

SPECIAL ADVERTISING FEATURE 2016 CALENDAR

DATE	SAS 2016	DATE	SAS 2016	DATE	SAS 2016	DATE	SAS 2016
JANUARY				APRIL			
6	● Food + Nutrition	2	▶ Lux Escapes (April WSJ. Mag)	7	▶ Supply Chain III	4	▶ Supply Chain IV
13	▶ Supply Chain I	5	▶ Supply Chain II	11	◇ Business Aviation	5	● Employee Benefits
16	▶ Winter Travel	13	Risk Management	19	▶ Cloud Computing/Big Data II	8	▶ Lux Escapes (October WSJ. Mag)
19	● Eye on Emerging Markets	18	◇ Trends	27	● 3D Printing	17	◇ Elections & Technology
20	▶ Cloud Computing /Big Data I	19	● Eye on Emerging Markets	AUGUST			
23	▶ Lux Escapes (February WSJ. Mag)	23	▶ Summer Travel	1	◇ Achieving Excellence (Olympics)	25	▶ Disruptors & Innovators
25	▶ Small Business I	26	● Finance & Technology	10	● Eye on Emerging Markets	26	● World Business Forum
FEBRUARY				MAY			
1	◇ Wealth Maximization I	3	▶ Meetings	16	● Drones	NOVEMBER	
10	● Consumer Insurance	4	● Artificial Intelligence	30	● TV Uprunts: Preview	1	● Eye on Emerging Markets
16	● Investing: Millennials	16	◇ Future of Energy	SEPTEMBER			
18	● Future of Higher Education	17	Tony Awards Partnership	6	▶ Next Wave of Mobile III	3	● Options & Futures
20	▶ Winter Travel	19	▶ Disruptors & Innovators	14	◇ Energy	5	▶ Winter Travel
24	■ CERA	26	▶ Veterans / Hire American Heroes	19	▶ Cyber Security II	10	▶ Veterans / Hire American Heroes
25	■ CERA	JUNE				15	● Sustainability in Business
MARCH				2	● World Environment Day	21	◇ Small Business II
8	▶ Meetings	14	● Internet of Things	21	▶ Next Wave of Mobile II	DECEMBER	
9	▶ Next Wave of Mobile I	21	▶ Next Wave of Mobile II	25	Lux Escapes	6	▶ Next Wave of Mobile IV
TBA	Lipper Fund Awards	27	◇ Preventative Health	(July/August WSJ. Mag)			
19	▶ Summer Travel	MINIMUM COMMITMENTS REQUIRED					
22	▶ Cyber Security I	Print - 1/4 page advertisement					
30	● Discoveries: Perspectives In Science	Digital - \$150k commitment					

MINIMUM COMMITMENTS REQUIRED Print - 1/4 page advertisement Digital - \$150k commitment	CLOSE DATE IS 5 WEEKS PRIOR TO ISSUE DATE • Material close date is 2 weeks prior to issue date. • Sections can run in GFR, National, Asia, Europe or editions.	◇ JOURNAL REPORT ■ SECTION A ▶ REOCCURRING SERIES ● IDEA BANK - ADDITIONAL CONTENT IDEAS
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REOCCURRING SERIES OVERVIEW

NEXT WAVE OF MOBILE

The business world has officially gone mobile. In a recent study, 60 percent of organizations said they currently have or are developing a plan to address millennials' technology needs, with 70 percent of IT leaders planning to increase investments in mobile within the next year. This series will examine how mobile technology is transforming the work landscape as well as our everyday lives

SMALL BUSINESS

For small businesses, every move is a strategic one. The right move could catapult you to the next level while the wrong move can prove costly and risky. This series will give SMBs the knowledge to manage and grow their businesses effectively — and maximize profits to their fullest potential.

VETERANS

Nearly 200,000 service men and women transition out of the military each year — and providing them with opportunities for meaningful careers is high on the federal agenda. This series looks at entrepreneurial opportunities for veterans; ways to improve the transition of skills from "combat" to "corporate;" and how employers are helping America's heroes find success in the civilian workforce.

CLOUD COMPUTING

Few IT executives disagree that the cloud is cheaper, faster, more flexible and easier to maintain than old IT delivery models. And moving forward, cloud adoption has huge implications — for big data, disaster recovery, reduced complexity and increased security. This series will examine the issues and opportunities of cloud computing in the information-driven enterprise.

SUPPLY CHAIN

Supply chain officers are now facing an environment where business models must quickly adapt to changing market conditions. They are also confronted with new expectations to spend as much time growing and innovating as they do streamlining and promoting efficiency. This series will examine the transformative thinking and technology that is reinventing the supply chain of today.

FOR MORE INFORMATION

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