



2009 EDITORIAL CALENDAR - FIRST QUARTER

DATE OF ISSUE	SPACE CLOSE	MATERIALS CLOSE	SPECIAL REPORTS & SPECIAL SUPPLEMENTS	TECHNOLOGY SPECIAL REPORTS	CUSTOM PUBLISHING	EVENTS & LOCATIONS	DATE OF EVENT
Jan. 5	Dec. 25	Dec. 29	1. CES 2. New Rules of Engagement 3. 60th Tech Emmy Awards 4. Viewer Watch			CES, Las Vegas B&C Tech and Engineering Emmy's	1/8 - 11 1/7
Jan. 12	Jan. 1	Jan.5	The Business of TV Online				
Jan. 19	Jan. 8	Jan. 12	1. Pre-NATPE 2. HD Special				
Jan. 26	Jan. 5	Jan. 19	1. NATPE 2. NATPE Legacy Awards	Technology Behind Superbowl & Sports		NATPE NATPE Luncheon	1/26 - 29 1/27
Feb. 2	Jan. 22	Jan. 26	Post-NATPE				
Feb. 9	Jan. 29	Feb. 2	Religious & Faith Based	Newsroom Spotlight			
Feb. 16	Feb. 5	Feb. 9	1. Local News - New Rev Focus 2. HD Special		Multicultural Guide w/Multi		
Feb. 23	Feb. 12	Feb. 16	Golden Mike Honoree	Traffic Systems & Billing			
Mar. 2	Feb. 19	Feb. 23	Multicast Programming			AAAA Media Conference and Trade Show Competitive TV Summit	3/4 - 6 3/4 -5
Mar. 9	Feb. 26	Mar. 2	HD Special	HD Technology			
Mar. 16	Mar. 5	Mar. 9					
Mar. 23	Mar. 12	Mar. 16	1. Pre-NCTA	Shopping List for Networks		TVB	3/27
Mar. 30	Mar. 19	Mar. 23	1. NCTA 2. Daytime Emmys	Shopping List for Station Groups		CABLE CONNECTION-SPRING WASHINGTON, D.C. The Cable Show, SCTE-ET Emerging Technologies, Cable Labs Conference, CAB Conference, WICT Leadership Conference, Cable Pioneers Dinner, NAMIC Awards Breakfast, Cable Positive Reception, MCN/B&C Multicultural Breakfast.	4/1 - 7



2009 EDITORIAL CALENDAR - SECOND QUARTER

DATE OF ISSUE	SPACE CLOSE	MATERIALS CLOSE	SPECIAL REPORTS & SPECIAL SUPPLEMENTS	TECHNOLOGY SPECIAL REPORTS	CUSTOM PUBLISHING	EVENTS & LOCATIONS	DATE OF EVENT
April 6	Mar. 26	Mar. 30	1. <i>Post-NCTA</i>	News and Station Operations		CTAM Research Conference Washington, D.C.	4/5 - 7
April 13	April 2	April 6	1. <i>Pre-NAB</i>				
April 20	April 9	April 13	1. <i>NAB</i> 2. Top 25 Station Groups 3. Technology Leadership Awards 4. The Green Issue			NAB, Las Vegas NAB- Tech Leadership	4/18 - 23 4/20
April 27	April 16	April 20	1. <i>Post-NAB</i>		Broadband Video Content Guide		
May 4	April 22	April 27					
May 11	April 29	May 4	GM Advancements Profile				
May 18	May 7	May 11	1. VOD 2. Peabody Awards	VOD		Peabody Awards	5/18
May 25	May 14	May 18			Guide to Networks on the Rise w/Multi		
June 1	May 21	May 25		Newsroom Spotlight			
June 8	May 28	June 1	1. Next Wave of Leaders 2. Emmy Nomination Insider			Supercomm, Chicago Service to America, Washington, D.C.	6/8 - 11 6/8
June 15	June 4	June 8	Promax Brand Builders			Promax, NYC Brand Builders w/ Promax	6/16 - 6/18 6/16
June 22	June 11	June 15			Spring Hispanic Guide w/Multi	Daytime Emmys	6/20
June 29	June 18	June 22	<i>No Issue</i>				



