

2008 Marketing News Editorial Calendar

Issue Date	Closing Date	Marketing News Exclusive Feature Sections – and – KnowledgeBase Special Sections (Topics designed to build marketer's savvy)	Specialized Directories
January 15*	December 11, 2007	Exclusive Feature - Marketing 2008, The Year Ahead – our annual examination of the trends and issues shaping all aspects of marketing KnowledgeBase Section - Social Media <i>Advertiser Special</i> – Free ¼-page Profile with ¼-page ad	
February 1	January 3, 2008	KnowledgeBase Section - Marketing Research	Marketing Research Services
February 15*	January 17	KnowledgeBase Section - Multicultural Marketing	
March 1	January 31	KnowledgeBase Sections – Section 1) Global Marketing Section 2) International Research	International Research Firms
March 15*	February 14	KnowledgeBase Section - Advertising Research	Consultants and Consulting Services
April 1*	February 28	KnowledgeBase Sections - Section 1) Marketing Mix Resource Allocation Planning Section 2) Search Engine Optimization <i>Advertiser Special</i> —Ad Readership Study Issue***	*** Free readership report on your ad in this issue.
April 15	March 13	KnowledgeBase Sections - Section 1) Research on the Net Section 2) Mobile Marketing	
May 1*	March 27	KnowledgeBase Section - Customer Satisfaction	
May 15	April 9	KnowledgeBase Section - Qualitative Research	Focus Group Facilities and Moderators
May 15 Special Edition	February 15	M Guide - The annual source book for marketing services/products and AMA members (A stand alone publication)	
June 1	May 1	KnowledgeBase Sections – Section 1) Interactive Marketing Section 2) Marketing by Nonprofits	Interactive Marketing Services
June 15	May 14	Exclusive Feature - Honomichl 50 Report on the largest marketing research firms in the USA	
July 15	June 12	Exclusive Feature - Annual Marketing FACT BOOK KnowledgeBase Section - Segmentation	
August 15	July 10	Exclusive Feature - Honomichl Global 25 Report on the largest marketing research firms in the world. KnowledgeBase Section - Marketing ROI	
September 1	July 31	KnowledgeBase Section - Marketing Research	Research Companies Service Roll
September 15	August 14	KnowledgeBase Sections - Section 1) Multicultural Marketing Section 2) Qualitative Research	Multicultural Marketing Agencies
October 1*	August 27	KnowledgeBase Section - Event & Experiential Marketing	
October 15	September 11	KnowledgeBase Section - Customer Satisfaction	Customer Satisfaction Firms
November 1*	October 2	Exclusive Feature - Mplanet 2009 Preview KnowledgeBase Section - Direct Marketing Services	Direct Marketing Services
November 15	October 16	KnowledgeBase Section - Research on the Net	
December 15*	November 12	Exclusive Feature - The Marketing Year in Review KnowledgeBase Section - Internal Branding	

Ad materials due no later than 5 working days after the order deadline

*Also distributed to Collegiate members

