

# TOPICS & SCHEDULE– Q1/19

Version from:  
30.10.2018

Issue*	Topics*	Sector dates*
<b>W&amp;V Issue 01 - January</b> (Publication date 09.01. / Advertisement deadline 19.12. / Print deadline 21.12.)	<b>W&amp;V Topic categories</b> (Publication date 09.01. / Advertisement deadline 29.11. / Print deadline 21.12.) <ul style="list-style-type: none"> <li>▪ Advertising Year 2019</li> <li>▪ Dialog Marketing</li> <li>▪ Out of Home</li> <li>▪ Sports Marketing</li> </ul>	08.-10.01. PSI 2019 08.-10.01. Viscom IVW IV/18 ma 2019 Press media I 30.-31.01. SPOBIS
<b>W&amp;V Issue 02 - February</b> (Publication date 06.02. / Advertisement deadline 21.01. / Print deadline 23.01.)	<b>W&amp;V Topic categories</b> (Publication date 06.02. / Advertisement deadline 21.12. / Print deadline 23.01.) <ul style="list-style-type: none"> <li>▪ Advertising Articles I</li> <li>▪ Special Interest/Industry-specific Media</li> <li>▪ Print &amp; Paper</li> </ul>	<b>07.02. W&amp;V Sports marketing Summit</b> 21.02. German Media Award 25.02.-28.02. Mobile World Congress
<b>W&amp;V Issue 03 - March</b> (Publication date 06.03. / Advertisement deadline 18.02. / Print deadline 20.02.)	<b>W&amp;V Topic categories</b> (Publication date 06.03. / Advertisement deadline 29.01. / Print deadline 20.02.) <ul style="list-style-type: none"> <li>▪ Automotive Sector Marketing I</li> <li>▪ Media Planning I</li> <li>▪ German Media Award</li> <li>▪ Travel marketing</li> </ul>	06.-10.03. ITB 07.-17.03. Geneva Motor Show 12.-13.03. Internet World Expo 12.-13.03. CMCX <b>21.03. W&amp;V Data Marketing Day</b> 21.03. ma 2019 Audio I (WTK) 21.-24.03. Leipzig Book Fair 25.-26.03. Digital Innovators' Summit <b>W&amp;V MAKE HH**</b>
<b>W&amp;V Issue 04 - April</b> (Publication date 03.04. / Advertisement deadline 18.03. / Print deadline 20.03.)	<b>W&amp;V Topic categories / Advertisement Copy Testing</b> (Publication date 03.04. / Advertisement deadline 26.02. / Print deadline 20.03.) <ul style="list-style-type: none"> <li>▪ Digital marketing</li> <li>▪ Radio marketing I</li> <li>▪ Munich Marketing Week</li> </ul>	02.-03.04. d3con 02.-04.04. SMX München 03.-04.04. Packaging Summit 04.-05.04. BVDA Spring Event 10.04. Radio Advertising Summit 09.-11.04. NEXT IVW I/19

\* Subject to alterations. Other topics on request.

\*\* Date not yet fixed.

# TOPICS & SCHEDULE – Q2/19

Version from:  
30.10.2018

Issue*	Topics*	Sector dates*
<b>W&amp;V Issue 05 - May</b> (Publication date 02.05. / Advertisement deadline 11.04. / Print deadline 15.04.)	<b>W&amp;V Topic categories</b> (Publication date 02.05. / Advertisement deadline 22.03. / Print deadline 15.04.) <ul style="list-style-type: none"> <li>▪ Decision Makers</li> <li>▪ Healthcare and Wellbeing</li> <li>▪ Young Target Audiences</li> <li>▪ Regional Marketing I</li> </ul>	07.-08.05. OMR Festival 2019 PlakaDiva 2018 22.-25.05. ADC Festival 22.-23.05. German Trade Press Congress
<b>W&amp;V Issue 06 - June</b> (Publication date 05.06. / Advertisement deadline 17.05. / Print deadline 21.05.)	<b>W&amp;V Topic categories</b> (Publication date 05.06. / Advertisement deadline 26.04. / Print deadline 21.05.) <ul style="list-style-type: none"> <li>▪ Content Marketing &amp; Native Advertising</li> <li>▪ Screenforce Days</li> </ul>	<b>W&amp;V Munich Marketing Week**</b> Ad planning at Summit** Best of Content Marketing** 17.-21.06. Cannes Lion Screenforce Days 24.-28.06. CeBIT LAE** <b>W&amp;V MAKE DDF**</b>
<b>W&amp;V Issue 07 - July</b> (Publication date 03.07. / Advertisement deadline 14.06. / Print deadline 18.06.)	<b>W&amp;V Topic categories</b> (Publication date 03.07. / Advertisement deadline 23.05. / Print deadline 18.06.) <ul style="list-style-type: none"> <li>▪ Ad Effects &amp; Market Research</li> <li>▪ Advertising Markets: Austria &amp; Switzerland</li> <li>▪ Music Marketing</li> <li>▪ Food Marketing</li> <li>▪ TV, Cinema &amp; Online Video</li> </ul>	02.-03.07. Local Radio Days ma 2018 Audio II (WTK) IVW II/19 ma 2019 Press Media II ma 2019 Daily Newspapers

