

Editorial Calendar

2009 Editorial Calendar

Issue Date	Theme	Article Deadline	Press Release Deadline	Ad Close
January	State of the Industry	November 19	December 5	December 5
February	Outsourcing/Reselling	December 19	January 5	January 5
March	Print Management	January 12	February 5	February 3
March Beyond	Technology	January 12	January 18	January 18
April	Environmental	February 19	March 5	March 5
May	Testing	March 11	April 6	April 6
June	OEM	April 20	May 5	May 5
July	Quality	May 19	June 5	June 5
August	Industry Challenges	May 19	July 6	July 6
August Beyond	Expo Show Issue	June 15	July 22	July 22
September	IP/Litigation	July 20	August 5	August 5
October	Color	August 19	September 4	September 4
November	Sales Tools	September 18	October 5	October 5
December	Marketing	October 19	November 5	November 4
December Beyond	Global Business/China	September 9	October 23	October 23
January '10	State of the Industry	TBD	December 4	December 4

In Every Issue

Step-By-Step:

Remanufacturing Instructions:
How to handle the latest cartridges.

Information & Analysis:

Where do your peers stand on the issues we all face?

Technical:

Get down to basics on inkjets, toner, service issues and more.

Sales and Marketing:

Tips on how to sell like a pro.

Management:

Business advice from the experts.

Print Management:

Get tips on expanding your business with managed print solutions.

Case Study:

Best and unique practices from companies across the industry.

Briefing:

The latest news from the OEMs, retailers and more.

Newsmakers:

Movers and shakers.

Off The Shelf:

The latest product releases.

Bonus Distribution

February and

March Beyond: ReIndia Expo

March:

ITEX

April:

Remax

June:

Reciclamaix

August and

August Beyond: World Expo

November and

December Beyond: ReChina Asia Expo