

IBM Systems magazine

2012 Editorial Calendar

January

Putting Watson to Work

DEADLINES
Ad close: 11/4/11
Materials due: 11/21/11

February

Performance Redefined for the CIO

DEADLINES
Ad close: 12/5/11
Materials due: 12/20/11

CONFERENCE DISTRIBUTION
LUG Rochester

March

Social Business

DEADLINES
Ad close: 1/5/12
Materials due: 1/23/12

April

Emerging Markets

DEADLINES
Ad close: 2/6/12
Materials due: 2/22/12

CONFERENCE DISTRIBUTION
Quest Collaborate
RPG & DB2 Summit
IBM Power Systems Technical University

May

New Technology

DEADLINES
Ad close: 3/5/12
Materials due: 3/20/12

CONFERENCE DISTRIBUTION
COMMON Annual Meeting & Expo
IBM Impact
IDUG North America

June

Big Data and Analytics

DEADLINES
Ad close: 4/5/12
Materials due: 4/20/12

CONFERENCE DISTRIBUTION
LUG Rochester
IBM Innovate

July

Working the Cloud

DEADLINES
Ad close: 5/4/12
Materials due: 5/21/12

CONFERENCE DISTRIBUTION
IBM System Storage Technical University
IBM System x Technical University

August

Migrating for a Competitive Advantage

DEADLINES
Ad close: 6/5/12
Materials due: 6/20/12

CONFERENCE DISTRIBUTION
TBA

September

Superior Economics and the CFO

DEADLINES
Ad close: 7/6/12
Materials due: 7/23/12

CONFERENCE DISTRIBUTION
TBA

October

Systems Management to Speed Service Delivery

DEADLINES
Ad close: 8/6/12
Materials due: 8/21/12
(Check for earlier deadline for Buyer's Guide)

CONFERENCE DISTRIBUTION
IBM Power Systems Technical University
LUG Rochester
RPG & DB2 Summit
COMMON Fall Conference & Expo
IBM Information on Demand

November

Smarter Industry

DEADLINES
Ad close: 9/5/12
Materials due: 9/20/12

CONFERENCE DISTRIBUTION
TBA

December

Reducing IT Risk With Resiliency

DEADLINES
Ad close: 10/5/12
Materials due: 10/22/12

*Deadlines and conference distribution subject to change.



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2012 Editorial Calendar

January / February

Smarter Planet

DEADLINES

Ad close: 11/4/11

Materials due: 11/26/11

March / April

Enterprise Modernization

DEADLINES

Ad close: 1/5/12

Materials due: 1/26/12

CONFERENCE DISTRIBUTION

SHARE Spring

IBM System z Technical University

Quest Collaborate

IBM Impact 2012

May / June

IT Optimization

DEADLINES

Ad close: 3/5/12

Materials due: 3/23/12

CONFERENCE DISTRIBUTION

IBM System z Technical University

IDUG North America

IBM Innovate

July / August

Cloud Computing

DEADLINES

Ad close: 5/4/12

Materials due: 5/24/12

CONFERENCE DISTRIBUTION

IBM System Storage Technical University

IBM System x Technical University

SHARE Fall

September / October

Analytics

DEADLINES

Ad close: 7/6/12

Materials due: 7/26/12

(Check for earlier deadlines for Buyer's Guide)

CONFERENCE DISTRIBUTION

IBM System z Technical Conference

IBM Information on Demand

SHARE Fall

November / December

New Technology Announcement

DEADLINES

Ad close: 9/5/12

Materials due: 9/25/12

CONFERENCE DISTRIBUTION

TBA

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