

MARKETING

STREET DATE	COVER DATE	DESCRIPTION	AD CLOSE	MATERIAL DUE	ADDITIONAL DISTRIBUTION	
					MARKETING EVENTS	INDUSTRY EVENTS
January 9	January 16	2011 Of-the-Year Winners // "The Year Ahead" Industry Survey // Online Display Advertising	Dec 2	Dec 8		CMA ANALYTICS CONFERENCE January 18
January 30	February 6	Targeting Young Influencers	Jan 6	Jan 12	YOUNG INFLUENCERS CONFERENCE February 23 Toronto Reference Library, Bram & Bluma Appel Salon	AD CLUB NEWSPAPER DAY February 2
February 13	February 20	FACEBOOK ISSUE	Jan 20	Jan 26	DIGITAL LIVING ROOM CONFERENCE (TBC) March 7, Velma Rogers Theatre, Toronto	CMA LOYALTY MARKETING CONFERENCE February 14 SOCIAL MEDIA WEEK February 13-17 CMA BUSINESS OF IDEAS FORUM February 22
February 27	March 12	Multicultural Marketing // The Mid-season TV Report // The Digital Living Room // Loyalty Report	Feb 9	Feb 10	MULTICULTURAL MARKETING CONFERENCE (TBC) (March 21 – 23) Toronto (full day) Montreal & Calgary (half day)	EXPERIENTIAL MARKETING CONFERENCE March 21 MAGAZINES CANADA BEST ON PAGE March
March 26	April 9	State of Canadian Packaging // Spring Summer Events Preview // What's New at SxSW	Mar 2	Mar 8		CMDC ANNUAL CONFERENCE April 23rd CMA MOBILE CONFERENCE April 4 AD CLUB MAGAZINE DAY April 27 TVB TV DAY April 19
April 23	May 7	Canada's Most Reputable Companies (Leger/Marketing Study) // Product of the Year // Airport Marketing // Montreal Report	30-Mar	5-April		NABS GALA & AUCTION May 3 AD CLUB INTERNET DAY May 29 CMA 2012 SUMMIT May 16-17
May 22	June 4	Sports Marketing // Banff Media Festival // NxNE Toronto Festival Preview // TV Day (TVB) // 2012 Magazine // Newspaper Branded Content Feature INFORMATION SUPPLEMENT: Shopper Marketing Report	April 27	May 3	SPORTS MARKETING CONFERENCE June 5, Toronto (full day) MARKETING AWARDS SHOW June 8, The Carlu, Toronto	CMA SOCIAL MEDIA CONFERENCE June NABS GOLF CLASSIC June 7

2012

EDITORIAL & EVENTS
CALENDAR

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June 18	June 25	CUSTOMER SERVICE SPECIAL ISSUE Marketing Days Preview	May 17	May 24		
June 25	July 9	BRC Fall Television Preview // Marketing to the Gay Market Marketing at the Summer Games	June 1	June 7	MARKETING TO THE LGBT COMMUNITY CONFERENCE June 26, Velma Rogers Theatre	BRC FALL TV PREVIEW June
July 9	July 23	MARKETING AWARDS SPECIAL ISSUE	June 15	June 21		
July 23	August 13	Marketing to Men // Audience Buying Guide // The Cannes Report	June 28	July 5		
August 27	September 10	<i>Marketing's</i> 30 Under 30 // The Mobile Marketing Guide PULLOUT SPECIAL Digital Media Tree	Aug 2	Aug 9	MOBILE MARKETING CONFERENCE September 25, Toronto BRANDED CONTENT September 12, Toronto	MARKETING HALL OF LEGENDS September CMA DIRECT MARKETING CONFERENCE September AD CLUB OUT-OF-HOME DAY September
September 17	September 24	CMDC MEDIA DIGEST	Aug 23	Aug 29		
September 24	October 8	Best Places to Work / Salary Survey PULLOUT SPECIAL Media Tree	Aug 30	Sept 6	MARKETING TO MEN CONFERENCE August, Toronto	CMA MARKETING B2B CONFERENCE October SAC CONFERENCE (TVB) October
October 15	October 29	SMALL BUSINESS SPECIAL ISSUE Marketing to Small Business	Sept 21	Sept 27	THOUGHT LEADERSHIP CONFERENCE October, Toronto	
November 5	November 19	Top Media Players of 2012 // Top Marketers of 2012 AWARDS BOOK INSERT Media // Innovation Awards Winners PULLOUT SPECIAL Digital Fast Facts Ad Week New York Report	Oct 12	Oct 18	DIGITAL DAY CONFERENCE October 22, Metro Toronto Convention Centre, Toronto MEDIA INNOVATION AWARDS November 15, Liberty Grand	
November 19	November 30	SOCIAL MEDIA SPECIAL ISSUE Digital Consumer Insights Poster // CRM and Database How-to	Oct 26	Nov 1	UNDERSTANDING MEDIA INNOVATION AWARDS December 4, Velma Rogers Theatre, Toronto	
December 10	December 17	Top Agencies 2012 // Gaming Report PULLOUT SPECIAL Agency Tree	Nov 16	Nov 22	SOCIAL MEDIA CONFERENCE November 20, Toronto	