

EDITORIAL CALENDAR

RCR^(w)Wireless News 2009 Media Kit

EDITORIAL CALENDAR - Q1

Month	Issue Date	Special Reports, Listings & Highlights	Bonus Distribution	Ad Deadline	Materials Due
January	1/5	<ul style="list-style-type: none"> • Wireless Retailers • Mobile Devices • Wireless Networks • Cell Phone Accessories • M2M 	<ul style="list-style-type: none"> • CES 2009 Show Issue • Mobile World Congress Preview 	12/22	12/22
February	2/2	<ul style="list-style-type: none"> • Annual Wireless Industry Forecast Special Report • Wireless Technologies • Semiconductors • Mobile Application Development • Mobile Content 	<ul style="list-style-type: none"> • Mobile World Congress Show Issue • CES Review • NATE Preview 	1/19	1/21
	2/16	<ul style="list-style-type: none"> • Annual Wireless Industry Forecast Special Report • Wireless Networks • Femtocells • Mobile Entertainment • Mobile Marketing / Advertising 	<ul style="list-style-type: none"> • NATE Show Issue • IWCE Preview 	2/2	2/4
March	3/9	<ul style="list-style-type: none"> • Top Tower Companies • Wireless Technologies • M2M • Cell Phone Accessories • Mobile Enterprise - Healthcare 	<ul style="list-style-type: none"> • IWCE Show Issue • NATE Review • Mobile World Congress Review • CTIA Preview 	2/23	2/25
	3/30	<ul style="list-style-type: none"> • Wireless Networks • Semiconductors • Mobile Application Development • Mobile Content 	<ul style="list-style-type: none"> • CTIA 2009 Show Issue • IWCE Review 	3/16	3/18

Q1 Events	Date	Location	Website
International CES (Consumer Electronics Show)	January 8-11	Las Vegas, NV	www.cesweb.org
Mobile World Congress	February 16-19	Barcelona Spain	www.mobileworldcongress.com
NATE Conference & Exposition (National Association of Tower Erectors)	February 23-26	Nashville, TN	www.natehome.com
IWCE (International Wireless Communications Expo)	March 18-20	Las Vegas, NV	www.iwceexpo.com

EDITORIAL CALENDAR - Q2

Month	Issue Date	Special Reports, Listings & Highlights	Bonus Distribution	Ad Deadline	Materials Due
April	4/1-4/3	<ul style="list-style-type: none"> • Official Print Show Daily - CTIA 2009 	<ul style="list-style-type: none"> • CTIA 2009 Show Daily 	3/13	3/15
	4/13	<ul style="list-style-type: none"> • Wireless Technologies • Wireless Retailers • Mobile Entertainment • Femtocells 	<ul style="list-style-type: none"> • CTIA 2009 Review • RCA Preview 	3/30	4/1
	4/27	<ul style="list-style-type: none"> • How Green is the Wireless Industry Special Report • Wireless Networks • Cell Phone Accessories • M2M • Enterprise Volume Buying 	<ul style="list-style-type: none"> • RCA Show Issue 	4/13	4/15
May	5/11	<ul style="list-style-type: none"> • Top VC Deals - Q1 • Wireless Technologies • Mobile Enterprise - Power / Utilities • Mobile Devices • Test & Measurement 	<ul style="list-style-type: none"> • RCA Review • BREW Preview • MMF Preview 	4/27	4/29
	5/25	<ul style="list-style-type: none"> • Wireless Networks • Semiconductors • Mobile Applications Development • Mobile Content 	<ul style="list-style-type: none"> • BREW Show Issue • MMF Show Issue • Supercomm Preview 	5/11	5/13
June	6/8	<ul style="list-style-type: none"> • Wireless Technologies • Wireless Retailers • Mobile Entertainment • Cell Phone Accessories 	<ul style="list-style-type: none"> • Supercomm Show Issue • BREW Review • MMF Review 	5/25	5/27
	6/22	<ul style="list-style-type: none"> • Top Wireless Service Providers • Wireless Networks • Femtocells • M2M • Wireless Internet 	<ul style="list-style-type: none"> • Supercomm Review 	6/8	6/10

