

# NETWORKWORLD

## PRINT / ONLINE / EVENTS HIGHLIGHTS 2010

### EDITORIAL CLOSE DATES:

- Special Focus Stories – Usually three weeks before story is published.
- Feature Stories – Usually one month before story published.
- “New Data Center” series – Usually two months before story is published.
- Tests – Usually three months before test results are published.

### INQUIRIES:

- For story topics, e-mail inquiries to writer assigned to story.
- To submit a product for testing as part of our Clear Choice Test program, please fill out the electronic form at <http://www.networkworld.com/reviews/reviewrequest.html>. Note Editorial Close Dates.
- Stand-alone tests are done on new products.
- Network World does not test beta products.

### True Tales of Terrifying Security

It's our third annual Halloween episode, in which three security experts give us true stories of security lapses and other threats that should shake your enterprise's boots. **David Ting** (Imprivata), **Mike Paquette** (Top Layer Security) and **Ed Gaudet** (Liquid Machines) join Keith Shaw to chat about things like the credit union who found malware on a credit-card transaction server, how easy it is to see your health care data when visiting your doctor's office, and how the bad economy is really threatening your company's data. (28:15)

### 2010 Prediction Podcasts

We will be publishing a week of podcast shows during late December or early January with industry experts telling us their predictions for 2010 on various technology topics. Please contact Keith Shaw ([kshaw@nww.com](mailto:kshaw@nww.com)) to suggest any topics or experts.

### JANUARY PRINT/ONLINE

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ISSUE DATE: January 18, 2010  
AD CLOSE DATE: January 8, 2010  
BONUS: IT Roadmap (New York-1/27)

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*For print or online sponsorship opportunities, contact your Network World sales executive ([www.networkworld.com/media/salesContacts.html](http://www.networkworld.com/media/salesContacts.html)).*

**CLEAR CHOICE TEST:** 10 Gigabit copper switches. Contact: Neal Weinberg at [nweinberg@nww.com](mailto:nweinberg@nww.com)

**SPECIAL FOCUS:** Re-architecting corporate Ethernets. Contact Jim Duffy at [jduffy@nww.com](mailto:jduffy@nww.com).

### ONLINE ([www.networkworld.com](http://www.networkworld.com))

**Tech Center Sponsorships:** Target your marketing message by technology topic and “own” specific technology areas:

- Security
- LANs & WANs
- VoIP & Convergence
- Infrastructure Management
- Wireless & Mobile
- Software
- Data Center
- Small Business Networking

**Newsletter sponsorship:** Be the exclusive sponsor of one or more of 30+ targeted newsletters that our readers have opted to receive.

**Product Guides** – Look for our revised Product Guides (formerly Buyers Guides) launching in January. Fifty-five guides covering all the essential networking categories featuring “At-A-Glance” graphics for quick comparison, detailed product information and buying tips.

### EVENTS & EXECUTIVE FORUMS

*For sponsorship details, contact your Sales Executive*

[www.networkworld.com/media/salesContacts.html](http://www.networkworld.com/media/salesContacts.html)

#### • IT ROADMAP

- January 27, New York City
- February 8, Los Angeles
- March 16, Chicago
- April 6, Denver
- May 25, Boston
- June 8, Atlanta
- July 14, Philadelphia
- September, Dallas
- October, Washington DC
- November, San Francisco

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### FEBRUARY PRINT/ONLINE

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ISSUE DATE: February 8, 2010  
AD CLOSE DATE: January 29, 2010  
BONUS: IT Roadmap (Los Angeles, CA – 2/8)

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NEW DATA CENTER – Data center skills crisis. Contact: Neal Weinberg at [nweinberg@nww.com](mailto:nweinberg@nww.com).

### FEBRUARY PRINT/ONLINE

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ISSUE DATE: February 22, 2010  
AD CLOSE DATE: February 12, 2010

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CLEAR CHOICE TEST: Best of the Tests. Best Products of 2009. Contact: Neal Weinberg at [nweinberg@nww.com](mailto:nweinberg@nww.com)

### MARCH PRINT/ONLINE

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ISSUE DATE: March 8, 2010  
AD CLOSE DATE: February 26, 2010  
BONUS: IT Roadmap (Chicago, IL – 3/16)

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CLEAR CHOICE TEST: All-in-one Data Loss Prevention. Contact: Neal Weinberg at [nweinberg@nww.com](mailto:nweinberg@nww.com)

SPECIAL FOCUS: Next generation operating systems. John Fontana at [jfontana@nww.com](mailto:jfontana@nww.com).

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ISSUE DATE: March 22, 2010  
AD CLOSE DATE: March 12, 2010

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**NEW DATA CENTER** - Best Tools for the new data center. Contact: Neal Weinberg at [nweinberg@nww.com](mailto:nweinberg@nww.com)

### APRIL PRINT/ONLINE

ISSUE DATE: April 5, 2010  
AD CLOSE DATE: March 26, 2010  
BONUS: IT Roadmap (Denver, CO - 4/6)

*For print or online sponsorship opportunities, contact your Network World sales executive ([www.networkworld.com/media/salesContacts.html](http://www.networkworld.com/media/salesContacts.html)).*

**SPECIAL FOCUS:** How to do endpoint security right. Contact: Tim Greene at [tgreene@nww.com](mailto:tgreene@nww.com).

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