

MONTH	WEEK	ISSUE THEME / FEATURES	EVENTS & BONUS DISTRIBUTION
JAN	9	THE 2017 SURVIVAL GUIDE; HOLIDAY WRAP UP; CES TAKEAWAYS Issue close: 12/29 • Cover close: 12/9	AD AGE IQ CONFERENCE: MARKETING & TECHNOLOGY (JAN 17, NYC)
	23	THE A-LIST ISSUE Issue close: 1/12 • Cover close: 12/23	
FEB	6	THE DAY AFTER: THE SUPER BOWL ISSUE Issue close: 1/26 • Cover close: 1/6	
	20	ENTERTAINMENT MARKETING Issue close: 2/9 • Cover close: 1/20	MOBILE WORLD CONFERENCE (FEB 27 - MAR 2, BARCELONA)
MAR	6	THE MOBILE ISSUE; SXSW PREVIEW Issue close: 2/23 • Cover close: 2/6	SXSW CONFERENCE (MAR 10-14, AUSTIN)
	20	40 UNDER 40 Issue close: 3/9 • Cover close: 2/20	ADVERTISING WEEK EUROPE (MAR 20-24, LONDON)
APR	3	SPORTS MARKETING Issue close: 3/23 • Cover close: 3/3	4A'S CONFERENCE (APR 2-5, LOS ANGELES)
	17	THE DIGITAL ISSUE, WITH MARTECH TRAILBLAZERS & W2W EUROPE HONOREES* Issue close: 4/6 • Cover close: 3/17	AD AGE'S A-LIST & CREATIVITY AWARDS (APR 19, NYC)
MAY	1	THE AGENCY REPORT, FEATURING AGENCY FAMILY TREES POSTER Issue close: 4/20 • Cover close: 3/31	AD AGE'S BRAND SUMMIT (MAY 3, DETROIT)
	15	THE TV UPFRONT Issue close: 5/4 • Cover close: 4/14	
	29	WOMEN TO WATCH; ADVERTISING WEEK ASIA Issue close: 5/18 • Cover close: 4/28	AD AGE'S WOMEN TO WATCH EUROPE (JUNE 5, LONDON)
JUN	12	CREATIVITY ISSUE, FEATURING THE AD AGE COVER CONTEST Issue close: 6/1 • Cover close: 5/12	CANNES LIONS ADVERTISING FESTIVAL (JUN 19 - 23, CANNES)
	26	200 LEADING NATIONAL ADVERTISERS; POST CANNES WRAPUP Issue close: 6/15 • Cover close: 5/26	

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JUL	17	Issue close: 7/6 • Cover close: 6/16	AD AGE'S SMALL AGENCY CONFERENCE & AWARDS (JUL 18 - 19, NASHVILLE)
	31	SMALL AGENCIES, BIG WINNERS Issue close: 7/20 • Cover close: 6/30	
AUG	21	HISPANIC FACT PACK Issue close: 8/10 • Cover close: 7/21	AD AGE'S WOMEN TO WATCH (AUG 3, NYC)
SEP	11	THE MEDIA ISSUE, FEATURING FALL TV PREVIEW; STATE OF AD BLOCKING* Issue close: 8/31 • Cover close: 8/11	DMEXCO (SEP 13 - 14, COLOGNE, GERMANY)
	25	WHAT THEY REALLY THINK: HOW CONSUMERS VIEW MARKETING & ADVERTISING Issue close: 9/14 • Cover close: 8/25	ADVERTISING WEEK (SEP 25 - 28, NYC)
OCT	2	MOST POWERFUL MARKETERS* Issue close: 9/21 • Cover close: 9/1	ANA MASTERS OF DIGITAL MARKETING (OCT 4-7, ORLANDO)
	16	THE PRECISION MARKETING ISSUE: MARTECH, ADTECH, DATA & MORE Issue close: 10/5 • Cover close: 9/15	AD AGE'S BRAND SUMMIT (OCT TBD, LOS ANGELES)
	30	THE INNOVATION ISSUE Issue close: 10/19 • Cover close: 9/29	
NOV	13	BEST PLACES TO WORK, FEATURING CULTURE; HOLIDAY GIFT GUIDE Issue close: 11/2 • Cover close: 10/13	AD AGE'S NEXT CONFERENCE (NOV 15, NYC)
DEC	4	THE MARKETER A-LIST; WORLD'S LARGEST ADVERTISERS Issue close: 11/22 • Cover close: 11/3	
	18	THE CREATIVITY 50; THE YEAR AHEAD; MARKETING FACT PACK Issue close: 12/7 • Cover close: 11/17	