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TARGET MARKETING 2010 Editorial Calendar

Month	Cover Story	Features & Columns	Advantages	Bonus Distribution
JANUARY Ad Close: 12/1/09 Materials Due: 12/4/09	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Database: Customer Reactivation Web: Landing Pages 	List Insider	
FEBRUARY Ad Close: 1/4/10 Materials Due: 1/7/10	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> E-mail: Reputation Management Direct Mail: Variable Data Production 	Ad Awareness Issue	<ul style="list-style-type: none"> DMA eMail Evolution, February 1 - 3, Miami eTail West, February 22 - 25, Palm Desert
MARCH Ad Close: 2/1/10 Materials Due: 2/4/10	Annual Media Usage Forecast 	<ul style="list-style-type: none"> B-to-B: Reaching SMBs Brand: Customer Feedback Lists: Merge-Purge 	2-for-1 Advertorial Special Issue	<ul style="list-style-type: none"> Publishing Business Expo, March 8-10, New York Search Engine Strategies, March 23-25, New York
APRIL Ad Close: 3/1/10 Materials Due: 3/4/10	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Web: Viral Campaigns Database: Segmentation 	List Usage Issue	<ul style="list-style-type: none"> National Postal Forum, April 11-14, Nashville IMX, TBD
MAY Ad Close: 4/1/10 Materials Due: 4/6/10	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> E-mail: Lists Search: Paid vs. Organic 	List Insider	<ul style="list-style-type: none"> NEDMA, May 12-13, Waltham, MA ACCM, May 24-26, Orlando
JUNE Ad Close: 5/3/10 Materials Due: 5/6/10	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Postal: Intelligent Mail Barcodes Strategy: Employment Outlook 	<ul style="list-style-type: none"> Direct Mail: Channel integration Special Report: Paper & Production 	<ul style="list-style-type: none"> Internet Retailer, June 8-11, Chicago DMDNY, June 14-15, New York
JULY Ad Close: 6/1/10 Materials Due: 6/4/10	Direct Marketing Best Practices - Web Design 	<ul style="list-style-type: none"> E-mail: Video Social Media: Data Gathering 	Ad Awareness Issue	<ul style="list-style-type: none"> Bridge Conference, July 26- 28, National Harbor, MD
AUGUST Ad Close: 7/1/10 Materials Due: 7/6/10	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Search: Affiliate Marketing B-to-B: Lead Generation 	List Usage Issue	<ul style="list-style-type: none"> e-Tail East, August 1, TBD Search Engine Strategies, August 16 - 19, San Francisco
SEPTEMBER Ad Close: 8/2/10 Materials Due: 8/7/10	The Top 50 Mailers 	<ul style="list-style-type: none"> Database: Customer-Centricity Mobile: Testing 	List Usage Issue	
OCTOBER Ad Close: 9/1/10 Materials Due: 9/13/10	Direct Marketer of the Year 	<ul style="list-style-type: none"> Lists: Testing Online Names Direct Mail: User-Generated Content Search: Social Media 	<ul style="list-style-type: none"> Special Report: SEM/SEO 	<ul style="list-style-type: none"> DMA Annual, October 9-14, San Francisco
NOVEMBER Ad Close: 10/1/10 Materials Due: 10/6/10	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> E-mail: Design Fulfillment: Personalization 	List Insider	
DECEMBER Ad Close: 11/1/10 Materials Due: 11/4/10	Big Ideas for 2011	<ul style="list-style-type: none"> Web: Mobile Sites B-to-B: Direct Mail 	List Usage Issue	<ul style="list-style-type: none"> NCDM, TBD Search Engine Strategies, TBD, Chicago

(Additional conferences to be added as dates are confirmed)
Editorial subject to change.