

## Magazine Editorial Calendar

Issue Close Dates	Focus	Applications	Event Marketing Calendar- Partial List - Subject to Change
<p><b>Spring 2016</b> Issues March 2016</p> <p><b>Editorial Due: 1/22/16</b> <b>Space Close: 1/29/16</b> <b>Materials Due: 2/4/16</b></p>	<p>Critical Power</p> <ul style="list-style-type: none"> <li>• UPS</li> <li>• Stationary/Industrial Batteries</li> <li>• Energy Storage</li> <li>• Hybrid Systems</li> <li>• Monitoring Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Data Centers Application Stories</li> <li>• Facility Application Stories</li> <li>• Emergency Disaster Operations Application Stories</li> </ul>	<p>International Battery Semianr, International Wireless Communications Expo, Battcon, Critical Power</p>
<p><b>Summer 2016</b> Issues June 2016</p> <p><b>Editorial Due: 4/22/16</b> <b>Space Close: 4/29/16</b> <b>Materials Due: 5/5/16</b></p>	<p>Mobile and Portable Devices</p> <ul style="list-style-type: none"> <li>• Power Management</li> <li>• New Battery Designs</li> <li>• Wireless Charging</li> <li>• Testing and Standards</li> </ul>	<ul style="list-style-type: none"> <li>• Wearables</li> <li>• Consumer Devices</li> <li>• Medical Devices</li> </ul>	<p>Battery Council International, SAE World Congress, Sensor Expo, CTIA, Battery Power 2016, Advancements in Thermal Management 2016, Advanced Automotive Batteries Conference</p>
<p><b>Fall 2016</b> issues Sept. 2016</p> <p><b>Editorial Due: 7/22/16</b> <b>Space Close: 7/29/16</b> <b>Materials Due: 8/4/16</b></p>	<ul style="list-style-type: none"> <li>• 2016 Resource Guide</li> <li>• Battery Market Trends and Opportunities</li> <li>• R&amp;D</li> </ul>	<ul style="list-style-type: none"> <li>• Portable/Mobile Batteries</li> <li>• Automotive/EV Batteries</li> <li>• Stationary/Industrial Batteries</li> </ul>	<p>The Battery Show, Advanced Energy Congress</p>
<p><b>Winter 2016</b> Issues Dec. 2016</p> <p><b>Editorial Due: 10/21/16</b> <b>Space Close: 10/28/16</b> <b>Materials Due: 11/3/16</b></p>	<p>Manufacturing and Material Advancements</p> <p>EV/Aerospace Technology</p> <ul style="list-style-type: none"> <li>• Battery Pack Design</li> <li>• Applications/Case Studies</li> <li>• Charging Infrastructure</li> <li>• Regulations and Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Portable/Mobile Batteries</li> <li>• Automotive/EV Batteries</li> <li>• Stationary/Industrial Batteries</li> </ul>	
<p><b>In Every Issue: New Products, Application &amp; Technology Features and Industry News</b></p>			