Q2 Events	Date	Location	Website
CTIA Wireless	April 1-3	Las Vegas, NV	www.ctiawireless.com
RCA Annual Convention & Exhibition (Rural Cellular Association)	April 28-30	Las Vegas, NV	www.rca-usa.org
WCA (Wireless Communications Association)	Date TBD	Washington D.C.	www.wcai.com/events
MMF (Mobile Marketing Forum)	June 2-3	New York, NY	www.mobilemarketingforum.com
BREW (Developers Conference)	June 3-5	San Diego, CA	brew.qualcomm.com/brew/en
Supercomm	June 8-11	Chicago, IL	www.supercomm2009.com

EDITORIAL CALENDAR - Q3

Month	Issue Date	Special Reports, Listings & Highlights	Bonus Distribution	Ad Deadline	Materials Due
July	7/13	<ul style="list-style-type: none"> • Emerging Markets / Technologies • Wireless Technologies • Wireless Retailers • Mobile Entertainment • Enterprise Volume Buying 		6/29	7/1
	7/13	• 4G Business & Technologies Strategies Supplement	• 4G Supplement	6/29	6/29
August	8/10	<ul style="list-style-type: none"> • Top Handsets • Wireless Networks • Mobile Enterprise - Automotive / Transportation • Mobile Devices • LBS 	• 4G World Preview	7/27	7/29
	9/7	<ul style="list-style-type: none"> • Retail Holiday Special Report • Wireless Technologies • Wireless Retailers • Mobile Entertainment • Mobile Marketing / Advertising 	<ul style="list-style-type: none"> • 4G World Show Issue • PCIA Preview 	8/17	8/19
September	9/16-9/17	• Official Print Show Daily - 4G World	• 4G World Show Daily	8/24	8/26
	9/21	<ul style="list-style-type: none"> • Wireless Networks • Towers • Femtocells • Mobile Enterprise - Hospitality • Mobile Applications Development 	<ul style="list-style-type: none"> • PCIA Show Issue • 4G World Review • CTIA WIT&E Preview 	9/14	9/16

Q3 Events	Date	Location	Website
4G World	September 15-17	Chicago, IL	
PCIA Wireless Infrastructure Conference & Expo (Personal Communications Industry Association)	September 21-24	Nashville, TN	www.pcia.com

EDITORIAL CALENDAR - Q4

Month	Issue Date	Special Reports, Listings & Highlights	Bonus Distribution	Ad Deadline	Materials Due
October	10/5	<ul style="list-style-type: none"> • Wireless Technologies • Cell Phone Accessories • M2M • Wireless Internet 	<ul style="list-style-type: none"> • CTIA WIT&E Show Issue • PCIA Review 	9/21	9/23
	10/7-10/9	<ul style="list-style-type: none"> • Official Print Show Daily - CTIA WIT&E 	<ul style="list-style-type: none"> • CTIA WIT&E Show Daily 	9/14	9/16
	10/19	<ul style="list-style-type: none"> • Best Companies to Work for Special Report • Wireless Networks • Mobile Enterprise - Finance • Mobile Devices • LBS 	<ul style="list-style-type: none"> • CTIA WIT&E Review • MMF Preview 	10/5	10/7
November	11/9	<ul style="list-style-type: none"> • Wireless Movers & Shakers Special Report • Wireless Networks • Semiconductors • Mobile Applications Development • Mobile Content 	<ul style="list-style-type: none"> • MMF Show Issue • WiMAX Forum Congress Americas Preview 	10/26	10/28
	11/30	<ul style="list-style-type: none"> • Wireless Technologies • Wireless Retailers • Mobile Entertainment • WiMAX 	<ul style="list-style-type: none"> • WiMAX Forum Congress Americas Show Issue • MMF Review 	11/16	11/18
December	12/14	<ul style="list-style-type: none"> • Top Wireless Carriers • Industry Person of the Year • 2009 Review - 2010 Outlook • Wireless Networks • Mobile Devices 	<ul style="list-style-type: none"> • WiMAX Forum Congress Americas Review • CES 2010 Preview 	11/30	12/2

Q4 Events	Date	Location	Website
CTIA Wireless I.T. & Entertainment	October 7-9	San Diego, CA	www.wirelessit.com
WCA's International Symposium & Business Expo (Wireless Communications Association)	Date TBD	San Jose, CA	www.wcai.com/events
MMF (Mobile Marketing Forum)	Date TBD	Las Angeles, CA	www.mobilemarketingforum.com
WiMAX Forum Congress Americas	December 2-3	Ft. Lauderdale, FL	www.wimaxforum.org