

2009 EDITORIAL CALENDAR

JANUARY

- Cover Story on a Leading Commercial Printing Company
- 2009 Hot Markets Forecast
- Pundit Predictions for the Coming Year
- Outlook for the Consumables Market

Ad Closing: December 8

Ad Materials Due: December 15

- **PODi 2009 Application Forum**, January 19-21, Las Vegas, NV

FEBRUARY

- Cover Story on a Finishing Specialist
- Environmental Sustainability in the Bindery
- Finishing Options for Digital Output
- Financing Equipment in Tight Credit Markets

Ad Closing: January 12

Ad Materials Due: January 19

- **PIA/GATF Presidents Conference**, March 1-5, Orlando, FL
- **Graphics of the Americas**, February 26-28, Miami, FL

MARCH

- Cover Story on a Digital Printing Specialist
- Ink-Jet Printing Technology Options
- Integrating Web-to-Print Services
- Database Management and List Hygiene

Ad Closing: February 9

Ad Materials Due: February 16

- **NAPL Top Management Conference**, March 15-18, Tucson, AZ
- **Publishing Business Conference & Expo**, March 23-25, New York, NY
- **On Demand Conference & Exposition**, March 30-April 2, Philadelphia, PA

APRIL



- Cover Story on a Leading Web Offset Printing Company
- Lean Manufacturing Best Practices
- State of Industry Consolidation
- Convergence of Web, Sheetfed and Digital Printing Run Lengths
- Bonus: WOA Conference Supplement

Ad Closing: March 9

Ad Materials Due: March 16

- **WOA Offset & Beyond Conference**, May 2-6, Las Vegas, NV

MAY

- Cover Story on a Leading Direct Mail Specialist
- Optimizing Postal Discounts
- Becoming a Cross-Media Services Provider
- Threat of Do Not Mail Legislation

Ad Closing: April 13

Ad Materials Due: April 20

- **National Postal Forum**, May 17-20, Washington, DC
- **Print Oasis 2009**, May 17-20, Phoenix, AZ

JUNE

- Cover Stories on Thriving Small Commercial/Quick Printers
- Marketing Strategies on a Shoestring
- 2009 Hot Markets Midyear Update
- Becoming a Promotional Products Distributor

Ad Closing: May 11

Ad Materials Due: May 18

JULY



- 2009 Master Specifier Buyers' Guide
- This annual directory serves as the commercial printing industry's only comprehensive guide to available products and services. It features complete product specifications and photographs of prepress, pressroom, postpress and mailing equipment, software and consumables.

Ad Closing: June 12

Ad Materials Due: June 19

AUGUST

- Cover Story on a Leading Commercial Printing Company
- Preview to PRINT 09
- Profit Potential of Package Printing
- Finding and Defining Transpromo Opportunities

Ad Closing: July 10

Ad Materials Due: July 17

- **InfoTrends TransPromo Summit**, TBD, New York, NY

Official PRINT 09 Pre-show Planner

The Pre-show Planner provides a complete rundown of exhibitor, special show floor areas, hotel and seminar information to maximize visitors' time spent at the show. It is mailed in advance to all pre-registrants (names provided exclusively by the show organizers) and other VIP visitors. The Pre-show Planner also includes the exclusive New Product Reference Guide section.



Ad Closing: July 17

Materials Due: July 24

- **PRINT 09**, September 11-16, Chicago, IL

Official PRINT 09 Onsite Show Directory



Published in partnership with the Graphics Arts Show Co. (GASC), the PRINT 09 Onsite Show Directory is used by all attendees to navigate the largest printing industry trade show held in the Americas.

Ad Closing: July 27

Materials Due: August 3

- **Print 09**, September 11-16, Chicago, IL

SEPTEMBER

- PRINT 09 Show Issue
- Profiles of *Printing Impressions*/RIT Printing Industry Hall of Fame Inductees
- 2009 Gold Ink Award Winners
- Anatomy of the Equipment Buying Decision

Ad Closing: August 10

Ad Materials Due: August 17

- **PRINT 09**, September 11-16, Chicago, IL
- **Gold Ink Awards and Hall of Fame Gala**, September 14, Chicago, IL

OCTOBER



- PRINT 09 Post-Show Coverage
- Greening of the Printing Industry
- Waste Paper Handling Options
- Digital Wide-Format Output Opens New Markets

Ad Closing: September 14

Ad Materials Due: September 21

- **PIA/GATF CONVERGE: Variable Data, Web Services & Cross-Media Conference**, TBA, Phoenix, AZ

NOVEMBER

- Cover Story on 20 Under 40 Rising Industry Stars
- Sheetfed UV Offset Printing Success Stories
- Industry Training and Recruitment
- Mastering Hybrid Digital/Offset Workflows

Ad Closing: October 12

Ad Materials Due: October 19

DECEMBER



- The *Printing Impressions* 400 & Who's Who in Printing
- Now in its 26th year, the *Printing Impressions* 400 provides the most comprehensive ranking of the Top 400 printers in the United States and Canada based on annual sales volume.
- Outlook for Key Print Markets in 2010
 - Fast-Track Companies on the *PI* 400

- Executive Compensation Report
- Year in Review

Ad Closing: November 13

Ad Materials Due: November 20

CONTINUING COVERAGE:

- Special Series on Vertical Markets That Buy Print
- Sustainability and "Green" Environmental Practices
- Diversification Opportunities Beyond Ink-on-Paper
- Variable Data Printing Case Histories From PODi

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