

Editorial Calendar

2008 Editorial Calendar

Issue Date	Theme	I&A Survey	Article Deadline	Press Release Deadline	Ad Close
January	State of the Industry	Production	November 19	December 8	December 9
February	Selling Solutions	Outsourcing/Reselling	December 19	January 5	January 8
March	Smart Marketing	Marketing	January 18	February 5	February 6
March Beyond	Global Business/India	Bonus Dist: ReIndia Expo	January 11	January 5	January 18
April	Compensation	Wages & Turnover	February 19	March 5	March 7
May	Leadership and Business	Business Development	March 19	April 4	April 8
June	Value-Added Services	Service, Maintenance & Repair	April 18	May 5	May 8
July	Retail Trends	Internet	May 19	June 5	June 9
August	Print Management	Inkjet	June 19	July 7	July 8
August Beyond	Expo Show Issue	Bonus Dist: World Expo	July 16	July 16	July 18
September	Quality	Testing	July 18	August 5	August 8
October	Color	Color	August 19	September 5	September 8
November	Sales Tools	Customer Profile	September 19	October 6	October 9
November Beyond	Global Business/China	Global Market	September 5	September 24	September 24
December	Industry Challenges	Industry Outlook	October 20	November 5	November 5
January '09	State of the Industry	TBD	November 19	December 5	December 5

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:

ITEX

March and

March Beyond:

ReIndia Expo

April:

Remax

May:

Reciclamaix

August and

August Beyond:

World Expo

October:

ReEurope

November and

November Beyond:

ReChina Asia Expo