## 2016 Editorial calendar

### JANUARY

<table>
<thead>
<tr>
<th>Features</th>
<th>Departments</th>
<th>Hot Topics</th>
<th>Who to pitch</th>
</tr>
</thead>
</table>
| **COVER STORY** Newsmaker | **City Spotlight** | **CES** | Executive Editor  
Bernadette Casey  
bernadette.casey@prweek.com |
| **PRWeek Awards Shortlist:** PRWeek staff and industry leaders scoured hundreds of entries representing the best in the industry. Did your campaign, agency, or associate make the cut? One entry on each list will be crowned the winner at PRWeek's 2016 Awards gala in New York City in March. | **Global Market**  
Amsterdam | **National Retail Federation Retail's Big Show**  
New York | Managing Editor  
Gideon Fidelzeid  
gideon.fidelzeid@prweek.com  
Roundtables are held approximately eight weeks before the issue date and planned 14 weeks prior to issue date |
| **Roundtable** Collaboration | **Digital Products and Trends** | **North American International Auto Show**  
Detroit | News Editor  
Frank Washkuch  
frank.washkuch@prweek.com  
Ideas for online analyses, news pitches (client wins, new senior hires, trends, and tips), Low-down, Habits, Gloves Off, Op-eds, and columns |

### FEBRUARY

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| **COVER Story** Newsmaker | **City Spotlight** | **Super Bowl 50** | Senior Reporter – Consumer  
Diana Bradley  
diana.brady@prweek.com  
CMO Q&A, campaigns. When pitching campaigns include a short summary of the case study (concluded within the last four months). Both the client and agency representatives must be available for a phone |
| **PRWeek Awards Shortlist:** PRWeek staff and industry leaders scoured hundreds of entries representing the best in the industry. Did your campaign, agency, or associate make the cut? One entry on each list will be crowned the winner at PRWeek's 2016 Awards gala in New York City in March. | **Global Market**  
Dublin | **MAGIC** | Reporter – Corporate  
Sean Czarnecki  
Sean.Czarnecki@PRWeek.com |
| **Roundtable** Collaboration | **Digital Products and Trends** | Las Vegas | Reporter – Healthcare & PA  
Alison Kanski  
Alison.Kanski@PRWeek.com  
DC Influencer, Public Affairs, Commentary, City Spotlight |

### SPECIALS

- **COVER Story:** Newsmaker
- **PRWeek Awards Shortlist:** PRWeek staff and industry leaders scoured hundreds of entries representing the best in the industry. Did your campaign, agency, or associate make the cut? One entry on each list will be crowned the winner at PRWeek's 2016 Awards gala in New York City in March.
- **Roundtable** Collaboration

**Features**

- **COVER STORY:** Newsmaker
- PRWeek Awards Shortlist: PRWeek staff and industry leaders scoured hundreds of entries representing the best in the industry. Did your campaign, agency, or associate make the cut? One entry on each list will be crowned the winner at PRWeek's 2016 Awards gala in New York City in March.
- **Roundtable** Collaboration

**Departments**

- City Spotlight
- Global Market
- Digital Products and Trends

**Hot Topics**

- CES
- National Retail Federation Retail's Big Show
- North American International Auto Show
- Super Bowl 50
- MAGIC

**Who to pitch**

- Executive Editor  
Bernadette Casey  
bernadette.casey@prweek.com
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Gideon Fidelzeid  
gideon.fidelzeid@prweek.com
- News Editor  
Frank Washkuch  
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- Web Editor  
Byron Kittle  
Byron.kittle@prweek.com
- Senior Reporter – Consumer  
Diana Bradley  
diana.brady@prweek.com
- Reporter – Corporate  
Sean Czarnecki  
Sean.Czarnecki@PRWeek.com
- Reporter – Healthcare & PA  
Alison Kanski  
Alison.Kanski@PRWeek.com

**Sales manager**

Liz Bilash  
liz.bilash@prweek.com
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### MARCH

