

# Response

## 2010 Editorial Calendar (as of 26 October 2009)

<u>Issue</u>	<u>Main Feature</u>	<u>Focus Articles/Research</u>	<u>Trade Show Distribution</u>
January	• Sports & Fitness	<ul style="list-style-type: none"> <li>• Tech Update: Mobile DR Marketing</li> <li>• EAB Forum #1: The Great Recession &amp; DR</li> <li>• 3Q 2009 Long-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• National Retail Federation New York</li> <li>• NATPE Las Vegas</li> </ul>
February	• Healthcare	<ul style="list-style-type: none"> <li>• 9<sup>th</sup> Annual Latin America/U.S. Hisp. Guide</li> <li>• Direct Response Radio</li> <li>• 3Q 2009 Short-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• ERA New Orleans</li> <li>• Online Marketing Summit San Diego</li> <li>• eTail West 2010 Palm Desert</li> </ul>
March	• Housewares	<ul style="list-style-type: none"> <li>• DRTV Short-Form Production</li> <li>• Corporate Case Study #1</li> <li>• 3Q 2009 Radio Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• International Housewares Expo Chicago</li> <li>• International Beauty Show New York</li> </ul>
April	• Beauty & Personal Care	<ul style="list-style-type: none"> <li>• Tech Update: Measuring Web Response</li> <li>• 9<sup>th</sup> Annual Pan-Pacific Guide</li> <li>• 4Q 2009 Long-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• Ad:Tech San Francisco</li> <li>• NAB Las Vegas</li> <li>• NCOF Orlando</li> </ul>
May	• Hardware	<ul style="list-style-type: none"> <li>• DRTV Media Buying and Planning Guide</li> <li>• 2009 Cable Network Directory</li> <li>• This Year's Model: DRTV in 2010</li> <li>• 4Q 2009 Short-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• Response Expo San Diego</li> <li>• Cable 2010 Los Angeles</li> <li>• Hardware Show Las Vegas</li> <li>• ACCM Orlando</li> </ul>
June	• Pharmaceuticals	<ul style="list-style-type: none"> <li>• 9<sup>th</sup> Annual European Guide</li> <li>• EAB Forum #2: Wackiest DRTV Products</li> <li>• Home Shopping Trends</li> <li>• 4Q 2009 Radio Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• Internet Retailer Chicago</li> <li>• Licensing Show Las Vegas</li> <li>• DM Days New York</li> <li>• Drug Chain Marketplace San Diego</li> <li>• ERA Europe Monte Carlo</li> </ul>
July	• Entertainment/Video	<ul style="list-style-type: none"> <li>• DRTV Long-Form Production</li> <li>• Corporate Case Study #2</li> <li>• 1Q 2010 Long-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• Home Entertainment Show Las Vegas</li> </ul>
August	• Financial Services (Insurance/Banking/Mortgage)	<ul style="list-style-type: none"> <li>• 9<sup>th</sup> Annual Canadian Guide</li> <li>• Annual Support Services Guide</li> <li>• 1Q 2010 Short-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• eTail East 2010 TBD</li> </ul>
September	• Retail/Consumer Products	<ul style="list-style-type: none"> <li>• Retailers Speak on DRTV</li> <li>• EAB Forum #3: State of the Industry Report</li> <li>• Alternative Channels for DR Products</li> <li>• 1Q 2010 Radio Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• ERA Las Vegas</li> <li>• Shop.org Dallas</li> </ul>
October	• Automotive	<ul style="list-style-type: none"> <li>• DRTV Media Buying and Planning Guide</li> <li>• Corporate Case Study #3</li> <li>• Tech Update: Leading Back-End Technology</li> <li>• 2Q 2010 Long-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• DMA Annual Show San Francisco</li> </ul>
November	• Travel	<ul style="list-style-type: none"> <li>• EAB Forum #4: Fragmentation</li> <li>• Generational Marketing</li> <li>• 2Q 2010 Short-Form Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• Ad:Tech San Francisco</li> <li>• Luxury Travel Expo</li> </ul>
December	• Consumer Electronics	<ul style="list-style-type: none"> <li>• The Changing Internet Radio Landscape</li> <li>• Top 50 Infomercials/Top 50 Spots of 2008</li> <li>• 2Q 2010 Radio Media Billings</li> </ul>	<ul style="list-style-type: none"> <li>• CES 2011</li> </ul>
2011 Buyers Guide	• Polybagged with December issue	<ul style="list-style-type: none"> <li>• Consumer Trends Report</li> <li>• Annualized Media Billings</li> </ul>	