

# EDITORIAL CALENDAR



## Digital Printing and Publishing, Target Applications, Latest Trends

DPS covers the end-to-end workflow of digital communications, including labels and packaging, mailing and fulfillment, finishing, workflow, and document strategies.

Each issue of DPS in 2015 focuses on these areas to provide readers with the most up-to-date information on every aspect of their business. DPS publishes seven times in 2015, including two Buyers Guide editions that mail in January and July.

MONTH	DUE DATES	EDITORIAL	TARGET CHARTS	WEB-EXCLUSIVE	TRADE SHOWS
January	Space Close: 12/12/14 Materials Due: 12/19/14 Mail Date: 01/09/15	<ul style="list-style-type: none"> <li>• Buyers Guide</li> <li>• Web to Print</li> <li>• Color Management</li> <li>• On Demand Finishing</li> <li>• Digital Duplicators</li> <li>• Spotlight: Personalized Print</li> </ul>	<ul style="list-style-type: none"> <li>• Web to Print</li> </ul>	<ul style="list-style-type: none"> <li>• User Groups</li> <li>• WZP Round Up</li> <li>• Digital Mailroom</li> <li>• DI Presses</li> </ul>	<ul style="list-style-type: none"> <li>• Dscope</li> </ul>
March	Space Close: 02/09/15 Materials Due: 02/16/15 Mail Date: 03/06/15	<ul style="list-style-type: none"> <li>• Label Printing</li> <li>• Entry-Level/Light Production &amp; MFPs</li> <li>• Innovation of the Year Awards</li> <li>• Customer Communications Management</li> <li>• Color Management</li> <li>• Spotlight: Web to Print</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Label Systems</li> <li>• Light Production MFPs and Presses</li> </ul>	<ul style="list-style-type: none"> <li>• Document Capture</li> <li>• Asset Management</li> <li>• Digital Mailroom</li> <li>• Production Workflow Tools</li> <li>• Spotlight: Printing with Unique Substrates</li> </ul>	<ul style="list-style-type: none"> <li>• National Postal Forum</li> <li>• Dscope</li> </ul>
May	Space Close: 04/17/15 Materials Due: 04/24/15 Mail Date: 05/12/15	<ul style="list-style-type: none"> <li>• Mid-Volume Production</li> <li>• Print MIS</li> <li>• Cross-Media Publishing</li> <li>• MPS/MDS</li> <li>• Technical Printing</li> <li>• Digital Book Publishing</li> <li>• Spotlight: Direct Mail</li> </ul>	<ul style="list-style-type: none"> <li>• Mid-Volume Production Devices</li> <li>• Print MIS</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Coating</li> <li>• Content Management</li> <li>• Wide Format Capture</li> <li>• Production Inkjet</li> </ul>	<ul style="list-style-type: none"> <li>• PODi AppForum</li> </ul>
July	Space Close: 06/02/15 Materials Due: 06/19/15 Mail Date: 07/08/15	<ul style="list-style-type: none"> <li>• Buyers Guide</li> <li>• Digital Media</li> <li>• Digital Front Ends</li> <li>• Packaging Prototypes</li> <li>• 3D Printing</li> <li>• Spotlight: Photo Merchandising</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Media</li> </ul>	<ul style="list-style-type: none"> <li>• Wide Format</li> <li>• Inkjet Addressing</li> <li>• Photo Labs</li> <li>• Data Hygiene</li> </ul>	<ul style="list-style-type: none"> <li>• Graph Expo*</li> <li>• Label Expo</li> </ul>
September	Space Close: 07/16/15 Materials Due: 07/23/15 Mail Date: 08/10/15	<ul style="list-style-type: none"> <li>• High- and Ultra-High Volume Production</li> <li>• Technical Printing</li> <li>• Pre- &amp; Post-Press Equipment for Transactional</li> <li>• Binding Options</li> <li>• Spotlight: Unique Media</li> </ul>	<ul style="list-style-type: none"> <li>• High- &amp; Ultra-High Production Devices</li> </ul>	<ul style="list-style-type: none"> <li>• Web to Print</li> <li>• Textile Printing</li> <li>• Label Printing</li> </ul>	<ul style="list-style-type: none"> <li>• Graph Expo*</li> <li>• Pack Expo</li> </ul>
October	Space Close: 08/20/15 Materials Due: 08/27/15 Mail Date: 09/12/14	<ul style="list-style-type: none"> <li>• Packaging Overview</li> <li>• Folding Carton Packaging</li> <li>• Mailing and Fulfillment</li> <li>• Data Hygiene</li> <li>• Digital Cutting Solutions</li> <li>• Spotlight: Wide Format</li> </ul>	<ul style="list-style-type: none"> <li>• Folding Carton Packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Toner</li> <li>• Environmental Sustainability</li> <li>• QR Codes</li> </ul>	
November	Space Close: 10/16/15 Materials Due: 10/23/15 Mail Date: 11/11/15	<ul style="list-style-type: none"> <li>• Year in Review</li> <li>• B&amp;W Printing</li> <li>• DPS Top 30 Readers' Choice</li> <li>• Photo Merchandising</li> <li>• Managed Print/Document Services</li> <li>• Digital Vs. Flexo Label Printing</li> </ul>	<ul style="list-style-type: none"> <li>• B&amp;W Printing</li> <li>• Digital Label Systems</li> </ul>	<ul style="list-style-type: none"> <li>• 3D Printing</li> <li>• Consumables</li> <li>• Print in Education</li> <li>• Digital Duplicators</li> </ul>	

\* = Bonus Distribution TC = Target Chart