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<td><strong>COVER: Salary Survey</strong> Interested in knowing how your salary stacks up against PR peers in the same market? Curious about the industry average for bonuses? Our annual Salary Survey answers these questions and provides insight on job security, what motivates employees to change jobs, and more</td>
<td><strong>City Spotlight</strong> TBD</td>
<td><strong>PRWeek Awards</strong> March 16, New York</td>
<td>Executive Editor&lt;br&gt;Bernadette Casey&lt;br&gt;<a href="mailto:bernadette.casey@prweek.com">bernadette.casey@prweek.com</a></td>
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<td><strong>Newsmaker</strong> Mark Penn, managing partner of The Stagwell Group</td>
<td><strong>Global Market</strong> TBD</td>
<td><strong>SXSW</strong> Austin, Texas</td>
<td>Managing Editor&lt;br&gt;Gideon Fidelzeid&lt;br&gt;<a href="mailto:gideon.fidelzeid@prweek.com">gideon.fidelzeid@prweek.com</a></td>
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<td><strong>Roundtable</strong> TBD</td>
<td><strong>Digital Products and Trends</strong></td>
<td></td>
<td>News Editor&lt;br&gt;Frank Washkuch&lt;br&gt;<a href="mailto:frank.washkuch@prweek.com">frank.washkuch@prweek.com</a></td>
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### APRIL

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<td><strong>COVER: Risk takers. Storytellers. Women.</strong> PRWeek’s inaugural Hall of Femme salutes a powerful cadre of talented women who challenge the status quo, push for the big idea, and strive to make a difference. PRWeek will also feature a list of women, nominated by their colleagues, who are up for every challenge and ensure results exceed business goals and creative excellence.</td>
<td><strong>City Spotlight</strong> TBD</td>
<td><strong>PRWeek Global Congress</strong></td>
<td>Senior Reporter – Consumer&lt;br&gt;Diana Bradley&lt;br&gt;<a href="mailto:diana.bradley@prweek.com">diana.bradley@prweek.com</a></td>
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<td><strong>Newsmaker</strong> Expedia’s Sarah Gavin</td>
<td><strong>Global Market</strong> TBD</td>
<td><strong>New York Auto Show</strong></td>
<td>CMO Q&amp;A, campaigns. When pitching campaigns include a short summary of the case study (concluded within the last four months). Both the client and agency representatives must be available for a phone</td>
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<td><strong>PRWeek Awards</strong> Highlights from the 2015 Awards</td>
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<td>Reporter – Corporate&lt;br&gt;Sean Czarnecki&lt;br&gt;<a href="mailto:Sean.Czarnecki@PRWeek.com">Sean.Czarnecki@PRWeek.com</a></td>
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### SPECIALS

