 | 9/1 | 9/3 | Marketer of the Year | Market Profile: Seattle | |
| | | | <i>Bonus Distribution: Marketer of the Year</i> | | |
| 9/21 | 9/8 | 9/10 | | MW 50 Market Profile: Charlotte | Social Media Strategies/Directory |
| | | | <i>Bonus Distribution: News and Documentary Emmys, Motivation Show, NAB Radio Show</i> | | |
| 9/28 | 9/15 | 9/17 | Media Outlook | | Experiential Marketing Buzz Awards |
| 10/5 | 9/22 | 9/24 | | Market Profile: San Francisco | Gaming |
| 10/12 | 9/29 | 10/1 | | Direct Marketing Out There | Direct Marketing Report |
| | | | <i>Bonus Distribution: Media and Money</i> | | |
| 10/19 | 10/6 | 10/8 | Digital Hot List | Market Profile: Washington, DC | Sports Marketing Ad Networks |
| | | | <i>Bonus Distribution: Marketing to Men, Marketing to Women 40+</i> | | |
| 10/26 | 10/13 | 10/15 | | Promotion Marketing Market Profile: Denver | |
| 11/2 | 10/20 | 10/22 | Hispanic Special Report | | Horizon Media 20 th Anniversary |
| | | | <i>Bonus Distribution: ANA Conference</i> | | |
| 11/9 | 10/27 | 10/29 | | Social Networking Market Profile: Houston | |
| 11/16 | 11/3 | 11/5 | Media All-Stars | | |
| | | | <i>Bonus Distribution: Advertising Hall of Achievement, Media All-Stars</i> | | |
| 11/23 | 11/10 | 10/12 | No Issue | | |
| 11/30 | 11/17 | 11/19 | | Guerilla Marketing Out There Market Profile: Atlanta | Packaging Expo BW |
| 12/7 | 11/24 | 11/26 | | Market Profile: Cleveland, OH | 212 Interactive Awards |
| 12/14 | 12/1 | 12/3 | Top Innovations of 2009 | Out There Market Profile: Orlando | |
| 12/21 | 12/8 | 12/10 | No Issue | | |
| 12/28 | 12/15 | 12/17 | No Issue | | |

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