

FIRST QUARTER	Closing Dates	Section	Topic
Jan 7	Dec 18 Orders	Main feature	E-mail marketing
	Dec 24 Copy	Vertical	Entertainment
		Technique	B-to-b
Jan 14	Dec 25 Orders	Main feature	Multichannel retail
	Dec 31 Copy	Vertical	Financial services
		Technique	Production & printing
		Industry Event	National Retail Federation Expo Jan 14-17, New York NY
Jan 21	Jan 1 Orders	Main feature	Lists
	Jan 7 Copy	Vertical	Nonprofit
		Technique	Database/CRM
Jan 28	Jan 8 Orders	Main feature	Internet marketing
	Jan 14 Copy	Vertical	Education
		Technique	Insert media
		Supplement	Essential Guide to Lists, Database Marketing & Data Services
Feb 4	Jan 15 Orders	Main feature	Buzz/word of mouth
	Jan 21 Copy	Vertical	Technology
		Technique	Circulation marketing
Feb 11	Jan 22 Orders	Main feature	E-mail marketing
	Jan 28 Copy	Vertical	Beauty/lifestyle
		Technique	Search engine marketing
		Supplement	Essential Guide to Multichannel Retail
	Industry Event	e-Tail 08, Feb 11-14, Palm Desert CA	
Feb 18	Jan 29 Orders	Main feature	Production & printing
	Feb 4 Copy	Vertical	Energy/utilities
		Technique	Lists
Feb 25	Feb 5 Orders	Main feature	Insert media
	Feb 11 Copy	Vertical	Healthcare
		Technique	Teleservices
Mar 3	Feb 12 Orders	Main feature	DRTV
	Feb 18 Copy	Vertical	Online retail
		Technique	Mobile marketing
		Industry Event	ERA Electronic Retailing Association, March 2-4, Miami FL
Mar 10	Feb 19 Orders	Main feature	Database/CRM
	Feb 25 Copy	Vertical	Financial/credit cards
		Technique	Insert media
		Supplement	DMNews' Deliver
	Industry Event	NEMOA New England Mail Order Assoc. Mar 12-14, Cambridge MA	
Mar 17	Feb 26 Orders	Main feature	Search engine marketing
	Mar 3 Copy	Vertical	Publishing
		Technique	Production & printing
		Industry Event	SES Search Engine Strategies, Mar 17-20, New York NY
Mar 24	Mar 4 Orders	Main feature	B-to-b marketing
	Mar 10 Copy	Vertical	Home/shelter
		Technique	Recruitment
Mar 31	Mar 11 Orders	Main feature	Multichannel retail
	Mar 17 Copy	Vertical	Government/politics
		Technique	Lists
		Industry Event	Insert Media Day, Apr 1, New York NY

SECOND QUARTER	Closing Dates	Section	Topic
Apr 7	Mar 18 Orders	Main feature	E-mail marketing
	Mar 24 Copy	Vertical	Child & family
		Technique	Affiliate marketing
Apr 14	Mar 25 Orders	Main feature	Mobile marketing special
	Mar 31 Copy	Vertical	B-to-b
		Technique	Web analytics
		Industry Event	Ad-Tech, April 15-17, San Francisco CA
Apr 21	Apr 1 Orders	Main feature	Production & printing
	Apr 7 Copy	Vertical	Telecoms
		Technique	Influencers
Apr 28	Apr 8 Orders	Main feature	Circulation marketing
	Apr 14 Copy	Vertical	Food & beverage
		Technique	Lists
May 5	Apr 15 Orders	Main feature	Database/CRM
	Apr 21 Copy	Vertical	Insurance
		Technique	Out-of-home advertising
May 12	Apr 22 Orders	Main feature	Marketing trends
	Apr 28 Copy	Vertical	Healthcare
		Technique	Production & printing
May 19	Apr 29 Orders	Main feature	Multichannel retail
	May 5 Copy	Vertical	Automotive
		Technique	Search engine marketing
		Industry Event	ACCM Ann Conf Catalog/Multichannel Merchants, May 19-21, Orlando FL
		Industry Event	National Postal Forum, May 18-21, Anaheim CA
May 26	May 6 Orders	Main feature	Lists
	May 12 Copy	Vertical	Travel & tourism
		Technique	Digital marketing – widgets
Jun 2	May 13 Orders	Main feature	Promotions & incentives special
	May 19 Copy	Vertical	Financial services
		Technique	Social networks
Jun 9	May 20 Orders	Main feature	Insert media
	May 26 Copy	Vertical	Environment/sustainability
		Technique	Lists
		Industry Event	DM Days Direct Marketing Days, Jun 10-12, New York NY
Jun 16	May 27 Orders	Main feature	E-mail marketing
	Jun 2 Copy	Vertical	HR/management/training
		Technique	Production & printing
		Supplement	Essential Guide to Search Engine Marketing
Jun 23	Jun 3 Orders	Main feature	E-commerce
	Jun 9 Copy	Vertical	Baby boomers
		Technique	Marketing to international audiences
Jun 30	Jun 10 Orders	Main feature	Mobile marketing
	Jun 16 Copy	Vertical	Consumer electronics
		Technique	Database/CRM

