

# MARKETING 2010 Editorial Schedule

ISSUE DATE	STREET DATE	DESCRIPTION	AD CLOSE	MATERIAL DUE	ADDITIONAL DISTRIBUTION	
					Marketing Events	Industry Events
Jan 18	Jan 11	Pop Culture Report Branded Entertainment CRTC/The Future of Television	Dec 11	Dec 14		
Feb 1	Jan 25	Marketing Hall of Legends Olympic Marketing	Jan 4	Jan 6		<ul style="list-style-type: none"> <li>• Ad Club Newspaper Day Marketing Hall of Legends – Jan. 25</li> <li>• ICA Advertising Week – Jan 25-29</li> </ul>
March 1 (revised from Feb 22)	Feb 22	Newspapers <b>Special Report:</b> Search Engine Marketing	Feb 1	Feb 3	<ul style="list-style-type: none"> <li>• Search Engine Marketing Conference (1/2 day) – March 31</li> </ul>	<ul style="list-style-type: none"> <li>• ACE Awards – March 8</li> <li>• Art of Marketing Conference – March 2</li> <li>• CMA Business of Idea's Conference – March 4</li> </ul>
March 22 (double issue)	March 15	Home Improvement: the brands, players and consumer trends Mid-season TV	Feb 22	Feb 24	<ul style="list-style-type: none"> <li>• Multicultural Marketing Conference (full day) – March 25</li> </ul>	<ul style="list-style-type: none"> <li>• The Canadian Sponsorship Forum – March 19-21</li> <li>• iab Mixx Conference – March 11</li> <li>• Magazines Canada Best on Page – April 8</li> <li>• CMA Mobile Marketing Conference (1/2 day) – April 8</li> <li>• CMDC – April 8</li> </ul>
April 19	April 12	<b>Themed Issue:</b> Marketing to Women	March 19	March 24	<ul style="list-style-type: none"> <li>• Women's VIP networking Luncheon –April 15</li> </ul>	<ul style="list-style-type: none"> <li>• Festival of Media – April 18-20</li> </ul>
May 17 (double issue)	May 10	Leger Reputations Survey + Valencia Festival of media Sports Marketing	April 19	April 21	<ul style="list-style-type: none"> <li>• Sports Marketing Conference (full day)</li> </ul>	<ul style="list-style-type: none"> <li>• Ad Club Internet Day – May 7</li> <li>• Nabs Gala – May 11</li> <li>• MESH '10 – May 18-19</li> <li>• CMA National Convention – May 26-27</li> <li>• MRIA – May 30- June 2</li> </ul>
June 9	June 9	<b>Special issue:</b> Marketing Awards	May 10	May 12	<ul style="list-style-type: none"> <li>• Marketing Awards – June 9th</li> </ul>	<ul style="list-style-type: none"> <li>• KRW Awards – June 1</li> <li>• MARCOM Professional Development forum – June 10-11</li> <li>• Bessie Awards State of the Art Regina 2010 – June 13-15</li> <li>• CPRS event – June 13-15</li> </ul>
June 21	June 14	Digital Marketing & Media Bessies <b>Special Report:</b> Public Relations	May 21	May 26		<ul style="list-style-type: none"> <li>• CMA Social Networking Conference</li> <li>• CMA Summer School</li> <li>• The Art of Marketing Calgary – June 14</li> </ul>

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					Marketing Events	Industry Events
June 30	June 28	Fall TV BRC Fall Preview	June 7	June 9		• BRC Fall Preview – June 24
July 30	July 22	Agency Family Tree Cannes Production Houses	July 5	July 7		• Ad Club Golf Day
Aug 30 (double issue)	Aug 23	<b>Themed Issue:</b> Going Local The “Buy Local” Movement, Geo-Location Marketing, Hyperlocal news & information <b>Special Report:</b> Loyalty & Incentives	July 30	Aug 4		• Nabs Golf Day – Aug 17
Sept 13	Sept 6	<b>Themed Issue:</b> Media Media Tree Magazines Engagement	Aug 16	Aug 18	• Engagement (1/2 day)	• CMA Women’s Conference • Promo! Awards
Sept 27	Sept 20	CMDC Digest Book	Aug 27	Sept 1		• Ad Club Out of Home Day
Oct 11	Oct 4	Mobile <b>Special Report:</b> Out of Home	Sept 13	Sept 15	• Media Digest Live Session 1 - October 5	• CMA Direct Marketing Conference
Oct 25	Oct 18	Salary Survey Young Urbanites Sponsorship	Sept 27	Sept 29	• Mobile Marketing Conference (1/2 day) - October 13 • Media Digest Live Session 2 - October 20	• Western Sponsorship Congress – October 26-27
Nov 8	Nov 1	Canada’s Top Marketers Canada’s Top Media Players <b>Special Report:</b> Green	Oct 8	Oct 13	• Digital Day– November 2 • DMAs – November 2 • Targeting The Urban Demo Conference (1/2 Day) - November 9	
Nov 22	Nov 15	Canada’s Top Agencies <b>Special Report:</b> CRM <b>Digital Marketing Awards Book</b>	Oct 25	Oct 27	• MIAs – November 18 • Media Digest Live Session 3: Media Day - November 18	
Dec 13	Dec 6	Marketer of the Year Agency of the Year Media Player of the Year <b>Media Innovation Awards Book</b>	Nov 15	Nov 17		