

2008 EDITORIAL CALENDAR



Month	Cover Story	Features & Columns	
JANUARY Ad Close: 11/29/07 Materials Due: 12/6/07	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Database: Closed-loop Marketing SEM: Small Budgets 	<ul style="list-style-type: none"> Market Focus: Golfers Lists/Insert Media: Architects
FEBRUARY Ad Close: 12/27/07 Materials Due: 1/4/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Production: Automation E-mail: Metrics That Matter 	<ul style="list-style-type: none"> Market Focus: Florists Lists/Insert Media: International Relief Donors
MARCH Ad Close: 1/25/08 Materials Due: 2/1/08	Annual Media Usage Forecast - a survey of media consumption activity and trend predictions	<ul style="list-style-type: none"> Postal: Reform Update B-to-B: Lead Nurturing Database: Enhancement 	<ul style="list-style-type: none"> Market Focus: Pet Owners Lists/Insert Media: Beauticians Global Update
APRIL Ad Close: 2/22/08 Materials Due: 2/29/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Fulfillment: Process Optimization SEM: Affiliate Marketing 	<ul style="list-style-type: none"> Market Focus: Physical Therapists Lists/Insert Media: Boaters
MAY Ad Close: 3/24/08 Materials Due: 3/31/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Production: Speed to Market Direct Mail: Offer Development 	<ul style="list-style-type: none"> E-commerce: Social Media Market Focus: Foodies Lists/Insert Media: Pharmacists
JUNE Ad Close: 4/21/08 Materials Due: 4/28/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Database: Profitability Models E-mail: Newsletters Global Update 	<ul style="list-style-type: none"> Lists/Insert Media: Horse Owners Market Focus: Meeting Planners
JULY Ad Close: 5/22/08 Materials Due: 5/29/08	Direct Marketing Best Practices - Search Engine Marketing	<ul style="list-style-type: none"> Lists: Research Tactics Database: Personas Market Focus: Pilots 	<ul style="list-style-type: none"> Lists/Insert Media: Arts Professionals
AUGUST Ad Close: 6/20/08 Materials Due: 6/27/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> E-mail: Design Market Focus: Facility Managers 	<ul style="list-style-type: none"> Postal: Hygiene Services Lists/Insert Media: Needlework Enthusiasts
SEPTEMBER Ad Close: 7/21/08 Materials Due: 7/28/08	The Top 50 Mailers	<ul style="list-style-type: none"> Database: Modeling E-commerce: Web Design 	<ul style="list-style-type: none"> Market Focus: Expectant Parents Lists/Insert Media: Hotel Managers
OCTOBER Ad Close: 8/21/08 Materials Due: 8/28/08	Direct Marketer of the Year	<ul style="list-style-type: none"> B-to-B: Telemarketing Strategy: Price Testing Database: List Security Global Update 	<ul style="list-style-type: none"> Market Focus: Insurance Agents Lists/Insert Media: Puzzle Enthusiasts
NOVEMBER Ad Close: 9/22/08 Materials Due: 9/29/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Strategy: Multichannel E-mail: Lifetime Value 	<ul style="list-style-type: none"> Market Focus: Surfers Lists/Insert Media: SOHOs
DECEMBER Ad Close: 10/24/08 Materials Due: 10/31/08	Profile of a leading direct marketing firm	<ul style="list-style-type: none"> Fulfillment: Delivery SEM: PPC Campaigns 	<ul style="list-style-type: none"> Market Focus: Nurses Lists/Insert Media: Book Lovers



Special Report	Advantages	Bonus Distribution
	List Insider	
	Ad Awareness Issue	<ul style="list-style-type: none"> eTail 2008, February 11-14, Palm Desert, CA Search Marketing Expo, February 26-28, Santa Clara, CA
	2-for-1 Advertorial Special Issue	<ul style="list-style-type: none"> Insert Day, March 3-4, Publishing Business Expo, March 10-11, NYC Search Engine Strategies, March 17-20, NYC NEMOA, March 21-23, Cambridge, MA
	List Usage Issue	<ul style="list-style-type: none"> NCOF, April 7-10, Orlando FL CADM, April 29-30, Chicago, IL NEDMA, April 30-May 1, Waltham, MA
Multicultural Marketing	List Insider	<ul style="list-style-type: none"> National Postal Forum, May 18-21, Anaheim, CA ACCM, May 19-21, Orlando, FL ACCM Annual Show Issue
Production & Paper		<ul style="list-style-type: none"> Internet Retailer, June 9-12, Chicago, IL DMDNY, June 10-12, New York, NY
	Ad Awareness Issue	<ul style="list-style-type: none"> Bridge Conference, July 23-25, Washington DC
Annual List Buying Guide	List Usage Issue	<ul style="list-style-type: none"> ad:tech, Aug 5-6, Chicago, IL eTail 2008, Aug 6-9, Washington DC Search Engine Strategies, Aug 18-21, San Jose, CA List Day, TBD
Annual Insert Media Buying Guide		<ul style="list-style-type: none"> NEMOA, September 17-19, Burlington, VT DMA08 Pre-Show Issue
SEM	2-for-1 Advertorial Special Issue	<ul style="list-style-type: none"> DMA08, October 11-16, Las Vegas, NV DMA Annual Show Issue
	List Insider	<ul style="list-style-type: none"> ad:tech, Nov 3-6, New York, NY
	List Usage Issue	<ul style="list-style-type: none"> NCDM, December 3-5, Orlando, FL Search Engine Strategies, December 8-11, Chicago, IL

Regular Columns & Departments

Nuts' n Bolts

Brief, marketing-oriented stories, including case studies; interviews with marketing experts; coverage of new products, technologies and current trends; and book reviews.

■ **Eye on Privacy**—Coverage of the rapidly-changing privacy landscape, including insight into new legislation, advice from leading experts and resources for maintaining compliance.

■ **Global Update**—Marketing tips and trends about the world of international direct marketing.

■ **Case Study**—An inside look at how one direct marketer solved a business challenge.

■ **5-minute Interview**—Q&A with a direct marketing expert to shed light on trends and best practices.

■ **Tech Talk**—New technology solutions for all areas of direct marketing.

■ **Affiliate Spotlight**—Profiles of top-performing online affiliates.

E-commerce Link

A monthly column about the best practices of selling online. Topics include e-mail marketing, SEM, Web site design, online traffic generation and more.

Direct Selling

Lois Boyle, Jack Schmid, Steve Trollinger and other top pros from the catalog consulting firm J. Schmid & Associates share their wealth of knowledge about customer acquisition, brand position, cross-selling/upselling and more.

Brand Matters

Andrea Syverson, president of direct marketing consultancy IER Partners, educates readers about the balance between brand and direct in this hands-on, critique-based column.

Direct Mail Strategy

In her bimonthly column, direct mail consultant Pat Friesen shares response-boosting techniques for direct mail campaigns. Topics include: copy, design, formats, offers and production.

B-to-B Insights

Russell Kern, of direct marketing agency The Kern Organization, offers strategies for generating leads, keeping them primed, and then converting them to profitable sales in this bimonthly column.

List Section:

■ **Market Focus**—Each month, we take an in-depth look at a different niche market of interest to direct marketers, including information on which lists and media to use to reach that audience, market penetration opportunities, and examples of successful campaigns.

■ **Hot Lists!**—Where readers can turn for ideas of lists to test. We publish the names, descriptions, counts and prices of these "hot" lists along with the telephone numbers and Web sites of the managers or list owners so that readers or brokers can call for more details. Each month brings a different category focus.