

TOPICS & SCHEDULE– 2019

Version from:
23.10.2018

Quarter	Issue*	Topics*	Sector dates*
Q1	LEAD Issue 1 (Publication date 20.03. / Advertisement deadline 18.02. / Print deadline 04.03.)	<ul style="list-style-type: none"> ▪ Programmatic Advertising; Best Practice E-Commerce ▪ Product Overview: Hosting Solutions, IT Solutions for SMEs 	07.02. W&V Sports Marketing Summit 19.-21.02. EuroCIS 19.-21.02. Trade World 25.-28.02. Mobile World Congress 08.-17.03. South by Southwest 12.-13.03. Internet World 21.03. W&V Data Marketing Day 23.-26.03. Digital Innovators' Summit 27.-30.01. World Hosting Days
Q2	LEAD Issue 2 (Publication date 12.06. / Advertisement deadline 13.05. / Print deadline 27.05.)	<ul style="list-style-type: none"> ▪ Payment & Risk Management ▪ Data Management & CMS ▪ Product Overview: Server & Storage, IT Security & Data Protection 	02.-03.04. Search Marketing Expo 02.-03.04. d3con 03.-07.06. Webinale 06.-08.05. re:publica 07.-08.05. Online Marketing Rockstars 24.-27.06. DMX – Developer Week 24.-28.06. CeBit W&V Munich Marketing Week**
Q3	LEAD Issue 3 (Publication date 11.09. / Advertisement deadline 12.08. / Print deadline 26.08.)	<ul style="list-style-type: none"> ▪ Product Overview: Marketing Tools, Marketing for SMEs ▪ Smart Mobility ▪ Cloud Solutions 	02.-05.07. Tech Open Air 20.-24.08. Gamescom 06.-11.09. IFA 11.-12.09. Dmexco
Q4	LEAD Issue 4 (Publication date 04.12. / Advertisement deadline 04.11. / Print deadline 18.11.)	<ul style="list-style-type: none"> ▪ Logistics & Packaging ▪ Usability & UX ▪ Managed Hosting ▪ Business Devices 2019 	29.09.-01.10. Bits & Pretzels Neocom** Web Summit**

* Subject to alterations. Other topics on request.

** Date not yet fixed.

■ Tech Topics
■ Marketing Topics

