Response

2008 Editorial Calendar (as of 10/23/07)

Issue	Main Feature	Focus Articles/Research	Trade Show Distribution
January	• Sports & Fitness	• Direct Response Radio • EAB Forum #1: Election Year Media • 3Q 2007 Long-Form Media Billings	• National Retail Federation • NATPE
February	• Healthcare	• 7th Annual Latin American Guide • Mobile/Wireless DR Marketing • 3Q 2007 Short-Form Media Billings	• ERA Miami
March	• Housewares	• Technology Update: Online Video • Home Shopping Trends • 3Q 2007 Radio Media Billings	• International Housewares Expo • CADM
April	• Beauty & Personal Care	• DRTV Short-Form Production • 7th Annual Pan-Pacific Guide • 4Q 2007 Long-Form Media Billings	• Directo Days New York • Search Engine Strategies Conference • NAB • NCOF
May	• Hardware	• DRTV Media Buying and Planning Guide • 2008 Cable Network Directory • EAB Forum #2: Tech Changes Media Buying • Marketing to GenX/GenY • 4Q 2007 Short-Form Media Billings	• Response Expo • Cable 2008 • Hardware Show
June	• Pharmaceuticals	• 7th Annual European Guide • Corporate Case Study #1 • Print and Web Boost DRTV Products • 4Q 2007 Radio Media Billings	• The Sporting Goods Spring Market • DMDNY • Drug Chain Marketplace • Licensing Show • ERA Europe
July	• Entertainment/Video	• DRTV Long-Form Production • EAB Forum #3: DRTV and the Web • 1Q 2008 Long-Form Media Billings	• VSDA Home Entertainment Show
August	• Financial Services (Insurance/Banking/Mortgage)	• Corporate Case Study #2 • Annual Support Services Guide • 1Q 2008 Short-Form Media Billings	
September	• Retail/Consumer Products	• Retailers Speak on DRTV • State of the Industry Report • Blending of General/DR Agency • 1Q 2008 Radio Media Billings	• NAIFA Convention • ERA Las Vegas
October	• Automotive	• DRTV Media Buying and Planning Guide • EAB Forum #4: FTC and DRTV • 7th Annual Canadian Guide • 2Q 2008 Long-Form Media Billings	• DMA Annual Show • Automotive Aftermarket Industry Week
November	• Travel	• Corporate Case Study #3 • Marketing to Baby Boomers • 2Q 2008 Short-Form Media Billings	• Luxury Travel Expo
December	• Consumer Electronics 2009 Buyer's Guide (polybagged)	• DR's Most Successful Internet Products • Top 50 Infomercials/Top 50 Spots of 2004 • 2Q 2008 Radio Media Billings • Consumer Trends Survey	• CES 2009