- **PRWeek Awards Book of the Night**
## 2016 Editorial calendar

### MAY

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<tr>
<td><strong>COVER: Global Agency Business Report</strong></td>
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<td><strong>Agency Business Report:</strong> Online-only global agency profiles, searchable database of agencies, regional breakdown of data, slideshows, and extra features — ABR global and Asia ebooks</td>
<td>Executive Editor Bernadette Casey <a href="mailto:bernadette.casey@prweek.com">bernadette.casey@prweek.com</a> Newsmakers, main features. Main features are commissioned about 14 weeks before publish date Managing Editor Gideon Fidelzeid <a href="mailto:gideon.fidelzeid@prweek.com">gideon.fidelzeid@prweek.com</a> Roundtables are held approximately eight weeks before the issue date and planned 14 weeks prior to issue date</td>
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<tr>
<td>The 2016 ABR is a comprehensive and in-depth analysis of the agency world ranging from the top multimillion dollar firms to niche public affairs and financial outfits. Our coverage highlights performance and the latest strategic developments — in all cases, the most senior executive at the agency has been interviewed. In addition, up to 200 firms will be included in the agency rankings table, listing revenue, staff numbers, and revenue per employee.</td>
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<td><strong>Roundtable CSR</strong></td>
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<tr>
<td><strong>COVER: Brand Film Festival</strong></td>
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<td><strong>Cannes Lions International Festival of Creativity</strong></td>
<td>Web Editor Byron Kittle <a href="mailto:Byron.kittle@prweek.com">Byron.kittle@prweek.com</a> Scene and Heard, PRWeek Tumblr contributions</td>
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<tr>
<td>The best work from PRWeek and Campaign's celebration of cinematic storytelling for brands. This feature will also ask the experts what are the most innovative and effective trends and skills having the biggest impact.</td>
<td></td>
<td><strong>PRWeek Cannes Party</strong> June 23</td>
<td>Senior Reporter – Consumer Diana Bradley <a href="mailto:diana.brady@prweek.com">diana.brady@prweek.com</a> CMO Q&amp;A, campaigns. When pitching campaigns include a short summary of the case study (concluded within the last four months). Both the client and agency representatives must be available for a phone call Reporter – Corporate Sean Czarnecki <a href="mailto:Sean.Czarnecki@PRWeek.com">Sean.Czarnecki@PRWeek.com</a> CEO Q&amp;A, Global Mindset, Journalist Q&amp;A Reporter – Healthcare &amp; PA Alison Kanski <a href="mailto:Alison.Kanski@PRWeek.com">Alison.Kanski@PRWeek.com</a> DC Influencer, Public Affairs Commentary, City Spotlight</td>
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<td><strong>Global Power Book</strong> PRWeek's editors span the globe to identify the brightest and most influential individuals in the global PR community and to find out what makes them tick.</td>
<td><strong>City Spotlight Albany</strong></td>
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<tr>
<td><strong>A User's Guide to Cannes</strong> PRWeek finds out what is on the minds of PR industry leaders as they get ready to head to Cannes. Agency and in-house communicators are looking for inspiration and networking opportunities and PRWeek will ask veteran attendees to share their insights on getting the most out of this important event.</td>
<td><strong>Global Market Zurich</strong></td>
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<td><strong>PR360</strong> Highlights from the PRWeek Global Congress in London, a defining conference with industry leaders convening around best global practices and truly groundbreaking work that crosses borders, building brands and trust and enabling the growth of international enterprise.</td>
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<td><strong>Newsmaker:</strong> Geoff Morrell, BP</td>
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<td><strong>Diversity Distinction in PR Awards</strong></td>
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<td><strong>PRWeek Performance Series Webinar</strong></td>
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**Sales manager**

Liz Bilash liz.bilash@prweek.com
## 2016 Editorial calendar

### JULY

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<tr>
<td>COVER: Power List PRWeek chooses 50 power players who are redefining the new role of communications, PR, and marketing and elevating their brands to the highest levels of market leadership. This elite list of game changers reaches across top brands and agencies and highlights how these communicators have skillfully steered brands through opportunities and challenges. Some of these innovative leaders are profiled by their industry peers.</td>
<td>City Spotlight TBD</td>
<td>International Comic-Con San Diego</td>
<td>Executive Editor Bernadette Casey <a href="mailto:bernadette.casey@prweek.com">bernadette.casey@prweek.com</a></td>
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<td><strong>Newsmaker</strong> Dan Tarman, eBay</td>
<td>Global Market Doha, Qatar</td>
<td>PRWeek Awards TBD Entries being accepted for 2017 PRWeek Awards</td>
<td>Managing Editor Gideon Fidelzeid <a href="mailto:gideon.fidelzeid@prweek.com">gideon.fidelzeid@prweek.com</a></td>
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<tr>
<td><strong>Roundtable</strong> TBD</td>
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### AUGUST

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<tr>
<td>COVER: 40 Under 40 One of the core strengths of the PR industry is its strong talent pool of young executives driving innovation. PRWeek profiles 40 industry leaders, nominated by their peers and colleagues, who have made significant contributions to their agencies, clients, and the industry. These movers and shakers demonstrate innovative thinking, strong determination, and results that indicate a long and successful career in the comms industry.</td>
<td>City Spotlight TBD</td>
<td>TBD</td>
<td>Senior Reporter – Consumer Diana Bradley <a href="mailto:diana.bradley@prweek.com">diana.bradley@prweek.com</a> CMO Q&amp;A, campaigns. When pitching campaigns include a short summary of the case study (concluded within the last four months). Both the client and agency representatives must be available for a phone</td>
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<td><strong>Newsmaker</strong> TBD</td>
<td>Global Market Wellington, New Zealand</td>
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<td>Reporter – Corporate Sean Czarnecki <a href="mailto:Sean.Czarnecki@PRWeek.com">Sean.Czarnecki@PRWeek.com</a> CEO Q&amp;A, Global Mindset, Journalist Q&amp;A</td>
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### SPECIALS

