

MONTH	MASTER REPORT	FEATURE	MEDIA RANKINGS	SPECIALS	EVENTS	AD DEADLINE
January		The Futurist		The Futurist Special Report		Booking: 13Jan 2017 Material: 20 Jan 2017
February					Mob-Ex Awards	
March	Master Report: Sports Marketing	Event Tech			PR Awards	Booking: 10 Feb 2017 Material: 17 Feb 2017
April	Master Report: Programmatic Media Buying	Rise of the Muslim Economy			Analytics (1) Content360 (2) The MARKies	Booking: 13 Mar 2017 Material: 21 Mar 2017
May	Master Report: Marketing to Women	Travel Marketing			Customer Experience (2)	Booking: 10 Apr 2017 Material: 17 Apr 2017
June	Master Report: Data, Analytics & Mix Management	Sports Marketing		Agency of the Year Special Edition	Research Interactive (1) Agency of the Year Awards Singapore	Booking: 12 May 2017 Material: 20 May 2017
July	Master Report: The Real-time Advertising Landscape	Augmented/Virtual Reality	Newspapers of the Year		Loyalty & Engagement Awards Digital Performance Marketing (2)	Booking: 12 Jun 2017 Material: 20 Jun 2017
August	Master Report: Content Marketing	The Evolution of Traditional Media	Out of Home Media of the Year		Spark Awards	Booking: 10 Jul 2017 Material: 18 Jul 2017
September	Master Report: Enhancing the Shopper Experience	Seasonal Marketing	TV Broadcasters of the Year	Spark Awards Special Feature	Smart Data (1) Marketing Events Awards, SEA	Booking: 11 Aug 2017 Material: 18 Aug 2017
October	Master Report: Measurement, Attribution & ROI	Artificial Intelligence	Magazines of the Year			Booking: 11 Sep 2017 Material: 18 Sep 2017
November	Master Report: Cultivating Loyalty	Real Estate Marketing	Radio Stations of the Year		Marketing Excellence Awards Singapore PR Influence Asia (2) Digital Marketing Indonesia (2)	Booking: 13 Oct 2017 Material: 20 Oct 2017
December	The Out of Home Showcase	Marketing to the Marketing Industry	Digital Media of the Year	The Case Study Special Report		Booking: 10 Nov 2017 Material: 17 Nov 2017

The editorial calendar is subject to change at the editor's discretion.

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## 2017 Calendar: Malaysia

MONTH	SPECIAL PRINT EDITIONS	EVENTS	AD DEADLINE
Jan-Mar (Q1 Edition)	The Case Study Feature		Booking: 17 Feb 2017 Material: 24 Feb 2017
Apr-Jun (Q2 Edition)	Agency of the Year Malaysia 2017	Agency of the Year Awards Malaysia  Digital Marketing Malaysia (2)	Booking: 12 May 2017 Material: 19 May 2017
Jul-Sep (Q3 Edition)	Media of the Year 2017		Booking: 11 Aug 2017 Material: 18 Aug 2017
Oct-Dec (Q4 Edition)	The Futurist Special Annual Edition	NEXT Malaysia (exploring what's next for Malaysia's marketing scene)  Marketing Excellence Awards Malaysia	Booking: 6 Nov 2017 Material: 13 Nov 2017

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