

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Subjects	Market Media Studies	Specials	Special Issue, Poster
1/2 Jan. / Feb. AD 16.01.2012 CD 20.01.2012 PD 08.02.2012	Komma , Munich, Germany (25-26.01.) Best Brands 2012 , Munich, Germany	Special interest media: luxury, lifestyle, wellness, food Premium target groups Automotive marketing			
3 March AD 20.02.2012 CD 24.02.2012 PD 14.03.2012	CeBIT , Hanover, Germany (06-10.03.) ITB , Berlin, Germany (07-11.03.) Digital Innovator's Summit , Berlin, Germany (12-13.03.) 12. Deutscher Markenkongress , Munich, Germany	Media planning: print, radio, TV, online, poster, TV and radio magazines	MA Print I /2012	Radio and TV marketing	
4/5 April / May AD 18.04.2012 CD 24.04.2012 PD 15.05.2012	BVM Kongress , Berlin, Germany	Specialist media International media Crossmedia	MA Radio I/2012	Market research	Poster Specialist Magazines
6/7 June / July AD 14.05.2012 CD 21.05.2012 PD 12.06.2012	Wiesbadener Media- und Marketing Kongress , Wiesbaden, Germany (15.06.) Kongress der Deutschen Fachpresse , Essen, Germany (14-15.06.) Mailingtage Nürnberg , Nuremberg, Germany (20-21.06.)	Direct and dialogue marketing Household advertising, geomarketing Corporate publishing Automotive, motorcycle and sports press		CP service providers	Special Issue Wiesbaden Media and Marketing Congress (PD June)
8/9 Aug. / Sept. AD 10.08.2012 CD 16.08.2012 PD 05.09.2012	Dmexco , Cologne, Germany (12-13.09.)	Media planning: print, radio, TV, online Online marketing: Mobile marketing, social media Women and men as the target group	MA Print II/2012 MA Radio II/2012 KidsVA AWA	Online marketers	
10 October AD 14.09.2012 CD 20.09.2012 PD 10.10.2012	Research & Results , Munich, Germany (24-25.10.)	Regional media planning: Advertising papers, newspapers, posters Business and news magazines Decision-maker target groups	MA Daily Newspapers 2012	Market research	
11 November AD 09.10.2012 CD 15.10.2012 PD 05.11.2012	VDZ Zeitschriftentage , Berlin, Germany (08-09.11.)	Healthcare, pharmaceutical and OTC marketing health media Corporate publishing Target group Best Ager	LA Med TDWi VA		
12 December AD 19.11.2012 CD 23.11.2012 PD 12.12.2012		Media and marketing trends Live communication Out-of-Home media		Out-of-Home marketers	

*AD = Advertising deadline | CD = Copy deadline | PD = Publication date

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary.
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