

2006 Editorial Calendar (draft as of 9/7/05)

2000 L'aituit Calcitati (draft as of 9/7/05)							
Issue January	Main Feature • Sports & Fitness	Focus Articles/Research • 5 th Annual Latin American Guide • Support Spotlight: IVR • 3Q 2005 Long-Form Media Billings Research	Trade Show Distribution • NATPE • The Super Show • ERA Miami				
February	• Healthcare	 Answering the TiVo Challenge Direct Response Radio 3Q 2005 Short-Form Media Billings Research 	• Healthcare Management Conference				
March	• Housewares	 Mobile/Wireless DR Marketing Home Shopping Channels 3Q 2005 Radio Media Billings Research 	• International Housewares Expo				
April	• Beauty & Personal Care	 DRTV Short-Form Production Internet Focus: Search Engine Marketing 4Q 2005 Long-Form Media Billings Research 	 Response Expo NAB International Beauty Show				
May	• Hardware	 DRTV Media Buying and Planning Guide/2006 Cable Network Directory Support Spotlight: Changes in Payment Processing 4Q 2005 Short-Form Media Billings Research 	• Cable 2006 • Hardware Show				
June	• Pharmaceuticals	 5th Annual European Guide Print Options for DR Products 4Q 2005 Radio Media Billings Research 	DMDNYDrug Chain MarketplaceLicensing ShowERA Europe				
July	• Entertainment/Video	 DRTV Long-Form Production Legal/Regulatory Spotlight 1Q 2006 Long-Form Media Billings Research 	• Home Entertainment Retailing Show				
August	• Financial Services (Insurance/Banking/Mortgage)	 Selling to the Enlightened Consumer Case Study: DR Brand-Building 1Q 2006 Short-Form Media Billings Research 	• NAIFA Convention				
September	• Retail/Consumer Products	 Retailers Speak on DRTV State of the Industry Report 5th Annual Canadian Guide 1Q 2006 Radio Media Billings Research 	• ERA Las Vegas				
October	• Automotive	 DRTV Media Buying and Planning Guide Print Strategies for DRTV Products Support Spotlight: How Fulfillment Partners Can Improve Your ROI 2Q 2006 Long-Form Media Billings Research 	• DMA Annual Show • Automotive Aftermarket Industry Week				
November	• Travel	 Annual DRTV Support Services Guide 5th Annual Pan-Pacific Guide 2Q 2006 Short-Form Media Billings Research 	• Luxury Travel Expo West				
December	• Consumer Electronics	 DR's Most Successful Internet Products Top 50 Infomercials/Top 50 Spots of 2004 2Q 2006 Radio Media Billings Research 	• CES 2007				
	2007 Buyer's Guide (polybagged)	Consumer Trends Survey					