



Issue	Cover Story	Features	Market Focus	Solutions Showcase
<b>JANUARY/FEBRUARY</b> Ad Close: 12/19/07 Ad Due: 12/26/07	The Industry's Global Environmental Impact	State of the Industry Report • distribution • supply chain management • manufacturing costs, processes & strategy • digital printing • multimedia business strategy • market challenges	Audio Books	Cover Materials
<b>MARCH</b> Ad Close: 01/24/08 Ad Due: 01/31/08 <b>MUST-BUY!</b>	Leader Profile: A Model for Successful Digital Delivery ... An Entrepreneurial Approach to Publishing	Author Payments and Negotiations Today  Paper Market Update	Adult Trade	Inventory Tracking Services and Solutions
<b>APRIL</b> Ad Close: 03/14/08 Ad Due: 03/21/08	Publishing Management Leader Profile	Strategy Guide: Multimedia Publishing  Publishing Business Conference & Expo Post-Show Wrap-Up	Association/ Nonprofit	Warehousing/ Fulfillment Options
<b>MAY</b> Ad Close: 04/10/08 Ad Due: 04/17/08 <b>MUST-BUY!</b>	Special Report: The Book Retail Market: Industry outlook ... plus the top players in brick-and-mortar and online retailing	Best Practices in Online Selling  Frankfurt Book Fair Preview/Planner	University Presses	Binding Solutions
<b>JUNE</b> Ad Close: 05/08/08 Ad Due: 05/15/08 <b>MUST-BUY!</b>	Top Book Manufacturers and the Book Manufacturing Industry Outlook	Distribution Methods ... Sidebar: Options in International Shipping	E-books and Mobile Books	Digital/Web Publishing Tools
<b>JULY/AUGUST</b> Ad Close: 06/05/08 Ad Due: 06/12/08	2008 Salary Guide ... Plus Dos and Don'ts for Perks and Bonuses  Top Digital Book Printers	Strategy Guide: Cutting Book Production/Manufacturing Costs While Maintaining Quality	Educational Publishing	Production, Scheduling and Editing Software
<b>SEPTEMBER</b> Ad Close: 07/24/08 Ad Due: 07/31/08 <b>MUST-BUY!</b>	Best Publishing Companies to Work For  Profiles of Best Publishing Companies to Work For	Supply Chain Management	Reference Publishing	
<b>OCTOBER</b> Ad Close: 09/08/08 Ad Due: 09/15/08	Leader Profile: Publishing Executive's 2008 Hall of Fame Inductees	Gold Ink Awards	Children's Books	Marketing Research Services
<b>NOVEMBER</b> Ad Close: 10/07/08 Ad Due: 10/14/08 <b>MUST-BUY!</b>	BOOK PUBLISHING RESOURCE GUIDE	Strategy Guide: Marketing on a Budget		
<b>DECEMBER</b> Ad Close: 11/04/08 Ad Due: 11/11/08	Annual Business Tips Issue!	100-plus tips: • global sourcing • SEO • manufacturing • paper • business management • production workflow • print buying • cost-cutting • increasing productivity • digital book printing/POD • environmental sustainability ... more!	Industry Round-up: Side-by-side statistical comparisons of industry segments	



Columns	Departments	Bonuses
Gene Therapy: Manufacturing and Distribution Topics	<ul style="list-style-type: none"> <li>• Corner Office Interview: Setting and Achieving Financial Goals</li> <li>• News &amp; Trends</li> <li>• Marketing Interview</li> </ul>	List Usage
Gene Therapy: Manufacturing and Distribution Topics	<ul style="list-style-type: none"> <li>• Corner Office Interview: Multimedia Strategy</li> <li>• News &amp; Trends</li> <li>• EcoWatch</li> <li>• Launchpad</li> </ul>	<b>Publishing Business Conference &amp; Expo</b> , March 10-12, NYC
Gene Therapy: Digital Printing  Business Strategy	<ul style="list-style-type: none"> <li>• Corner Office Interview: Growth Strategies</li> <li>• News &amp; Trends</li> <li>• Marketing Interview</li> </ul>	On Demand Expo, March 3-6, Boston  London Book Fair, April 14-16, Earls Court, London
Gene Therapy: Manufacturing and Distribution Topics	<ul style="list-style-type: none"> <li>• Corner Office Interview: Independent Publishing</li> <li>• News &amp; Trends</li> <li>• EcoWatch</li> <li>• Launchpad</li> </ul>	BookExpo America, May 29, Los Angeles  Ad Awareness Study
Gene Therapy: Manufacturing and Distribution Topics	<ul style="list-style-type: none"> <li>• Corner Office Interview: SEO/SEM</li> <li>• News &amp; Trends</li> <li>• Marketing Interview</li> </ul>	AEP's Educational Publishing Summit, June 4-6, DC
Gene Therapy: Manufacturing and Distribution Topics	<ul style="list-style-type: none"> <li>• Corner Office Interview: Fostering a Corporate Culture of Innovation</li> <li>• News &amp; Trends</li> <li>• Launchpad</li> </ul>	2-for-1 Advertorial Issue
Business Strategy	<ul style="list-style-type: none"> <li>• Corner Office Interview</li> <li>• News &amp; Trends</li> <li>• EcoWatch</li> <li>• Marketing Interview</li> </ul>	Frankfurt Book Fair, Oct 15-19, Germany  List Usage
Gene Therapy: Manufacturing and Distribution Topics	<ul style="list-style-type: none"> <li>• Corner Office Interview</li> </ul>	Graph Expo, Oct. 26-29, Chicago, IL  Gold Ink/Hall of Fame Awards Banquet, Oct. 27, Chicago, IL
	<ul style="list-style-type: none"> <li>• Corner Office Interview: University Press</li> </ul>	Distribution at publishing shows in 2008-09
Gene Therapy: Manufacturing and Distribution Topics  Business Strategy	<ul style="list-style-type: none"> <li>• Launchpad</li> </ul>	Proprietary Research Study

### Regular Columns & Departments



#### Gene Therapy ... By Eugene G. Schwartz

Strategies and trends in manufacturing and distribution. Gene Schwartz is an industry analyst, writer and editor-at-large of *Foreword Magazine*. A former PMA board member, he is president of Consortium House, a management and business consultancy to publishers. He previously was a manufacturing, production and operations executive.

#### NEW IN 2008!



#### Business Strategy ... by Thomas Woll

Strategies in business management and planning for senior level publishing management.

Thomas Woll is president of Cross River Publishing Consultants. His 20+ years of experience in publishing include posts as VP & general manager, Professional & Trade Division, John Wiley & Sons, and VP & Publisher, Book Division, Rodale Press Inc.

#### News & Trends

News and trends impacting the industry, FastStats, Books-to-Movies (books with movie deals in the works), Famous Fav's (famous people's favorite books), and more.

#### Corner Office

Interviews with leading executives on business strategy and management issues.

#### Marketing Interview

Leading marketing executives' paths to success.

#### Launchpad

Marketing strategies behind new titles on the market.

#### EcoWatch

News, trends and environmental issues impacting the book industry.