2013 Editorial Calendar

Issue Date	SBJ In-Depth	Industry Events	Sponsored Sections	Ad • Materials Close
1ST QUARTER				
Jan. 7	Golf			12/24/12 • 12/26/12
Jan. 14	Facilities: Technology			12/31/12 • 1/2/13
Jan. 21	Sports Media			1/7 • 1/9
Jan. 28	Super Bowl Preview	Super Bowl XLVII, New Orleans, Feb. 3		1/14 • 1/16
Feb. 4	Winter Olympics: One Year Out			1/21 • 1/23
Feb. 11	Sports Marketing: Digital			1/28 • 1/30
Feb. 18	Motorsports	Daytona 500, Feb. 24		2/4 • 2/6
Feb. 25	Action Sports			2/11 • 2/13
March 4	MLS Season Opener			2/18 • 2/20
March 11	NCAA Men's Basketball Championship 75th Anniversary		Kansas City Sports Destination Profile	2/25 • 2/27
March 18	Forty Under 40			3/4 • 3/6
March 25	MLB Season Preview			3/11 • 3/13
2ND QUARTER				
April 1	World Congress of Sports	World Congress of Sports, April 3-4; Forty Under 40 Banquet, April 4 Ritz-Carlton, Naples, Fla.	Delaware North	3/18 • 3/20
April 8	Marathons/Running	Boston Marathon, Monday, April 15		3/25 • 3/27
April 15	Ticketing	Sports Facilities & Franchises/Ticketing Symposium, April 17-19, New York Marriott at the Brooklyn Bridge, Brooklyn, N.Y.		4/1 • 4/3
April 22	The Fight Game			4/8 • 4/10
April 29	Sports Television Production			4/15 • 4/17
May 6	Sports Law	Sports Emmys		4/22 • 4/24
May 13	Facilities: Concessions			4/29 • 5/1
May 20	Sports Business Awards	Sports Business Awards, May 22, New York Marriott Marquis		5/6 • 5/8
May 27	Sponsorship	Activation Summit, May 29-30, Westin Chicago, River North	Professional Bull Riders 20th Anniversary	5/13 • 5/15
June 3	Social Media			5/20 • 5/22
June 10	NACDA/AD of the Year	NACDA annual convention, June 13-16, Orlando, Fla.	Degrees in Sports Business; Conference USA	5/27 • 5/29
June 17	World Cup: One Year Out			6/3 • 6/5
June 24	Hispanic Marketing			6/10 • 6/12

All editorial topics listed here are subject to change, without notice, at the discretion of the publisher.

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Issue Date	SBJ In-Depth	Industry Events	Sponsored Sections	Ad / Materials Close
		3RD QUARTER		
July 1	Youth Sports			6/17 • 6/19
July 8	**OPEN WEEK – NO PUBLICATION**			
July 15	Sports and Entertainment			7/1 • 7/3
July 22	Sports Travel Special Report: Idea Innovators			7/8 • 7/10
July 29	Mobile Media/Tech			7/15 • 7/17
Aug. 5	Facilities		The Fan Experience	7/22 • 7/24
Aug. 12	Education Issue/Sports Management			7/29 • 7/31
Aug. 19	College Football		Univ. of Nebraska Expansion Projects; 2013-14 Guide to College Bowl Games	8/5 • 8/7
Aug. 26	Tennis			8/12 • 8/14
Sept. 2	NFL Season Preview; Special Issue: International		Lambeau Field Expansion/Renovation	8/19 • 8/21
Sept. 9	Game Changers: Women in Sports Business	Game Changers: Women in Sports Business, Sept. 10, NY Marriott Marquis, Times Square		8/26 • 8/28
Sept. 16	Ticketing			9/2 • 9/4
Sept. 23	NHL Season Opener			9/9 • 9/11
Sept. 30	Sponsorship	Sports Marketing Symposium, Oct. 2-3, Crowne Plaza, Times Square, NYC	Sports Property Showcase	9/16 • 9/18
		4TH QUARTER		
Oct. 7	The Sustainability Issue			9/23 • 9/25
Oct. 14	The Fight Game			9/30 • 10/2
Oct. 21	NBA Season Preview			10/7 • 10/9
Oct. 28	Horse Racing	Breeders Cup, Nov. 1-2, Santa Anita Park, Ca.		10/14 • 10/16
Nov. 4	College Basketball			10/21 • 10/23
Nov. 11	Sports Media	Sports Media & Technology, Nov. 13-14, Crowne Plaza, Times Square, NYC		10/28 • 10/30
Nov. 18	Facilities		Professional Sports Facilities	11/4 • 11/6
Nov. 25	Double Issue – Special Report: 9th Annual SBJ/SBD Reader Survey; In-Depth: TBD		Sports Gives Back	11/11 • 11/13
Dec. 2	College Sports	NASCAR Motorsports Marketing Forum, December 3-4, Aria Resort & Casino, Las Vegas	Degrees in Sports Directory College Facilites	11/18 • 11/20
Dec. 9	50 Most Influential People in Sports Business; Special SBJ/SBD Anniversary Issue	Intercollegiate Athletics Forum, Dec. 11-12, New York, Marriott Marquis, Times Square		11/25 • 11/27
Dec. 16	2013: The Year in Sports Business		2013-14 Guide to College Bowl Games	12/2 • 12/4
Dec. 23	**OPEN WEEK – NO PUBLICATION**			
Dec. 30	**OPEN WEEK – NO PUBLICATION**			

COLUMNS

WEEKLY:

- THE LEFTON REPORT is a weekly must-read on sponsorship, advertising and marketing news written by SportsBusiness Journal/Daily Editor-at-Large Terry Lefton. It is consistently one of the most widely read features in the magazine.
- LABOR & AGENTS BY LIZ MULLEN covers the dynamic world of sports agencies and talent agents, as well as the key labor issues facing the sports industry. Her weekly column is a can't-miss among top sports agents and talent negotiators, as well as league and labor leaders.
- BREAKING GROUND BY DON MURET covers the latest news and trends among sports facilities and venues in this weekly column widely read by facility managers, architects,contractors, vendors, concessionaires and other partners. The column examines new elements in facility design and development, seating and ticketing.

SEMI-MONTHLY:

- SPORTS MEDIA BY JOHN OURAND is known for its provocative and spirited opinion, offering a unique perspective on the latest trends in the dynamic and fluid sports media space. From rights fees to programming trends to ratings spin, Ourand delivers keen analysis of some of the hot-button issues that everyone is talking about.

MONTHLY:

- A longtime sports business veteran, Dr. Bill Sutton authors a monthly column on best practices. The column continuously receives the most feedback and response of any column to appear in SportsBusiness Journal. Sutton details best practices on ticket pricing, renewals, group sales and corporate sponsorship strategies applicable to both leagues and sponsors.

QUARTERLY:

- UP NEXT BY RICH LUKER presents issues and perspectives by Rich Luker, the well-respected consultant with The Luker Co., that is intended to move the industry forward in its thinking. This thought-provoking piece examines the latest societal trends in sports consumption and habits, and features trending data on issues such as interest in sports among our youth, and thoughts from industry leaders about what's on the horizon.

**Issues To Be Determined will be added to the SportsBusiness Journal site as they are announced. To get the latest information go to www.sportsbusinessjournal.com and click on the Advertise With Us section.*