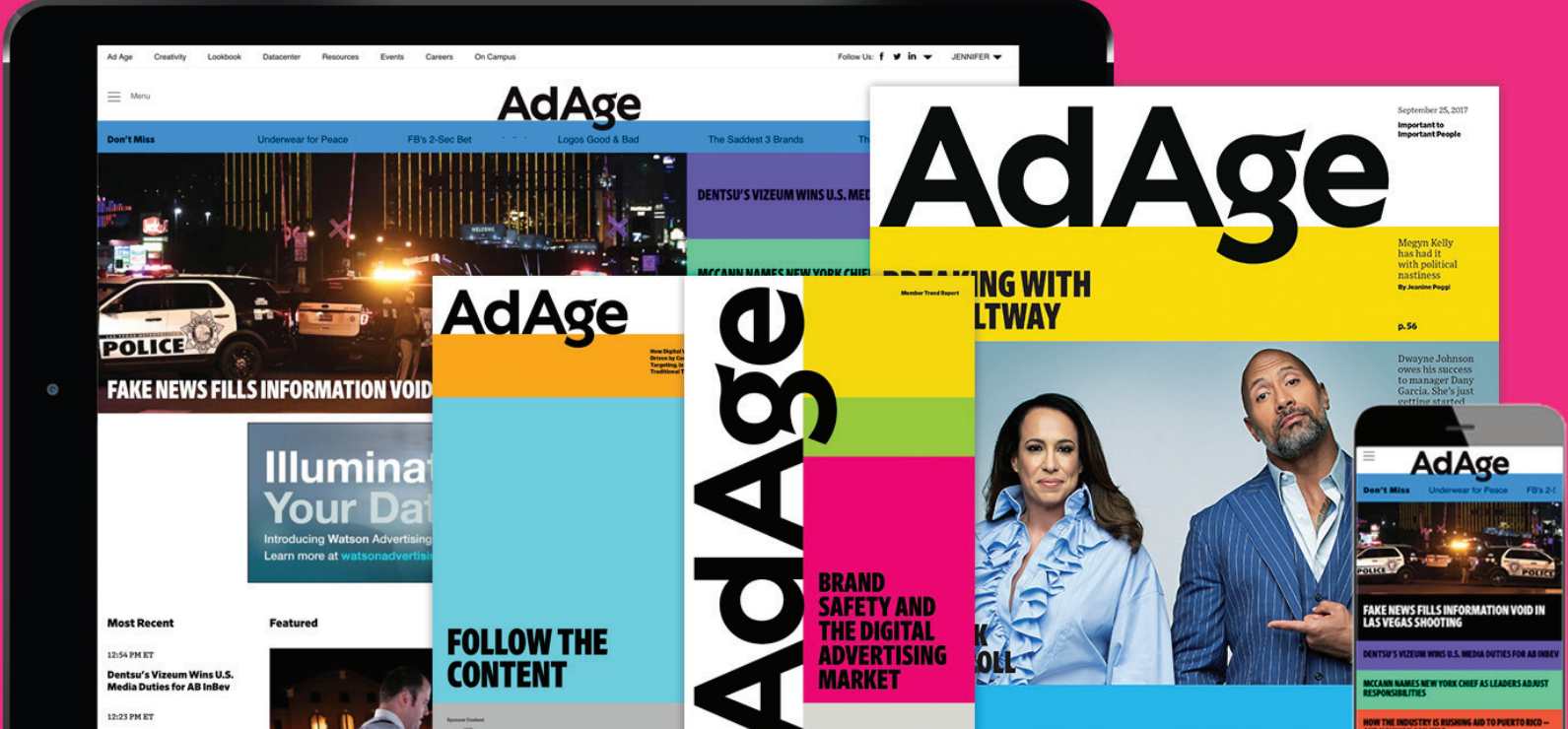


AdAge

2017-2018
Editorial
Calendar

IMPORTANT
TO IMPORTANT
PEOPLE



685 Third Avenue
9th Floor
New York, NY 10017

Editorial Calendar

Print Issue	Issue Close	Cover Close	
Oct. 30	Oct. 19	Sept. 29	The Innovation Issue
Nov. 6	Oct. 26	Oct. 6	Power List Issue*
Nov. 13	Nov. 2	Oct. 13	Best Places to Work Issue
Dec. 4	Nov. 22	Nov. 3	Marketer A-List Issue feat. World's Leading Advertisers
Dec. 18	Dec. 7	Nov. 17	Creativity 50 Issue
2018			
Jan. 8	Dec. 28	Dec. 8	2018 Survival Guide Issue
Jan. 22	Jan. 11	Dec. 22	The Gen Y Issue
Feb. 5	Jan. 25	Jan. 5	The Super Bowl Issue feat. Super Bowl Ad Review
Feb. 19	Feb. 8	Jan. 19	Agency A-List Issue*
Mar. 5	Feb. 22	Feb. 2	March 5 Issue feat. SXSW Preview
Mar. 19	Mar. 8	Feb. 23	The Media Issue
Apr. 2	Mar. 22	Mar. 2	Agency of the Future Issue
Apr. 16	Apr. 5	Mar. 16	April 16 Issue

Print Issue	Issue Close	Cover Close	
Apr. 30	Apr. 19	Apr. 6	The Martech Issue* feat. Agency Report and Agency Family Tree poster
May 14	May 3	Apr. 13	TV Upfronts Issue
May 28	May 17	Apr. 27	Women to Watch Issue
Jun. 11	May 31	May 11	Creativity Issue feat. Young Creatives Cover Contest
Jun. 25	Jun. 14	May 25	June 25 Issue with 200 Leading National Advertisers Fact Pack
Jul. 9	Jun. 28	Jun. 8	July 9 Issue
Jul. 23	Jul. 12	Jun. 22	July 23 Issue feat. Small Agency Awards
Aug. 13	Aug. 2	Jul. 13	The Dog Days of Summer Issue with Hispanic Fact Pack
Sep. 10	Aug. 30	Aug. 10	The Reboot Issue: Summer is over, here's what's next
Sep. 24	Sep. 13	Aug. 24	30 Under 30 with 7 Over 70 Issue*
Oct. 1	Sep. 20	Aug. 31	The Ad Tech Issue