THIRD QUARTER	Closing Dates	Section	Topic
Jul 7	—	Main feature	No issue
		Vertical	No issue
		Technique	No issue
Jul 14	Jun 24 Orders Jun 30 Copy	Main feature	Production & printing
		Vertical	Government/politics
		Technique	Lists
Jul 21	Jul 1 Orders Jul 7 Copy	Main feature	Search engine marketing
		Vertical	Manufacturing & industry
		Technique	Insert media
Jul 28	Jul 8 Orders Jul 14 Copy	Main feature	Multicultural marketing
		Vertical	Technology
		Technique	E-mail marketing
Aug 4	Jul 15 Orders Jul 21 Copy	Main feature	Internet marketing
		Vertical	Travel & tourism
		Technique	Production & printing
		Industry Event	Ad-Tech, Aug 5-6, Chicago IL
Aug 11	Jul 22 Orders Jul 28 Copy	Main feature	Industry leaders
		Vertical	Financial services
		Technique	Lists
Aug 18	Jul 29 Orders Aug 4 Copy	Main feature	Database/CRM
		Vertical	Entertainment
		Technique	Multichannel retail
Aug 25	Aug 5 Orders Aug 11 Copy	Main feature	Circulation marketing
		Vertical	Healthcare
		Technique	Insert media
Sep 1	Aug 12 Orders Aug 18 Copy	Main feature	DRTV
		Vertical	Child & family
		Technique	E-mail marketing
Sep 8	Aug 19 Orders Aug 25 Copy	Main feature	Marketing trends
		Vertical	Consumer
		Technique	Marketing management
Sep 15	Aug 26 Orders Sep 1 Copy	Main feature	Production & printing
		Vertical	Insurance
		Technique	e-commerce
		Industry Event	Shop.org (tentative date)
		Industry Event	NEMOA New England Mail Order Assoc, Sep 17-19, Burlington VT
Sep 22	Sep 2 Orders Sep 8 Copy	Main feature	DRTV spread
		Vertical	Teens/young adults
		Technique	B-to-b marketing
		Supplement	Essential Guide to DRTV
		Industry Event	ERA (tentative date)
		Industry Event	Online Marketing Media Association (tentative date)
Sep 29	Sep 9 Orders Sep 15 Copy	Main feature	E-mail marketing
		Vertical	Professional services
		Technique	Production & printing

FOURTH QUARTER	Closing Dates	Section	Topic
Oct 6	Sep 16 Orders Sep 22 Copy	Main feature	Global marketing
		Vertical	Technology
		Technique	Insert media
Oct 13	Sep 23 Orders Sep 29 Copy	Main feature	Database/CRM
		Vertical	Apparel
		Technique	Holiday marketing
		Supplement	Essential Guide to E-Mail Marketing
		Industry Event	DMA 08 Direct Marketing Association, Oct 11-16, Las Vegas NV
Oct 20	Sep 30 Orders Oct 6 Copy	Main feature	Multichannel retail
		Vertical	Consumer
		Technique	Mobile marketing
Oct 27	Oct 7 Orders Oct 13 Copy	Main feature	Circulation marketing
		Vertical	Financial services
		Technique	Lists
Nov 3	Oct 14 Orders Oct 20 Copy	Main feature	Search
		Vertical	Sports
		Technique	Lead generation
		Industry Event	Ad-Tech, Nov 3-6, New York NY
Nov 10	Oct 21 Orders Oct 27 Copy	Main feature	Marketing trends
		Vertical	Nonprofit
		Technique	Production & printing
Nov 17	Oct 28 Orders Nov 3 Copy	Main feature	Web analytics
		Vertical	Nutrition & wellness
		Technique	Inserts
Nov 24	Nov 4 Orders Nov 10 Copy	Main feature	Buzz/Word of mouth marketing
		Vertical	Healthcare
		Inserts	E-mail marketing
Dec 1	Nov 11 Orders Nov 17 Copy	Main feature	Multichannel retail
		Vertical	Entertainment
		Technique	Media
Dec 8	Nov 18 Orders Nov 24 Copy	Main feature	Database/CRM
		Vertical	LGBT market
		Technique	Search
		Supplement	Essential Guide to E-Commerce
Dec 15	Nov 25 Orders Dec 1 Copy	Main feature	Production & printing
		Vertical	Financial services
		Technique	B-to-b marketing
Dec 22	Dec 2 Orders Dec 8 Copy	Holiday Special	
		Holiday Special	
		Holiday Special	
Dec 29	—	Main feature	No issue
		Vertical	No issue
		Technique	No issue