

# 2014 MARKETING EDITORIAL & EVENTS CALENDAR

ISSUE DATE	STREET DATE	DESCRIPTION	AD CLOSE	MATERIAL CLOSE	MARKETING EVENTS
January/ February	January 27	Best of 2013 Profiles A look ahead for 2014 Newspaper Report Olympic Coverage	January 2	January 7	<b>BEST OF 2013 COCKTAIL CELEBRATION</b> January 29 2nd Floor Event Space
March	February 24	Mid-Season Television Update Audience Measurement Multicultural Marketing DX3 Conference Guide Marketing Hall of Legends	January 27	January 29	<b>PROGRAMMATIC TRADING</b> March 4 - Half day The Bram and Bluma Appel Salon  <b>ETHNIC CONSUMER INSIGHTS</b> March 25 - Full day The International Centre
April	March 31	The SxSW Report Retail Innovation Stories from Dx3 Automotive Marketing <b>WHAT'S HOT: Social Media</b> <b>SPECIAL PULL-OUT: Social Media Insights</b>	March 3	March 6	
May	April 21	Leger Reputations Report ICA Future Flash Financial Services	March 24	March 27	
Marketing Awards Book	May 30	<b>SPECIAL ISSUE: Marketing Awards Book</b>	April 14	April 17	<b>MARKETING AWARDS</b> May 29 - Gala The Carlu
June	May 20	Mobile Marketing	April 21	April 24	<b>MOBILE DAY</b> June 9 - Full day Hilton Hotel

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July	June 23	BRC Fall TV preview + Newfronts, Canada issue	May 30	June 6	
August	July 21	Client-Agency Relations The Cannes Report <b>SPECIAL PULL-OUT: Digital Media Landscape</b>	June 23	June 26	
September	August 25	Financial Sector: leveraging audience data for targeted ads New goldmine: how publishers can leverage audience data Audience Intelligence Content Marketing  <b>SPECIAL PULL-OUT: Programmatic Tree (SOLD)</b>	July 28	July 31	<b>AUDIENCE INTELLIGENCE</b> September 9- Half day The Bram and Bluma Appel Salon  <b>CONTENT MARKETING CONFERENCE</b> September 24 - Half day The Bram and Bluma Appel Salon
CMDC Media Digest Special Issue	September 29	<b>SPECIAL ISSUE: CMDC Media Digest</b>	August 29	September 4	
October	October 6	Retail Insights Career Issue Annual Salary Survey Digital Day Marketing's 30 Under 30  <b>SPECIAL PULL-OUT: Digital Consumer Insights</b>	September 8	September 11	<b>RETAIL TECH CONFERENCE</b> October 8 - Half day International Centre  <b>DIGITAL DAY CONFERENCE</b> October 20 - Full day Sheraton Centre  <b>DATA DRIVEN MARKETING</b> November 13 - Half day The Bram and Bluma Appel Salon
November/December	November 17	<b>SPECIAL PULL-OUT: Media Tree</b>	October 20	October 23	
January	December 22	Best of 2014 Preview Top 10 Marketers, Agencies, & Media Players Of The Year  <b>SPECIAL PULL-OUT: Agency Tree (SOLD)</b> <b>PULL-OUT: Media Innovation Awards Book</b>	November 24	November 27	<b>MEDIA INNOVATION AWARDS</b> November 27 - Gala Sheraton Centre  <b>SPONSORSHIP</b> February 2015 - Half day