2009 EDITORIAL CALENDAR - THIRD QUARTER

DATE OF ISSUE	SPACE CLOSE	MATERIALS CLOSE	SPECIAL REPORTS & SPECIAL SUPPLEMENTS	TECHNOLOGY SPECIAL REPORTS	CUSTOM PUBLISHING	EVENTS & LOCATIONS	DATE OF EVENT
July 6	June 25	June 29					
July 13	July 2	July 6		Future of Mobile TV			
July 20	July 9	July 13	WORLD CUP 2010: One Year and Counting				
July 27	July 16	July 20	1. Emmy Special 2. TCA Awards	Station Automation	Multicast Programming Guide	Independent Show, Dallas, TX	7/27 - 29
Aug. 3	July 23	July 27					
Aug. 10	July 30	Aug. 3	Emmy Special				
Aug. 17	Aug. 6	Aug. 10	<i>No Issue</i>				
Aug. 24	Aug. 13	Aug. 17	1. Stock Footage Service Savers 2. The Sports Issue	1. Newsroom Spotlight 2. The Sports Issue	Religious Guide w/Multi		
Aug. 31	Aug. 20	Aug. 24	<i>No Issue</i>				
Sept. 7	Aug. 27	Aug. 31	1. Broadcaster of the Year 2. Broadcast Network Season Preview	IBC Preview		TVB Fall Confernce IBC, Amsterdam	9/10 9/10-15
Sept. 14	Aug. 3	Sept. 7	New Syndie Sales Models			Hispanic Cable Fall Kick Off	9/15
Sept. 21	Sept. 10	Sept. 14		HD Tech Special		Hispanic Summit, NYC	9/23-9/24
Sept. 28	Sept. 17	Sept. 21		Technology Driving Local News Stations			



2009 EDITORIAL CALENDAR - FOURTH QUARTER

DATE OF ISSUE	SPACE CLOSE	MATERIALS CLOSE	SPECIAL REPORTS & SPECIAL SUPPLEMENTS	TECHNOLOGY SPECIAL REPORTS	CUSTOM PUBLISHING	EVENTS & LOCATIONS	DATE OF EVENT
Oct. 5	Sept. 25	Oct. 1				News Technology Summit	10/6 - 10/7
Oct. 12	Oct. 2	Oct. 7				SATCON/HD World	10/13 - 10/14
Oct. 19	Oct. 9	Oct. 14	<i>Pre-CTAM</i>	Traffic Special		B&C Hall of Fame, NYC OnScreen Media Summit, NYC NATAS Trustee Awards	10/20 10/21 10/24
Oct. 26	Oct. 16	Oct. 21	<i>CTAM</i>	VOD Special		<b>CABLE CONNECTION—FALL DENVER</b> CTAM SUMMIT ACC Forum, NAMIC Conference, Walter Kaitz Dinner, Cable Labs Conference, SCTE CableTec Expo	10/25 - 28
Nov. 2	Oct. 22	Oct. 26	<i>Post-CTAM</i>				
Nov. 9	Oct. 29	Nov. 2		Newsroom Spotlight		Telco TV, Orlando, FL	11/10 - 11/12
Nov. 16	Nov. 5	Nov. 9			Fall Hispanic Guide w/Multi		
Nov. 23	Nov. 12	Nov. 16	<i>No Issue</i>				
Nov. 30	Nov. 19	Nov. 23					
Dec. 7	Nov. 26	Nov. 30					
Dec. 14	Nov. 27	Dec. 7		Station Automation			
Dec. 21	Dec. 10	Dec. 14	1. GM of the Year 2. HD Special				
Dec. 28	Dec. 17	Dec. 21	<i>No Issue</i>				

For Advertising Space Information Please Contact: Louis Hillelson 646.746.6910 • louis.hillelson@reedbusiness.com

\* EARLY CLOSING DATE - CONTACT SALES REPRESENTATIVE

CALENDAR IS SUBJECT TO CHANGE