

RESPONSE MAGAZINE

2017 Editorial Calendar (FINAL as of 10/26/2016)

<u>Issue</u>	<u>Main Feature</u>	<u>Focus Articles/Research</u>	<u>Key Industry Events</u>
January	• Sports & Fitness	<ul style="list-style-type: none"> • Rehab Facilities • Consumer Journey #1: Awareness • 3Q 2016 Long-Form Media Billings 	<ul style="list-style-type: none"> • Affiliate Summit, Las Vegas • National Retail Federation, New York • NATPE, Miami Beach
February	• Digital Goods	<ul style="list-style-type: none"> • Consumer Journey #2: Engagement • 3Q 2016 Short-Form Media Billings 	<ul style="list-style-type: none"> • eTail West, Palm Desert
March	• Housewares/Hardware	<ul style="list-style-type: none"> • Consumer Journey #3: Purchase • RAB Forum: Consumer Privacy • 3Q 2016 Radio Media Billings 	<ul style="list-style-type: none"> • Natural Products Expo, Anaheim • Intl. Housewares Expo, Chicago • DRMA Reception, Chicago • LeadsCon, Las Vegas
April	• Beauty & Personal Care	<ul style="list-style-type: none"> • DR Hall of Fame Inductees • Consumer Journey #4: Post-Purchase/Advocacy • 4Q 2016 Long-Form Media Billings 	<ul style="list-style-type: none"> • Response Expo, San Diego • NAB, Las Vegas • INTX 2016, Boston
May	• Business Solutions	<ul style="list-style-type: none"> • DRTV Media Buying Guide • 2017 Cable Network Directory • 4Q 2016 Short-Form Media Billings 	<ul style="list-style-type: none"> • National Hardware Show, Las Vegas • CNP Expo 2016, Orlando • Licensing Expo, Las Vegas
June	• Pharma/Healthcare	<ul style="list-style-type: none"> • RAB Forum: Changing Face of Retail • The Amazon Effect • 4Q 2016 Radio Media Billings 	<ul style="list-style-type: none"> • Internet Retailer, Chicago • International Beauty Show, Las Vegas
July	• Entertainment	<ul style="list-style-type: none"> • DR Production • 1Q 2017 Long-Form Media Billings 	<ul style="list-style-type: none"> • DRMA Summer Bash, Irvine • Affiliate Summit, New York
August	• Financial Services	<ul style="list-style-type: none"> • Support Services Feature • 1Q 2017 Short-Form Media Billings 	<ul style="list-style-type: none"> • eTail East, Boston • LeadsCon, New York
September	• Consumer Package Goods	<ul style="list-style-type: none"> • RAB Forum: State of the Industry • TV Everywhere/Video Content Trends • 1Q 2017 Radio Media Billings 	<ul style="list-style-type: none"> • DRMA MOY Award, TBD • Shop.org, Los Angeles
October	• Automotive	<ul style="list-style-type: none"> • Google/Facebook Digital Dominance • DRTV Media Buying Guide • 2Q 2017 Long-Form Media Billings 	<ul style="list-style-type: none"> • DMA & THEN, New Orleans
November	• Travel	<ul style="list-style-type: none"> • Home Shopping Trends • 2Q 2017 Short-Form Media Billings 	<ul style="list-style-type: none"> • ad:tech, New York
December	• Consumer Electronics	<ul style="list-style-type: none"> • RAB Forum: Topic TBD • DR Radio • 2Q 2017 Radio Media Billings 	<ul style="list-style-type: none"> • DRMA Winter Bash, New York • CES 2018, Las Vegas