Sales manager Liz Bilash liz.bilash@prweek.com
### Editorial calendar

**Features**

- **COVER: The PR Career Guide** Fresh inspired talent is the lifeblood of PR. PRWeek takes a look at evolving capabilities, inspiring environments, and motivating individuals that are empowering PR pros at all levels to reach their maximum potential and what needs to happen to ensure a healthy talent pipeline. We ask young pros to define what success in a PR career looks like today.

- **Newsmaker** TBD

- **Roundtable** Measurement

**Departments**

- **City Spotlight** TBD

- **Global Market** Ottawa, Ontario

- **Digital Products and Trends**

**Hot Topics**

- **The Innovation 50** Fifty rising stars of tech PR and digital communications in the agency, in-house, and social media sectors

- **AMEC Measurement Week**

- **PRWeek Conference**

- **New York Comic-Con**

- **PR Council Critical Issues Forum**

- **Communications Week**

**Contacts**

- **Executive Editor** Bernadette Casey
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- **Senior Reporter – Corporate** Sean Czarnecki
  Sean.Czarnecki@PRWeek.com

- **Senior Reporter – Healthcare & PA** Alison Kanski
  Alison.Kanski@PRWeek.com

**SEPT./OCT.**

- **Edit deadline** July 13
- **Ad close** September 8
- **Ad material deadline** September 14

**Departments**

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- **Managing Editor** Gideon Fidelzeid
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- **News Editor** Frank Washkuch
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**Specials**

- **Career Guide**
# 2016 Editorial calendar

## NOVEMBER

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<tr>
<td>COVER: The Health Issue</td>
<td>City Spotlight TBD</td>
<td>TBD</td>
<td>Executive Editor Bernadette Casey <a href="mailto:bernadette.casey@prweek.com">bernadette.casey@prweek.com</a> Newsmakers, main features. Main features are commissioned about 14 weeks before publish date</td>
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<td>Newsmaker TBD</td>
<td>Global Market Nassau, Bahamas</td>
<td>TBD</td>
<td>Managing Editor Gideon Fidelzeid <a href="mailto:gideon.fidelzeid@prweek.com">gideon.fidelzeid@prweek.com</a> Roundtables are held approximately eight weeks before the issue date and planned 14 weeks prior to issue date</td>
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<tr>
<td>COVER: Best Places to Work Beyond salary, companies strive to build an environment that considers many important elements, including work-life balance, opportunities for career development and advancement, training, and office culture. PRWeek will recognize the best places to work across agencies and corporations that, based on feedback from their associates, set the standard within the industry.</td>
<td>City Spotlight TBD</td>
<td>PRWeek Hall of Femme</td>
<td>Senior Reporter – Consumer Diana Bradley <a href="mailto:diana.brady@prweek.com">diana.brady@prweek.com</a> CMO Q&amp;A, campaigns. When pitching campaigns include a short summary of the case study (concluded within the last four months). Both the client and agency representatives must be available for a phone</td>
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<td>Newsmaker TBD</td>
<td>Global Market Edinburgh, Scotland</td>
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<td>Reporter – Corporate Sean Czarnecki <a href="mailto:Sean.Czarnecki@PRWeek.com">Sean.Czarnecki@PRWeek.com</a> CEO Q&amp;A, Global Mindset, Journalist Q&amp;A</td>
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<td>Reporter – Healthcare &amp; PA Alison Kanski <a href="mailto:Alison.Kanski@PRWeek.com">Alison.Kanski@PRWeek.com</a> DC Influencer, Public Affairs Commentary, City Spotlight</td>
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**WEB EDITOR** Byron Kittle
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**REPORTER – HEALTHCARE & PA** Alison Kanski
Alison.Kanski@PRWeek.com