

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"> • Ad Club Newspaper Day Marketing Hall of Legends – Jan. 25 • ICA Advertising Week – Jan 25-29
March 1 (revised from Feb 22)	Feb 22	Newspapers Special Report: Search Engine Marketing	Feb 1	Feb 3	<ul style="list-style-type: none"> • Search Engine Marketing Conference (1/2 day) – March 31 	<ul style="list-style-type: none"> • ACE Awards – March 8 • Art of Marketing Conference – March 2 • CMA Business of Idea's Conference – March 4
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"> • Multicultural Marketing Conference (full day) – March 25 	<ul style="list-style-type: none"> • The Canadian Sponsorship Forum – March 19-21 • iab Mixx Conference – March 11 • Magazines Canada Best on Page – April 8 • CMA Mobile Marketing Conference (1/2 day) – April 8 • CMDC – April 8
April 19	April 12	Themed Issue: Marketing to Women	March 19	March 24	<ul style="list-style-type: none"> • Women's VIP networking Luncheon –April 15 	<ul style="list-style-type: none"> • Festival of Media – April 18-20
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"> • Sports Marketing Conference (full day) 	<ul style="list-style-type: none"> • Ad Club Internet Day – May 7 • Nabs Gala – May 11 • MESH '10 – May 18-19 • CMA National Convention – May 26-27 • MRIA – May 30- June 2
June 9	June 9	Special issue: Marketing Awards	May 10	May 12	<ul style="list-style-type: none"> • Marketing Awards – June 9th 	<ul style="list-style-type: none"> • KRW Awards – June 1 • MARCOM Professional Development forum – June 10-11 • Bessie Awards State of the Art Regina 2010 – June 13-15 • CPRS event – June 13-15
June 21	June 14	Digital Marketing & Media Bessies Special Report: Public Relations	May 21	May 26		<ul style="list-style-type: none"> • CMA Social Networking Conference • CMA Summer School • The Art of Marketing Calgary – June 14

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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 11
Aug 30 (double issue)	Aug 23	Going Local: The “Buy Local” Movement, Geo-Location Marketing, Hyperlocal news & information Special Report: Loyalty & Incentives	July 30	Aug 4		• Nabs Golf Day – Aug 17
Sept 13	Sept 6	Themed Issue: 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 • CMA Direct Marketing Conference – Sept 29
Oct 11	Oct 4	Mobile Special Report: Out of Home	Sept 13	Sept 15	• Mobile Marketing Conference (1/2 day) Oct 13	
Oct 25	Oct 18	Salary Survey Young Urbanites Sponsorship	Sept 27	Sept 29	• Targeting The Urban Demo Conference (1/2 Day)	• Ad Club Magazine Day • Western Sponsorship Congress – October 26-27
Nov 8	Nov 1	Canada’s Top Media Players Special Report: CRM	Oct 8	Oct 13	• Digital Day– November 2 • DMAs – November 2	
Nov 22	Nov 15	Canada’s Top Marketers Canada’s Top Agencies	Oct 25	Oct 27	• Media Day– November 18 • MIAs – November 18	
Dec 13	Dec 6	Marketer of the Year Agency of the Year Media Player of the Year	Nov 15	Nov 17		