

# 2012 EDITORIAL CALENDAR

ISSUE	EDITORIAL THEMES	CONTACT EDITORIAL	AD SPACE CLOSE	MATERIALS DUE
JANUARY/FEBRUARY	<ul style="list-style-type: none"> <li>• Top 10 New Digital Media Companies</li> <li>• Managing Costs in a Multiplatform World</li> <li>• Sourcebook of Digital Content, Media, and Publishing Tools and Solutions</li> </ul> <i>White Paper: Ebook Publishing &amp; Distribution</i>	10/12/11	12/12/11	12/23/11
MARCH	<ul style="list-style-type: none"> <li>• <i>The Huffington Post</i>: A Year After the Acquisition</li> <li>• The Gamification of Digital Publishing</li> <li>• A Guide to WCM: Choosing the Right Tool for You</li> </ul> <i>White Paper: Best Practices in Web Content Management</i>	11/15/11	1/16/12	1/27/12
APRIL	<ul style="list-style-type: none"> <li>• The Best Apps in Publishing</li> <li>• Social Video</li> <li>• A Guide to Mobilizing Your Content: Which App Solution Is Right for You?</li> </ul> <i>White Paper: Best Practices in Mobile Apps</i>	12/20/11	2/13/12	2/27/12
MAY	<ul style="list-style-type: none"> <li>• The 25 Most Influential People in Digital Media</li> <li>• Who Needs a Publisher?: The Future of Self-Publishing</li> <li>• A Guide to Online Video: How to Find the Right Platform</li> </ul> <i>White Paper: Using Online Video to Drive Traffic and Foster Community</i> <i>Bonus Distribution: Streaming Media East, Enterprise Search Summit, Content Delivery Summit</i>	1/6/12	3/13/12	3/26/12
JUNE	<ul style="list-style-type: none"> <li>• Share This: The Facebook Effect on Digital Publishing</li> <li>• The App Lab: Experimenting With Content Models Through Apps</li> <li>• A Guide to Social Media: Which Tools Are Worth Paying For</li> </ul> <i>White Paper: Best Practices in Social Media for Media and Publishing</i>	2/22/12	4/13/12	4/26/12

Advertising contact:  
**walter.mcquillan@infotoday.com**  
 Editorial contact:  
**theresa.cramer@infotoday.com**  
 (Editorial subject to change\*)

**Schedule your EContentMag.com exposure today! Contact:**  
**Walter McQuillan**  
 National Sales Manager  
 (609) 654-6266 ext. 201  
**walter.mcquillan@infotoday.com**

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JULY/AUGUST	<ul style="list-style-type: none"> <li>The New News Tycoons</li> <li>Going Hollywood: Tinsel Town's Renewed Interest in Digital Content</li> <li>A Guide to SEO: Navigating the Changing Landscape With the Right Tools</li> </ul> <i>White Paper: Best Practices in Search Engine Optimization</i>	3/21/12	5/14/12	5/25/12
SEPTEMBER	<ul style="list-style-type: none"> <li>The Top 25 Websites Covering Digital Publishing</li> <li>The Secrets of Content Engagement: What Really Works?</li> <li>A Guide to Digital Advertising: Making Sense of the Ad Networks, Management Tools, and Ad Serving Solutions</li> </ul> <i>White Paper: How Publishers and Advertisers Can Work Together to Generate Leads</i>	5/22/12	7/16/12	7/27/12
OCTOBER	<ul style="list-style-type: none"> <li>Social Butterflies: Facebook's Biggest Rivals</li> <li>The Challenge of Social Media in a Global Market</li> <li>A Guide to Globalization: Localization and Translation Tools</li> </ul> <i>White Paper: Driving Revenue by Going Global</i> <i>Bonus Distribution: KMWorld, Enterprise Search Summit, SharePoint Symposium, Taxonomy Boot Camp</i>	6/20/12	8/14/12	8/27/12
NOVEMBER	<ul style="list-style-type: none"> <li>Is Streaming Media Sustainable?</li> <li>Making Freemium Work for You</li> <li>A Guide to Content Commerce: The Tools That Make You Money</li> </ul> <i>White Paper: Best Practices in Content Commerce</i>	7/17/12	9/13/12	9/26/12
DECEMBER	<ul style="list-style-type: none"> <li>Twelfth Annual EC100 List</li> <li>Views From the Top</li> </ul>	8/2/12	10/16/12	10/29/12

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