

Response

Magazine | Expo | As Seen on TV | DRMA

2012 Editorial Calendar (Final as of 1 November 2011)

<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">• Mobile Spotlight: QR Codes• EAB Forum #1: Tough Economy/Election• 3Q 2011 Long-Form Media Billings	<ul style="list-style-type: none">• National Retail Federation New York• NATPE Miami
February	• Healthcare	<ul style="list-style-type: none">• Social Spotlight: Can You Measure ROI?• Direct Response Radio• 3Q 2011 Short-Form Media Billings	<ul style="list-style-type: none">• ERA Miami• Online Marketing Summit San Diego• eTail West 2011 Palm Desert
March	• Housewares	<ul style="list-style-type: none">• DRTV Production• Corporate Case Study #1: PajamaJeans• 3Q 2011 Radio Media Billings	<ul style="list-style-type: none">• International Housewares Expo Chicago• International Beauty Show New York
April	• Beauty & Personal Care	<ul style="list-style-type: none">• Mobile Spotlight: Apps vs. Mobile Optimized Sites• Retail Spotlight: The Rise of Direct-Friendly E-Commerce Sites• 4Q 2011 Long-Form Media Billings	<ul style="list-style-type: none">• Ad:Tech San Francisco• NAB Las Vegas• NCOF TBD
May	• Hardware	<ul style="list-style-type: none">• DRTV Media Buying and Planning Guide• 2011 Cable Network Directory• Fighting the Counterfeiters• 4Q 2011 Short-Form Media Billings	<ul style="list-style-type: none">• Response Expo San Diego• Cable 2012 Boston• Hardware Show Las Vegas
June	• Pharmaceuticals	<ul style="list-style-type: none">• EAB Forum #2: Use of Social in DR• Home Shopping Trends• 4Q 2011 Radio Media Billings	<ul style="list-style-type: none">• Internet Retailer Chicago• Licensing Show Las Vegas• DM Days New York• Drug Chain Marketplace Denver
July	• Entertainment/Video	<ul style="list-style-type: none">• DRTV's Second Generation• Corporate Case Study #2: TBD• 1Q 2012 Long-Form Media Billings	
August	• Financial Services (Insurance/Banking/Mortgage)	<ul style="list-style-type: none">• Social Spotlight: Driving Online Sales• Annual Support Services Guide• 1Q 2012 Short-Form Media Billings	<ul style="list-style-type: none">• eTail East 2011 TBD
September	• Consumer Package Goods	<ul style="list-style-type: none">• Retailers' Perspective on As Seen on TV• EAB Forum: State of the Industry Report• Mobile Spotlight: iPhone vs. Android• 1Q 2012 Radio Media Billings	<ul style="list-style-type: none">• ERA Las Vegas• Shop.org TBD
October	• Automotive	<ul style="list-style-type: none">• DRTV Media Buying and Planning Guide• Corporate Case Study #3: TBD• 2Q 2012 Long-Form Media Billings	<ul style="list-style-type: none">• DMA Annual TBD
November	• Travel	<ul style="list-style-type: none">• EAB Forum: Consumer Engagement, Retention and Loyalty• Generational Marketing• 2Q 2012 Short-Form Media Billings	<ul style="list-style-type: none">• Ad:Tech New York• Luxury Travel Expo New York
December	• Consumer Electronics	<ul style="list-style-type: none">• Retail Spotlight: Future of ASOTV• Top 50 Infomercials/Spots of 2012• 2Q 2012 Radio Media Billings	<ul style="list-style-type: none">• CES 2013 Las Vegas
2013 BG	• Polybagged with December issue	<ul style="list-style-type: none">• Consumer Trends Report	