2012 Editorial Calendar

Issue Date	SBJ In-Depth	Industry Events	Sponsored Sections	Ad • Materials Close
1ST QUARTER				
Jan 2	Measurement/Analysis			12/19/11 • 12/21/11
Jan 9	Golf			12/26/11 • 12/28/11
Jan 16	Facilities		Tampa Sports Town Profile	1/2 • 1/4
Jan 23	Action Sports	Winter X Games, Jan. 26-29, Aspen, Colo.		1/9 • 1/11
Jan 30	Super Bowl Preview	Super Bowl XLVI, Feb. 5, Indianapolis		1/17 • 1/18
Feb 6	Fantasy		Celebrating The 10Th Year Anniversary: XIX Winter Olympics, Salt Lake City, Utah	1/23 • 1/25
Feb 13	Sports Media			1/30 • 2/1
Feb 20	Motorsports	Daytona 500, Feb. 26		2/6 • 2/8
Feb 27	IT in Sports			2/13 • 2/15
Mar 5	MLS Season Opener	MLS Season Opener (date TBD)		2/21 • 2/22
Mar 12	Forty Under 40	Forty Under 40 Banquet, March 22, Ritz Carlton, Laguna Niguel		2/27 • 2/29
Mar 19	World Congress of Sports	World Congress of Sports, March 21-22, Ritz Carlton, Laguna Niguel	Houston Dynamo New Stadium Opening	3/5 • 3/7
Mar 26	Sponsorship Special Report: Champions			3/12 • 3/14
2ND QUARTER				
Apr 2	MLB Season Opener	MLB Season Game Opener (date TBD)	Marlins Park	3/19 • 3/21
Apr 9	Finance			3/26 • 3/28
Apr 16	Fenway at 100*			4/2 • 4/4
Apr 23	Sports Medicine			4/9 • 4/11
Apr 30	Sports Lawyers	Sports Lawyers Association Convention, May 10-12, San Diego	Sports Emmys	4/16 • 4/18
May 7	Concessionaires	1st round, NCAA D1 Lacrosse Championship		4/23 • 4/25
May 14	The Cable Show	The Cable Show, May 21-23, Boston		4/30 • 5/2
May 21	Sports Business Awards	SBA Awards Ceremony, May 23, NY Marriott Marquis		5/7 • 5/9
May 28	Sponsorship Activation	Intersport Activation Summit, May 30-31, Chicago	Activation Showcase	5/14 • 5/16
Jun 4	Ticketing			5/21 • 5/23
Jun 11	The Fight Issue			5/29 • 5/30
Jun 18	NACDA/AD of the Year	NACDA Annual Convention, June 25-28, Dallas	Degrees in Sports Business	6/4 • 6/6
Jun 25	Video Games			6/11 • 6/13

** First game played at Fenway on April 20, 1912*

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

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3RD QUARTER				
Jul 2	Youth Sports			6/18 • 6/20
Jul 9	**OPEN WEEK – NO PUBLICATION**			
Jul 16	Social Media		Fan Experience	7/2 • 7/3
Jul 23	Olympic Preview	2012 Summer Olympics, July 27-Aug. 12, London		7/9 • 7/11
Jul 30	English Premier League (Season begins in August)			7/16 • 7/18
Aug 6	Facilities			7/23 • 7/25
Aug 13	Education Issue/Sports Management			7/30 • 8/1
Aug 20	College Football			8/6 • 8/8
Aug 27	Tennis			8/13 • 8/15
Sep 3	NFL Season Opener			8/20 • 8/22
Sep 10	Hispanic Marketing			8/27 • 8/29
Sep 17	America's Cup: One-Year Out			9/4 • 9/5
Sep 24	NHL Season Opener (Schedule TBD)			9/10 • 9/12
4TH QUARTER				
Oct 1	Sports Sponsorship		Barclays Center Opening Sports Property Showcase Houston Sports Town Profile	9/17 • 9/19
Oct 8	Game Changers: Women in Sports			9/24 • 9/26
Oct 15	The Resort Issue			10/1 • 10/3
Oct 22	NBA Season Opener (Schedule TBD)			10/8 • 10/10
Oct 29	Horse Racing	Breeders' Cup, Nov. 2-3, Santa Anita		10/15 • 10/17
Nov 5	Sports Media			10/22 • 10/24
Nov 12	College Basketball			10/29 • 10/31
Nov 19	Facilities		Professional Sports Facilities	11/5 • 11/7
Nov 26	Special Report: 8th Annual SBJ/SBD Reader Survey		Sports Gives Back: Charitable, Environmental and Community-Outreach Programs	11/12 • 11/14
Dec 3	College Sports		Directory of College Sports Business Degrees; Directory of Collegiate Athletic Facilities	11/19 • 11/21
Dec 10	50 Most Influential Executives in Sports Business			11/26 • 11/28
Dec 17	2012: The Year in Sports Business			12/3 • 12/5
Dec 24	**OPEN WEEK – NO PUBLICATION**			
Dec 31	**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.*