

EDITORIAL CALENDAR

2012 Editorial Calendar

| ISSUE DATE | SECTION | TOPIC |
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| January | COVER STORY MAIN FEATURE FEATURE ROUNDTABLE MASTER CLASS SUPPLEMENT | Maggie Fitzpatrick, Cigna Newsmaker PRWeek Awards Shortlist Technology Special - Clean Tech Consumer Newswires/News Distribution PRWeek Contact |
| February | COVER STORY MAIN FEATURE FEATURE FEATURE MASTER CLASS | Paul Hicks, NFL Newsmaker Healthcare Reform Travel & Tourism Media Relations Measurement |
| March <i>SPECIAL SUPPLEMENT PRWeek Awards Book of the Night</i> | COVER STORY MAIN FEATURE ROUNDTABLE MASTER CLASS | Barry Caldwell, Waste Management - Newsmaker Salary Survey Agency Summit Diversity |
| April | COVER STORY MAIN FEATURE FEATURE ROUNDTABLE MASTER CLASS | Newsmaker Public Affairs - Election Cause marketing/CSR Digital PR/Social Media Education |
| May | COVER STORY NEWSMAKER ROUNDTABLE MASTER CLASS | Agency Business Report (Agency Rankings) Zenia Mucha, The Walt Disney Company Technology Research |
| June | COVER STORY MAIN FEATURE FEATURE ROUNDTABLE MASTER CLASS | Newsmaker Crisis communications Diversity Olympics Social Media |
| July | COVER STORY ROUNDTABLE NEWSMAKER MASTER CLASS | PR Power List Public Affairs/Election TBD Media Relations |
| August | COVER STORY MAIN FEATURE ROUNDTABLE MASTER CLASS | Newsmaker 40 Under 40 Japan Video |

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| September <i>SPECIAL SUPPLEMENT</i> <i>Career Guide</i> | COVER STORY MAIN FEATURE NEWSMAKER ROUNDTABLE MASTER CLASS | Corporate Survey Retail TBD Measurement Internal Communications |
| October | COVER STORY MAIN FEATURE FEATURE ROUNDTABLE MASTER CLASS | Newsmaker Global PR Nonprofits CSR Mobile Applications |
| November | COVER STORY MAIN FEATURE FEATURE ROUNDTABLE MASTER CLASS | Newsmaker Media Survey Diversity Awards TBD Monitoring |
| December | MAIN FEATURE FEATURE ROUNDTABLE NEWSMAKER MASTER CLASS | Book of Lists Regional Healthcare TBD Content |

This editorial calendar is intended as a guide to general subject areas that will be covered by features in 2012. This editorial calendar is subject to change, specifically the roundtable locations.

We welcome contributions to any of the features listed, but keep in mind that the features are commissioned about **14 weeks** before the publish date. Roundtables are held approximately **8 weeks** before the issue date and planned 14 weeks prior to that.

If you would like to contribute feature ideas, please e-mail bernadette.casey@prweek.com, stating clearly in the subject line which feature you are interested in and the date it is due to be published. All *PRWeek* features are **case-study based**, so when pitching, please include a short summary of the case study (no older than six months old). Both the client and agency representatives must be available for a phone interview. Please obtain client permission before pitching a case study.

Please contact rose.gordon@prweek.com for more information about *PRWeek* roundtables.

Other editorial opportunities not listed on this Editorial Calendar include:

Weekly Op-Eds: e-mail frank.washkuch@prweek.com

Weekly and Monthly Campaigns: e-mail campaigns@prweek.com

Monthly Op-Eds: e-mail bernadette.casey@prweek.com

Deadlines for the following specials are as follows:

Agency Rankings: February 28, 2012- e-mail ABR@prweek.com for more information;

40 Under 40: April 29, 2012- e-mail 40under40@prweek.com for more information;

PRWeek Contact directory entries: May 1, 2012 - e-mail prweek.contact@prweek.com;

NEXT Conference will take place at The Times Center in New York City in November, 2012