

FIRST QUARTER	Closing dates	Section	Topic
Jan 4	Dec 17 Orders	Special Issue	Editor's Choice
	Dec 23 Copy	Vertical	International
		Technique	Direct mail/Postal
Jan 18	Dec 31 Orders	Main feature	Lists and databases
	Jan 6 Copy	Vertical	Automotive
		Technique	Emerging technology
		Roundtable	Consumer privacy
Feb 1	Jan 14 Orders	Main feature	E-mail marketing
	Jan 20 Copy	Vertical	Green marketing
		Technique	CRM
Feb 15	Jan 28 Orders	Main feature	DRTV
	Feb 3 Copy	Vertical	Travel & tourism
		Technique	E-commerce
		Supplement	Essential Guide to Lists and Databases
Mar 1	Feb 11 Orders	Main feature	Search marketing
	Feb 17 Copy	Vertical	Nonprofit
		Technique	Mobile
Mar 15	Feb 25 Orders	Special Issue	Audience segmentation and testing
	Mar 3 Copy	Vertical	B-to-b
		Technique	Printing & production
	Bonus Distribution	Industry Events	John Caples International Awards / Search Engine Strategies in NYC 3/23-27
SECOND QUARTER	Closing Dates	Section	Topic
Apr 5	Mar 18 Orders	Main feature	CRM
	Mar 24 Copy	Vertical	Financial services
		Technique	Ad networks
	Bonus Distribution	Industry Events	Annual DMA Insert Media Day Conference 4/1
Apr 19	Mar 31 Orders	Main feature	E-mail marketing
	Apr 7 Copy	Vertical	Multicultural
		Technique	Insert media
	Bonus Distribution	Supplement	Essential Guide to Internet Marketing
	Industry Events	Ad:tech in San Francisco 4/21-23	
May 3	Apr 15 Orders	Main feature	Printing & production
	Apr 21 Copy	Vertical	Technology
		Technique	Social media
	Bonus Distribution	Supplement	Agency Business Report
	Industry Events	American Catalog Mailer's Association Annual Conference 5/4-7	
May 17	Apr 29 Orders	Main feature	Lead generation
	May 5 Copy	Vertical	Health & wellness
		Technique	Lists & databases
	Bonus Distribution	Industry Events	National Postal Forum in DC 5/17-20
Jun 7	May 20 Orders	Special Issue	Direct mail/postal
	May 26 Copy	Vertical	Travel & tourism
		Technique	Search
	Bonus Distribution	Industry Events	DM Days in NYC 6/16-18 / Internet Retailer in Boston 6/15-18
Jun 21	Jun 3 Orders	Main feature	E-mail marketing
	Jun 9 Copy	Vertical	B-to-b
		Technique	CRM

THIRD QUARTER	Closing Dates	Section	Topic
Jul 12	Jun 24 Orders	Main feature	DRTV
	Jun 30 Copy	Vertical	Children and family
		Technique	Printing & production
Jul 26	Jul 8 Orders	Main feature	Integrated marketing
	Jul 14 Copy	Vertical	Government
		Technique	Circulation marketing
	Bonus Distribution	Industry Events	Search Engine Strategies in San Jose 8/11-14
Aug 9	Jul 22 Orders	Main feature	Search marketing
	Jul 28 Copy	Vertical	CPG
		Technique	B-to-b marketing
		Supplement	Essential Guide to Search Marketing
Aug 23	Jul 29 Orders	Main feature	Social media
	Aug 4 Copy	Vertical	Health & wellness
		Technique	Lists & databases
Sep 6	Aug 19 Orders	Main feature	E-commerce
	Aug 25 Copy	Vertical	Entertainment
		Technique	E-mail marketing
Sep 20	Sep 2 Orders	Special Issue	Integrated marketing
	Sep 9 Copy	Vertical	Families
		Technique	Insert media
	Bonus Distribution	Industry Events	Advertising Week, IAB MIXX and OMMA
FOURTH QUARTER	Closing Dates	Section	Topic
Oct 4	Sep 16 Orders	Main feature	Direct Mail/Postal
	Sep 22 Copy	Vertical	Nonprofit
		Technique	Ad networks
Oct 18	Sep 30 Orders	Main feature	Lists and databases
	Oct 6 Copy	Vertical	Green marketing
		Technique	Search marketing
		Supplement	Essential Guide to E-mail Marketing
	Bonus Distribution	Industry Events	DMA Annual Conference
Nov 8	Oct 28 Orders	Main feature	Printing and production
	Nov 3 Copy	Vertical	Insurance
		Technique	E-commerce
Nov 22	Nov 4 Orders	Special Issue	CRM/Retention/Loyalty
	Nov 10 Copy	Vertical	Multicultural
		Technique	Custom publishing
Dec 6	Nov 18 Orders	Main feature	CRM
	Nov 24 Copy	Vertical	Technology
		Technique	Analytics
		Supplement	30 Under 30 (Web exclusive)
Dec 20	Dec 2 Orders	Main feature	B-to-b marketing
	Dec 8 Copy	Vertical	International
		Technique	Agency
		Supplement	2010 Rundown