

ADWEEK

2011 EDITORIAL CALENDAR

Updated November 7, 2011

**All dates and topics are subject to change without notice*

Issue Date	Space / Material Close	Editorial (Print/Digital)	Custom Content	Events
Jan 10	Dec 28 / Dec 30	Consumer Electronics Issue		
Jan 17	Jan 4 / Jan 6			
Jan 24	Jan 11 / Jan 13	Super Bowl Issue		
Jan 31	Jan 18 / Jan 20	Super Bowl Features Digital: Real Time Super Bowl	Email Marketing (section closes 1/19, materials due 1/25)	
Feb 7	Jan 25 / Jan 27		Sports Marketing (section closes 1/26, materials due 2/1)	
Feb 14	Feb 1 / Feb 3			
Feb 21	Feb 8 / Feb 10			
Feb 28	Feb 15 / Feb 17		Marketing to Kids • Search Marketing AWNY Ad Woman of the Year (sections close 2/16, materials due 2/22)	
Mar 7	Feb 22 / Feb 24			
Mar 14	Mar 1 / Mar 3		Shopper Marketing (section closes 3/2, materials due 3/8)	
Mar 21	Mar 8 / Mar 10			
Mar 28	Mar 15 / Mar 17	TV Issue	AAF Hall of Fame • Marketing to Hispanics (sections close 3/16, materials due 3/22)	Digital Upfront
Apr 4	Mar 22 / Mar 24	Digital: Upfront Channel		
Apr 11	Mar 29 / Mar 31		Out-Of-Home (section closes 3/30, materials due 4/5)	
Apr 18	Apr 5 / Apr 7	*RE-LAUNCH ISSUE*	Best of AOL	
Apr 25	Apr 12 / Apr 14	Magazine Hot List Issue	Cable Report (section closes 4/13, materials due 4/19)	
May 2	Apr 19 / Apr 21			
May 9	Apr 26 / Apr 28			
May 16	May 3 / May 5	Upfront Issue (Broadcast week begins)	CLIO	CLIO Awards (5/19)
May 23	May 10 / May 12	Mobile Issue	Mobile • AEF Honors Night (sections close 5/11, materials due 5/17)	
May 30	May 17 / May 19	Upfronts The Fall Season of Reality Programming Hollywood Scorecard		

Issue Date	Space / Material Close	Editorial (Print/Digital)	Custom Content	Events	Bonus Distribution
Jun 6	May 24 / May 26			Internet Week	
Jun 13	May 31 / Jun 2	David Ogilvy 100th Birthday Cannes Preview Digital: RealTime Cannes	Cannes (section closes 6/1, materials due 6/7)		
Jun 20	Jun 7 / Jun 9	Comedy in TV			
Jun 27	Jun 14 / Jun 16	Upfront End-of-Business Wrap Up Cannes Winners	Addy's (section closes 6/15, materials due 6/21)		
Jul 11	Jun 28 / Jun 30	Silicon Valley Issue Digital Industry: The Ones to Watch			
Jul 25	Jul 12 / Jul 14	Media Plan of the Year	Licensing (section closes 7/13, materials due 7/19)	Media Plan of the Year (8/3, The Modern, NYC)	Media Plan of the Year
Aug 8	Jul 26 / Jul 28	Rupert Murdoch Bill Bernbach's 100th Birthday			
Aug 22	Aug 9 / Aug 11	Portrait Issue	The Power of PR (section closes 8/10, materials due 8/16)		
Sep 5	Aug 23 / Aug 25	Fall TV Line Up The Middle East: The Ad Industry			
Sep 12	Aug 30 / Sep 1	Fashion Week	Adcolor (section closes 8/31, materials due 9/6)		Adcolor Awards (9/16-9/18)
Sep 19	Sep 6 / Sept 8	Food Issue		Hot List Launch Party (9/20, Soho Grand, NYC)	
Sep 26	Sep 13 / Sep 15				
Oct 3	Sep 20 / Sep 22	Advertising Week Digital: Real Time Advertising Week	Mosaic Awards (sections close 9/21, materials due 9/27)		Advertising Week (10/3-10/7) Mosaic Awards (10/6)
Oct 10	Sep 27 / Sep 29	Hot List Readers' Choice Poll Media Year in Review		Young Executive Lab (10/11, Trump Soho, NYC)	AHAA See Change (10/11-10/13)
Oct 17	Oct 4 / Oct 6	Digital Issue	Marketing to Hispanics Digital Out of Home (sections close 10/5, materials due 10/11)		Online Trust Forum (10/17-10/19)
Oct 24	Oct 11 / Oct 13	Brand Geniuses/CMO Issue		Brand Genius Awards Gala (10/27, Capitale, NYC)	Brand Genius Awards Gala
Oct 31	Oct 18 / Oct 20		Digital Custom (section close 10/21, materials due 10/24)		
Nov 7	Oct 25 / Oct 27				CLIO Healthcare (11/10)
Nov 14	Nov 1 / Nov 3		CLIO Healthcare (sections close 11/2, materials due 11/8)	CLIO Healthcare (11/10, Paris Theater, NYC)	MMA Forum LA (11/17) WOMMY Awards (11/17)
Nov 21	Nov 8 / Nov 10	Media All Stars	Magazine Spring Preview (section closes 11/9, materials due 11/15)		
Nov 28	Nov 15 / Nov 17	Top 10 Ads of the Year	Census Word of Mouth (section closes 11/16, materials due 11/18)		
Dec 5	Nov 21 / Nov 23	Big Hot List	The Year in Excellence (Awards Wrap-Up) (section closes 11/22, materials due 11/28)		
Dec 12	Nov 29 / Dec 1	Agency of the Year		Agency of the Year	