

FIRST QUARTER

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

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

E-commerce Special Issue

Main feature	E-commerce
Vertical	Health/wellness
Technique	Web analytics
Industry Event	Shop.org (TBA)

Sep 28

Sep 9 Orders
Sep 15 Copy

Main feature	Agency
Vertical	Food & beverage
Technique	Lead generation

FOURTH QUARTER

Closing Dates

Section

Topic

Oct 12

Sep 23 Orders
Sep 29 Copy

Main feature	Printing & production
Vertical	Beauty/lifestyle
Technique	E-commerce
Industry Event	DMA 09 Direct Marketing Association

Oct 26

Oct 7 Orders
Oct 13 Copy

Main feature	Social media
Vertical	Healthcare
Technique	B-to-b
Supplement	E-mail Marketing

Nov 9

Oct 21 Orders
Oct 27 Copy

Main feature	E-commerce
Vertical	B-to-b technology
Technique	Lists

Nov 30

Oct 11 Orders
Oct 17 Copy

30th Anniversary issue

Dec 14

Nov 25 Orders
Dec 1 Copy

Search Special Issue

Main feature	Search
Vertical	Travel/Tourism
Technique	E-commerce/Analytics
Special	DMNews 2009 Rundown
Special	30 under 30