

PRINT / ONLINE / EVENTS HIGHLIGHTS 2009

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.

JULY PRINT/ONLINE

ISSUE DATE: July 6, 2009/July 13, 2009
PUBLISH DATE: July 13, 2009
AD CLOSE DATE: July 1, 2009
SPECIAL: Security Companies to Watch
BONUS: IT Roadmap (Philadelphia, PA)

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

CLEAR CHOICE TEST: Desktop virtualization tools, how they work on PCs and Macs. Contact: Neal Weinberg at nweinberg@nww.com.

SPECIAL FOCUS

SECURITY: Companies to Watch. Contact Ellen Messmer at emessmer@nww.com.

SPECIAL FOCUS

IPv6: Firewall Issues. Contact Carolyn Duffy Marsan at cmarsan@nww.com

JULY PRINT/ONLINE

ISSUE DATE: July 20, 2009/July 27, 2009
PUBLISH DATE: July 27, 2009
AD CLOSE DATE: July 15, 2009

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

CLEAR CHOICE TEST: Perimeter Data Leak Products. Contact: Neal Weinberg at nweinberg@nww.com.

SPECIAL FOCUS

WIRELESS & MOBILITY: Burning questions. Contact John Cox at jcox@nww.com.

ONLINE (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
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• **IT ROADMAP**

- July 14, Philadelphia PA
- September 2, Dallas TX
- September 17, Seattle WA
- October 27, Washington DC
- December 10, San Francisco

• **DEMO**

- October 18-20 San Diego CA

PRINT / ONLINE / EVENTS HIGHLIGHTS 2009

AUGUST PRINT/ONLINE

ISSUE DATE: August 3, 2009/August 10, 2009
PUBLISH DATE: August 10, 2009
AD CLOSE DATE: July 29, 2009
SPECIAL: Storage Companies to Watch

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

CLEAR CHOICE TEST: Blackberry Server 4.0. Contact: Neal Weinberg at nweinberg@nww.com

CLEAR CHOICE TEST: IBM next generation blade server. Contact: Neal Weinberg at nweinberg@nww.com.

SPECIAL FOCUS

STORAGE: Companies to watch. A look at storage companies that are either in stealth mode or have launched within the past year. Contact Jon Brodtkin at jbrodtkin@nww.com.

SPECIAL FOCUS

SOFTWARE: The ROI of unified communications. Contact Tim Greene at tgreene@nww.com.

AUGUST PRINT/ONLINE

ISSUE DATE: August 17, 2009/August 24, 2009
PUBLISH DATE: August 24, 2009
AD CLOSE DATE: August 12, 2009
SPECIAL: Harvey Study
BONUS: Open Source World (San Francisco, CA)

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

NDC – Virtualization Contact: Neal Weinberg at nweinberg@nww.com

A bimonthly series examining the latest strategies for optimizing and automating IT. This issue will focus on Virtualization.

SPECIAL FOCUS

VoIP: ABCs of traffic shaping. WAN acceleration is getting more and more complex. Break it down, primer style. Contact Tim Greene at tgreene@nww.com.

ONLINE (www.networkworld.com)

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PRINT / ONLINE / EVENTS HIGHLIGHTS 2009

AUGUST/SEPTEMBER PRINT/ONLINE

ISSUE DATE: August 31, 2009/September 7, 2009
PUBLISH DATE: September 7, 2009
AD CLOSE DATE: August 26, 2009
BONUS: ITRoadmap (Dallas, TX)

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

CLEAR CHOICE TEST: Encryption Management products. Contact: Neal Weinberg at nweinberg@nww.com.

SPECIAL FOCUS

CAREERS: Make yourself layoff proof. Contact Denise Dubie at ddubie@nww.com.

SEPTEMBER PRINT/ONLINE

ISSUE DATE: September 14, 2009
AD CLOSE DATE: September 2, 2009
BONUS: ITRoadmap (Seattle, WA)

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

SPECIAL FOCUS

LAB REPORT: What's next in switching? Contact Jim Duffy at jduffy@nww.com.

SEPTEMBER PRINT/ONLINE

ISSUE DATE: September 21, 2009
AD CLOSE DATE: September 9, 2009

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

FEATURE: Laptop alternatives (notebooks, smartphones, usbs...) 10 alternatives slideshow. Contact: Brad Reed at breed@nww.com.

SEPTEMBER PRINT/ONLINE

ISSUE DATE: September 28, 2009
AD CLOSE DATE: September 9, 2009

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

SPECIAL FOCUS

SECURITY: Contact: Ellen Messmer at emessmer@nww.com.

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