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# TOPICS & SCHEDULE – Q3/19

Version from:  
30.10.2018

Issue*	Topics*	Sector dates*
<b>W&amp;V Issue 08 - August</b> (Publication date 07.08. / Advertisement deadline 22.07. / Print deadline 24.07.)	<b>W&amp;V Topic categories</b> (Publication date 07.08. / Advertisement deadline 02.07. / Print deadline 24.07.) <ul style="list-style-type: none"> <li>▪ Digital Signage</li> <li>▪ Advertising Articles II</li> <li>▪ Focus: 50+</li> <li>▪ Living &amp; Lifestyle</li> <li>▪ Sports Marketing II</li> </ul>	Kinder Medien Studie** 20.-24.08. gamescom
<b>W&amp;V Issue 09 - September</b> (Publication date 04.09. / Advertisement deadline 19.08. / Print deadline 21.08.)	<b>W&amp;V Topic categories</b> (Publication date 04.09. / Advertisement deadline 29.07. / Print deadline 21.08.) <ul style="list-style-type: none"> <li>▪ Automotive Sector Marketing II</li> <li>▪ Radion Marketing II</li> <li>▪ Beauty &amp; Fashion</li> </ul>	06.09.-11.09. IFA 11.-12.09. dmexco 11.-22.09. IAA Commercial Vehicle Fleet 25.-28.09. expopharm
<b>W&amp;V Supplementary Issue 09/02</b> (Publication date 11.09. / Advertisement deadline 26.08. / Print deadline 28.08.)	<ul style="list-style-type: none"> <li>▪ <b>Special Issue:</b> Digital Marketing (dmexco)</li> </ul>	
<b>W&amp;V Issue 10 - October</b> (Publication date 02.10. / Advertisement deadline 16.09. / Print deadline 18.09.)	<b>W&amp;V Topic categories</b> <b>/ Advertisement Copy Testing</b> (Publication date 02.10. / Advertisement deadline 27.08. / Print deadline 18.09.) <ul style="list-style-type: none"> <li>▪ Moving Pictures</li> <li>▪ Trade Fairs &amp; Events</li> <li>▪ Emotion Selling</li> <li>▪ Finance Marketing</li> <li>▪ Luxury &amp; Lifestyle</li> </ul>	Automotive Brand Contest** 16.-20.10. Frankfurt Book Fair <b>17.10. W&amp;V Advertising Heroes – Programmatic Advertising</b> IVW III/19 Research & Results** 24.-25.10. BVDA Fall Event
<b>W&amp;V Supplementary Issue 10/02</b> (Publication date 16.10. / Advertisement deadline 27.09. / Print deadline 01.10.)	<ul style="list-style-type: none"> <li>▪ <b>Special Issue:</b> Media Planning</li> </ul>	

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# TOPICS & SCHEDULE – Q4/19

Version from:  
30.10.2018

Issue*	Topics*	Sector dates
<b>W&amp;V Issue 11 - November</b> (Publication date 06.11. / Advertisement deadline 17.10. / Print deadline 21.10.)	<b>W&amp;V Topic categories</b> (Publication date 06.11. / Advertisement deadline 26.09. / Print deadline 21.10.) <ul style="list-style-type: none"><li>▪ GIK</li><li>▪ OWM Ad Trends 2019</li><li>▪ Marketers</li><li>▪ Regional Marketing II</li></ul>	Media Days Munich** OWM Trade Conference** <b>26.11. W&amp;V MAKE MUC</b>
<b>W&amp;V Supplementary Issue 11/02</b> (Publication date 20.11. / Advertisement deadline 04.11. / Print deadline 06.11.)	<ul style="list-style-type: none"><li>▪ <b>Special Issue:</b> Looking Forward / Preview 2020</li></ul>	
<b>W&amp;V Issue 12 - December</b> (Publication date 04.12. / Advertisement deadline 18.11. / Print deadline 20.11.)	<b>W&amp;V Topic categories</b> (Publication date 04.12. / Advertisement deadline 25.10. / Print deadline 20.11.) <ul style="list-style-type: none"><li>▪ Focus: Women</li><li>▪ Men</li><li>▪ Sports Marketing III</li></ul>	

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