

### FIRST QUARTER

	Closing Dates	Section	Topic
<b>Jan 5</b>	<b>Dec 18</b> Orders	Main feature	E-mail marketing
	<b>Dec 24</b> Copy	Vertical	Entertainment
		Technique	Inserts
<b>Jan 12</b>	<b>Dec 25</b> Orders	Main feature	E-commerce
	<b>Dec 31</b> Copy	Vertical	Technology
		Technique	Lists
		<b>Industry Event</b>	<b>National Retail Federation Expo, Jan. 14-17, New York, NY</b>
<b>Jan 19</b>	<b>Jan 1</b> Orders	Main feature	Printing & production
	<b>Jan 7</b> Copy	Vertical	B-to-b healthcare
		Technique	Search
<b>Jan 26</b>	<b>Jan 8</b> Orders	Main feature	Mobile
	<b>Jan 14</b> Copy	Vertical	Automotive
		Technique	Social media
		<b>Supplement</b>	<b>Lists, Database Marketing &amp; Data Services</b>
<b>Feb 2</b>	<b>Jan 15</b> Orders	Main feature	CRM/database
	<b>Jan 21</b> Copy	Vertical	Travel & tourism
		Technique	Inserts
<b>Feb 9</b>	<b>Jan 22</b> Orders	Main feature	Lists
	<b>Jan 28</b> Copy	Vertical	Financial services
		Technique	Ad networks
<b>Feb 16</b>	<b>Jan 29</b> Orders	Main feature	Circulation
	<b>Feb 4</b> Copy	Vertical	Insurance
		Technique	Printing & production
<b>Feb 23</b>	<b>Feb 5</b> Orders	Main feature	E-commerce
	<b>Feb 11</b> Copy	Vertical	Child/family
		Technique	Search
<b>Mar 2</b>	<b>Feb 12</b> Orders	Main feature	DRTV
	<b>Feb 18</b> Copy	Vertical	Nonprofit
		Technique	Mobile marketing
		<b>Industry Event</b>	<b>ERA Electronic Retailing Association</b>
<b>Mar 9</b>	<b>Feb 19</b> Orders	Main feature	E-mail
	<b>Feb 25</b> Copy	Vertical	Healthcare
		Technique	CRM/database
<b>Mar 16</b>	<b>Feb 26</b> Orders	Main feature	Multichannel
	<b>Mar 3</b> Copy	Vertical	Education
		Technique	Green
		<b>Industry Event</b>	<b>Caples Awards, March 19</b>
<b>Mar 30</b>	<b>Mar 11</b> Orders	Main feature	B-to-b
	<b>Mar 17</b> Copy	Vertical	Apparel
		Technique	Printing & production
		<b>Supplement</b>	<b>Search Marketing</b>

SECOND QUARTER	Closing Dates	Section	Topic
<b>Apr 6</b>	Mar 18 Orders	Main feature	Custom publishing
	Mar 24 Copy	Vertical	Technology
		Technique	Lists
<b>Apr 20</b>	Apr 1 Orders	Main feature	Ad networks
	Apr 7 Copy	Vertical	CPG
		Technique	Search
		<b>Industry Event</b>	<b>Ad:tech</b>
<b>May 4</b>	Apr 15 Orders	Main feature	Data Management Survey
	Apr 21 Copy	Vertical	Financial
		Technique	Lead generation
		<b>Industry Event</b>	<b>ACCM</b>
<b>May 18</b>	Apr 29 Orders	Main feature	Direct mail/lists
	May 5 Copy	Vertical	Education
		Technique	E-commerce
		Special feature	Agency Business Report
		<b>Industry Event</b>	<b>National Postal Forum</b>
<b>Jun 1</b>	May 13 Orders	Main feature	E-mail
	May 19 Copy	Vertical	Baby boomers
		Technique	Mobile
<b>Jun 15</b>	May 27 Orders	Main feature	Global marketing
	Jun 2 Copy	Vertical	Human resources
		Technique	Printing
		<b>Supplement</b>	<b>Multichannel Retail</b>
<b>THIRD QUARTER</b>	<b>Closing Dates</b>	<b>Section</b>	<b>Topic</b>
<b>Jul 13</b>	Jun 24 Orders	Main feature	Multichannel
	Jun 30 Copy	Vertical	Child/families
		Technique	E-mail
<b>Jul 27</b>	Jul 8 Orders	Main feature	Multicultural marketing
	Jul 14 Copy	Vertical	Apparel
		Technique	B-to-b
<b>Aug 17</b>	Jul 29 Orders	Main feature	Mobile
	Aug 4 Copy	Vertical	Entertainment
		Technique	E-mail
<b>Aug 31</b>	Aug 5 Orders	Main feature	Circulation marketing
	Aug 11 Copy	Vertical	Technology
		Technique	Lists

## THIRD QUARTER cont.

### Sep 14

Aug 26 Orders  
Sep 1 Copy

Main feature  
Vertical  
Technique  
**Industry Event**  
**Supplement**

E-commerce  
Health/wellness  
Web analytics  
**Shop.org (TBA)**  
**Essential Guide to E-Commerce**

### Sep 28

Sep 9 Orders  
Sep 15 Copy

Main feature  
Vertical  
Technique

Agency  
Food & beverage  
Lead generation

## FOURTH QUARTER

### Closing Dates

### Section

### Topic

### Oct 12

Sep 23 Orders  
Sep 29 Copy

Main feature  
Vertical  
Technique  
**Industry Event**

Printing & production  
Beauty/lifestyle  
E-commerce  
**DMA 09 Direct Marketing Association**

### Oct 26

Oct 7 Orders  
Oct 13 Copy

Main feature  
Vertical  
Technique  
**Supplement**

Social media  
Healthcare  
B-to-b  
**E-mail Marketing**

### Nov 9

Oct 21 Orders  
Oct 27 Copy

Main feature  
Vertical  
Technique

E-commerce  
B-to-b technology  
Lists

### Nov 23

Nov 4 Orders  
Nov 10 Copy

Main feature  
Vertical  
Technique

Search  
Industry/manufacturing  
E-commerce/Web analytics

### Dec 7

Nov 18 Orders  
Nov 24 Copy

Main feature  
Vertical  
Technique

Marketing trends  
Entertainment  
Inserts