



BRINGING DIGITAL ENTERTAINMENT TO YOU

201 E. Sandpointe Ave., Suite 500, Santa Ana, CA 92707, 714/338-6751, homemediamagazine@questex.com, www.homemediamagazine.com

2008 EDITORIAL CALENDAR/ADVERTISING PLANNER

ISSUE DATE	EVENT COVERAGE	PRODUCT GUIDES	BUYING GUIDES	SUPPLEMENTS*	AD CLOSE	MATERIAL DUE
JANUARY						
1/6	Year in Review	Girl Power DVDs			12/13	12/19
1/13	CES Wrap	Cine Mercado		Christian Entertainment Review	12/20	12/26
1/20		Horror			12/27	1/2
1/27	Oscar nominations	Kidvid/Easter			1/3	1/9
FEBRUARY						
2/3					1/10	1/16
2/10		Cine Mercado			1/17	1/23
2/17		Health/Fitness	Urban		1/24	1/30
2/24		Documentaries	It's Blu		1/31	2/6
MARCH						
3/2	Oscar winners				2/7	2/13
3/9		Cine Mercado			2/14	2/20
3/16					2/21	2/27
3/23		Girl Power DVDs	Anime		2/28	3/5
3/30		Mother's Day			3/6	3/12
APRIL						
4/6	Latino DVD Conf. Issue	Cine Mercado			3/13	3/19
4/13	Latino DVD Conf. Wrap CEDIA Spring (April 8-11)	Father's Day	Latino		3/20	3/26
4/20		Horror			3/27	4/2
4/27		Kidvid			4/3	4/9
MAY						
5/4	NARM Show Issue	Music DVD			4/10	4/16
5/11	NARM Wrap	Cine Mercado		Christian Entertainment Review	4/17	4/23
5/18	Cannes				4/24	4/30
5/25		Hardware			5/1	5/7
JUNE						
6/1		Gay & Lesbian			5/8	5/14
6/8		Kidvid Extreme Sports			5/15	5/21
6/15	Home Ent. Summit	Asian Cinema/Anime		New Line Tribute	5/22	5/28
6/22	EMA Show Issue Home Ent. Summit Wrap Licensing Show Wrap	Cine Mercado		Hollywood Goes High-Def	5/29	6/4
6/29	EMA Wrap/Anime Expo	Documentaries			6/5	6/11

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* Supplements have different ad and material deadlines.



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JULY						
7/6					6/12	6/18
7/13	E3 Wrap	Cine Mercado		Christian Entertainment Review	6/19	6/25
7/20		Halloween/Horror			6/26	7/2
7/27	Comic-Con Preview	Kidvid		Agent DVD	7/3	7/9
AUGUST						
8/3	Comic-Con Wrap				7/10	7/16
8/10		Cine Mercado			7/17	7/23
8/17		Kidvid			7/24	7/30
8/24		Q4 Preview/Holiday			7/31	8/6
8/31					8/7	8/13
SEPTEMBER						
9/7	CEDIA Show Issue	Tweens		Hollywood Goes High-Def	8/14	8/20
9/14	CEDIA Wrap	Cine Mercado			8/21	8/27
9/21		Comedy			8/28	9/3
9/28		Health/Fitness			9/4	9/10
OCTOBER						
10/5		Kidvid			9/11	9/17
10/12		Cine Mercado			9/18	9/24
10/19		Horror			9/25	10/1
10/26		Kidvid			10/2	10/8
NOVEMBER						
11/2	AFM Issue	Independent Film			10/9	10/15
11/9	AFM Wrap	Cine Mercado			10/16	10/22
11/16		Valentine's Day			10/23	10/29
11/23					10/30	11/5
11/30					11/6	11/12
DECEMBER						
12/7		Black History Month			11/13	11/19
12/14		Cine Mercado			11/20	11/26
12/21		Asian Cinema/Anime			11/28	12/3
12/28	Year in Review			Hollywood Goes High-Def	11/29	12/10

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