Oct. 22	Oct. 11	Sep. 21	The Scary Issue: Brand fails, horror stories, and superstitions
Nov. 5	Oct. 25	Oct. 5	The ROI Issue: What actually worked
Nov. 19	Nov. 8	Oct. 19	The Talent Issue feat. Ad Age Best Companies
Dec. 3	Nov. 21	Nov. 2	Marketer A-List Issue with World's Leading Advertisers
Dec. 17	Dec. 6	Nov. 16	The Year in Review Issue with Marketing Fact Pack

Bonus Distribution

Print Issue	Bonus Distribution	Ad Age Event Distribution	
Oct. 16	The Precision Marketing Issue	Ad Age House Los Angeles	
Nov. 13	Best Places to Work Issue	Ad Age Next	
2018			
Jan. 8	2018 Survival Guide Issue	CES	Ad Age CES Dinner
Feb. 19	Agency A-List Issue	Mobile World Congress	Ad Age House Barcelona
Mar. 5	SXSW Preview Issue	SXSW	
Mar. 19	Media Issue	Advertising Week Europe	
Apr. 2	Agency of the Future Issue	4A's Conference	
Apr. 16	April 16 Issue		Ad Age A-List & Creativity Awards Gala
Apr. 30	The Martech Issue		Ad Age Summit Chicago
May 28	Women to Watch Issue		Ad Age Women to Watch Europe
Jun. 11	Creativity Issue feat. Young Creatives Cover Contest	Cannes Lions International Festival of Creativity	Ad Age Lawn Party
Jul. 9	July 9 Issue		Ad Age Small Agency Conference & Awards
Jul. 23	Small Agency Awards with Hispanic Fact Pack		Ad Age Women to Watch U. S.
Aug. 13	The Dog Days Issue: Being productive in the malaise of summer		Ad Age House Hamptons
Sep. 24	30 Under 30 with 7 over 70 Issue	Advertising Week New York	
Oct. 1	Ad Tech Issue: What you need to know now	ANA Masters of Marketing Conference	Ad Age ANA Dinner
Oct. 22	The Scary Issue: Brand fails, horror stories, and superstitions		Ad Age House Los Angeles
Nov. 5	The ROI Issue: What actually worked		Ad Age Next