

ISSUE	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	AD CLOSE: DEC. 12 MATERIAL DUE: DEC. 19	AD CLOSE: FEB. 13 MATERIAL DUE: FEB. 20	AD CLOSE: MARCH 27 MATERIAL DUE: APRIL 3	AD CLOSE: JUNE 19 MATERIAL DUE: JUNE 26	AD CLOSE: AUG. 14 MATERIAL DUE: AUG. 21	AD CLOSE: OCT. 16 MATERIAL DUE: OCT. 23
STRATEGIZE	Ride the Waves of Change: Rewarding Through Good Times & Bad	Global Recognition: Incentives in a Changing World	From the Ground Up: Building a Culture of Recognition	Annual Business Gifts Guide	Full Engagement: How Rewards & Incentives Help Drive Success	Make Your Case: The Business Case for Effective Incentives
MERCHANDISE	Gourmet Food	Electronics / High-Tech	Cameras	Watches & Clocks	Recreation & Sporting Goods	Luggage & Leather Goods
RECOGNIZE	This Is Personal: Targeting Reward & Recognition to the Individual	Socially Responsible Incentives: From Greenness to Goodness	SPECIAL FEATURE: IGCC Close-Up	Generation Gaps: Focusing in on Reward Choices	Merchandise Trends	SPECIAL FEATURE: IMA Close-Up
PRODUCT SHOWCASES	<ul style="list-style-type: none"> • New Products • Gift Cards • Watches & Clocks 	<ul style="list-style-type: none"> • New Products • Recreation & Sporting Goods • Apparel 	<ul style="list-style-type: none"> • New Products • Writing Instruments & Desk Accessories • Luggage & Leather 	<ul style="list-style-type: none"> • New Products • For the Home • Fitness Equipment / Healthcare / Spa Products 	<ul style="list-style-type: none"> • New Products • Electronics / High-Tech • Dining / Food 	<ul style="list-style-type: none"> • New Products • Cameras • Eco-Friendly Goods
GUEST COLUMNS	<ul style="list-style-type: none"> • From the IMA • The Insider 	<ul style="list-style-type: none"> • From the IMA • The Insider • Pre-NY Show column 	<ul style="list-style-type: none"> • From the IMA • The Insider 	<ul style="list-style-type: none"> • From the IMA • The Insider • Pre-Chicago Show column 	<ul style="list-style-type: none"> • From the IMA • The Insider 	<ul style="list-style-type: none"> • From the IMA • The Insider
ADVERTISING BONUSES	Full-Color Product Showcase	Full-Color Web site Showcase	All advertisers will receive a supplier showcase in the "IGCC Close-Up" section	Full-Color Product Showcase	Trade Show in Print Showcase	All advertisers will receive a supplier showcase in the "IMA Close-Up" section
BUYING PLANS SURVEYS	Gift Cards	Cameras	Electronics	Business Gifts	Incentive Merchandise	Watches
BONUS DISTRIBUTION			The New York Incentive Rewards & Recognition Expo May 12-13		The Motivation Show (IT&ME) Chicago September 29-Oct. 1	