



2007 Editorial Calendar

Issue Date	Ad Close Date	Material Close Date	Featured Coverage	Bonus Distribution*
January 1/15	1/3	1/5	Advertising Agency of the Year Market Profile: Boston	<ul style="list-style-type: none"> 13th Annual Marketing to Hispanics Conference NATPE (MW)
February 2/19	2/7	2/9	Marketing Toys to Hispanics Market Profile: Tucson, AZ	<ul style="list-style-type: none"> Innovations in Hispanic Marketing
March 3/19	3/7	3/9	Entertainment Marketing Market Profile: Los Angeles	<ul style="list-style-type: none"> The DMA's Director Days East Promotional Marketing Assoc. (BW) NAHP Annual Convention
April 4/23	4/11	4/13	Best Spots Market Profile: Miami	<ul style="list-style-type: none"> AHAA Spring Conference Billboard's Voz Latina NAB 2007 (MW) Hispanic Magazine Summit
May 5/21	5/9	5/11	Television/Upfronts Market Profile: New York City	<ul style="list-style-type: none"> Interactive Marketing Conference (MW)
June 6/11	5/30	6/1	Hispanic Youth Marketing Market Profile: Chicago	<ul style="list-style-type: none"> Licensing Show (BW) 8th Annual U.S. Hispanic Market Boom
July/August 7/23	7/4	7/6	Hispanic Media All-Stars Market Profile: Dallas/Ft. Worth	<ul style="list-style-type: none"> Hispanic Retail 360
September 9/17	8/29	9/1	Hispanic Radio Market Profile: San Francisco	<ul style="list-style-type: none"> AHAA Fall Conference IQPC US Hispanic Marketing Conf.
October 10/29	10/10	10/12	Targeting Telemundo Market Profile: Phoenix	
November 11/26	11/7	11/9	Hispanic Marketers of the Year Market Profile: Houston	
December 12/17	11/28	11/30	Retail Marketing Market Profile: San Antonio	

*Bonus Distribution subject to change