

TOPICS & SCHEDULE – Q1/19

Version from:
07.02.2019

Issue*	Topics*	Sector dates*
W&V Issue 01 - January (Publication date 09.01. / Advertisement deadline 19.12. / Print deadline 21.12.)	W&V Topic categories (Publication date 09.01. / Advertisement deadline 29.11. / Print deadline 21.12.) <ul style="list-style-type: none"> ▪ Advertising Year 2019 ▪ Dialog Marketing ▪ Out of Home ▪ Sports Marketing 	08.-10.01. PSI 2019 08.-10.01. Viscom IVW IV/18 23.01. ma 2019 Press media I 30.-31.01. SPOBIS
W&V Issue 02 - February (Publication date 06.02. / Advertisement deadline 21.01. / Print deadline 23.01.)	W&V Topic categories (Publication date 06.02. / Advertisement deadline 21.12. / Print deadline 23.01.) <ul style="list-style-type: none"> ▪ Advertising Articles I ▪ Special Interest/Industry-specific Media 	21.02. German Media Award 25.02.-28.02. Mobile World Congress
W&V Issue 03 - March (Publication date 06.03. / Advertisement deadline 18.02. / Print deadline 20.02.)	W&V Topic categories (Publication date 06.03. / Advertisement deadline 29.01. / Print deadline 20.02.) <ul style="list-style-type: none"> ▪ Media Planning I ▪ German Media Award ▪ Travel marketing ▪ TV, Cinema & Online Video 	06.-10.03. ITB 07.-17.03. Geneva Motor Show 12.-13.03. Internet World Expo 12.-13.03. CMCX 27.03. ma 2019 Audio I (WTK) 21.-24.03. Leipzig Book Fair 25.-26.03. Digital Innovators' Summit 28.03. W&V Data Marketing Day
W&V Issue 04 - April (Publication date 03.04. / Advertisement deadline 18.03. / Print deadline 20.03.)	W&V Topic categories / Advertisement Copy Testing (Publication date 03.04. / Advertisement deadline 26.02. / Print deadline 20.03.) <ul style="list-style-type: none"> ▪ Automotive Sector Marketing I ▪ Digital marketing ▪ Radio marketing I ▪ Print & Paper 	02.04. W&V MAKE HH 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 11.04. PlakaDiva 2018 30.04. W&V Sports marketing Summit IVW I/19

* Subject to alterations. Other topics on request.
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TOPICS & SCHEDULE – Q2/19

Version from:
07.02.2019

Issue*	Topics*	Sector dates*
W&V Issue 05 - May (Publication date 02.05. / Advertisement deadline 11.04. / Print deadline 15.04.)	W&V Topic categories (Publication date 02.05. / Advertisement deadline 22.03. / Print deadline 15.04.) <ul style="list-style-type: none"> ▪ Decision Makers ▪ Healthcare and Wellbeing ▪ Young Target Audiences ▪ Regional Marketing I ▪ OMR 2019 	07.-08.05. OMR Festival 2019 07.05. Best of Content Marketing 22.-25.05. ADC Festival 22.-23.05. German Trade Press Congress
W&V Issue 06 - June (Publication date 05.06. / Advertisement deadline 17.05. / Print deadline 21.05.)	W&V Topic categories (Publication date 05.06. / Advertisement deadline 26.04. / Print deadline 21.05.) <ul style="list-style-type: none"> ▪ Content Marketing & Native Advertising ▪ Screenforce Days 	04.-06.06 W&V Munich Marketing Week Ad planning at Summit** 17.-21.06. Cannes Lion 26.-27.06. Screenforce Days LAE**
W&V Issue 07 - July (Publication date 03.07. / Advertisement deadline 14.06. / Print deadline 18.06.)	W&V Topic categories (Publication date 03.07. / Advertisement deadline 23.05. / Print deadline 18.06.) <ul style="list-style-type: none"> ▪ Ad Effects & Market Research ▪ Advertising Markets: Austria & Switzerland ▪ Music Marketing ▪ Food Marketing 	02.-03.07. Local Radio Days 04.07. W&V MAKE DDF 10.07. ma 2018 Audio II (WTK) IVW II/19 24.07. ma 2019 Press Media II 24.07. ma 2019 Daily Newspapers

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TOPICS & SCHEDULE – Q3/19

Version from:
07.02.2019

Issue*	Topics*	Sector dates*
<p>W&V Issue 08 - August (Publication date 07.08. / Advertisement deadline 22.07. / Print deadline 24.07.)</p>	<p>W&V Topic categories (Publication date 07.08. / Advertisement deadline 02.07. / Print deadline 24.07.)</p> <ul style="list-style-type: none"> Digital Signage Advertising Articles II Focus: 50+ Living & Lifestyle Sports Marketing II 	<p>Kinder Medien Studie** 20.-24.08. gamescom</p>
<p>W&V Issue 09 - September (Publication date 04.09. / Advertisement deadline 19.08. / Print deadline 21.08.)</p>	<p>W&V Topic categories (Publication date 04.09. / Advertisement deadline 29.07. / Print deadline 21.08.)</p> <ul style="list-style-type: none"> Automotive Sector Marketing II Radion Marketing II Beauty & Fashion 	<p>06.-11.09. IFA 11.-12.09. dmexco 11.-22.09. IAA Commercial Vehicle Fleet 25.-28.09. expopharm</p>
<p>W&V Supplementary Issue 09/02 (Publication date 11.09. / Advertisement deadline 26.08. / Print deadline 28.08.)</p>	<ul style="list-style-type: none"> Special Issue: Digital Marketing (dmexco) 	
<p>W&V Issue 10 - October (Publication date 02.10. / Advertisement deadline 16.09. / Print deadline 18.09.)</p>	<p>W&V Topic categories / Advertisement Copy Testing (Publication date 02.10. / Advertisement deadline 27.08. / Print deadline 18.09.)</p> <ul style="list-style-type: none"> Moving Pictures Trade Fairs & Events Emotion Selling Finance Marketing Luxury & Lifestyle 	<p>Automotive Brand Contest** 16.-20.10. Frankfurt Book Fair 17.10. W&V Advertising Heroes – Programmatic Advertising IVW III/19 Research & Results** 24.-25.10. BVDA Fall Event</p>
<p>W&V Supplementary Issue 10/02 (Publication date 16.10. / Advertisement deadline 27.09. / Print deadline 01.10.)</p>	<ul style="list-style-type: none"> Special Issue: Media Planning 	

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TOPICS & SCHEDULE – Q4/19

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

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