

Microwave Journal 2012 Editorial Calendar



	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE
EDITORIAL THEME	Radar and Antennas	High Frequency Components, Boards and Systems	Test and Measurement	Cables and Connectors	Amplifiers and Oscillators	IEEE MTT-S IMS Show Issue	Semiconductors MMICs/RFICs
BONUS DISTRIBUTION	NATE National Assoc. of Tower Erectors San Antonio, TX February 6-9	Mobile World Congress Barcelona, Spain February 27-March 1 SATELLITE 2012, Washington, DC March 12-15	WAMICON Cocoa Beach, FL April 16-17	WAMICON Cocoa Beach, FL April 16-17 CTIA Wireless New Orleans, LA May 8-10 IEEE MTT-S IMS Montreal, Canada June 17-22	CTIA Wireless New Orleans, LA May 8-10	IEEE MTT-S IMS Montreal, Canada June 17-22	IEEE MTT-S IMS Show Daily Newsletter Sponsorship Opportunities
Ad Close	December 9th	January 10th	February 10th	February 8th	March 9th	April 13th	May 11th
Ad Material Due	December 16th	January 17th	February 17th	February 15th	March 16th	April 20th	May 18th
Advertiser Bonus Feature	Catalog Update	Software Update	Web Update	Literature Showcase	Catalog Update	Exhibitor Profile	Web Update

	JULY	AUGUST	AUGUST Supplement	SEPTEMBER	OCTOBER	NOVEMBER	NOVEMBER Supplement	DECEMBER
EDITORIAL THEME	RF & Microwave Software and Design	Satellite and Radio Communications	Military Microwaves	European Microwave Week Show Issue	Government and Military Electronics	Passive & Control Components	Mobile Communications	Industrial, Scientific and Medical Applications
BONUS DISTRIBUTION	IEEE EMC Pittsburgh, PA August 6-10		MILCOM Orlando, FL October 29-November 1 EuMW Amsterdam, NL October 28-November 2	EuMW Amsterdam, NL October 28-October 2 AMTA Bellevue, WA October 21-26	MILCOM Orlando, FL October 29-November 1 EuMW Show Daily Newsletter Sponsorship Opportunities	Asia Pacific Microwave Conference Kaohsiung, Taiwan December 4-7	Mobile World Congress 2013 CTIA Wireless 2013	IEEE MTT-S Radio and Wireless Symposium 2013
Ad Close	June 11th	July 12th	July 9th	August 10th	September 10th	October 12th	October 8th	November 9th
Ad Material Due	June 18th	July 19th	July 16th	August 17th	September 17th	October 19th	October 15th	November 16th
Advertiser Bonus Feature	Catalog Update	Software Update	Literature Showcase	Web Update	Catalog Update	Software Update	Company Showcase	Web Update

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2012 Editorial Planning Guide

This fact sheet lists various editorial features of *Microwave Journal* and covers the most commonly asked questions about deadlines, content requirements and contact information.

Digital		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
White Papers	Monthly/Minimum 60 Days	<ul style="list-style-type: none"> • Promoted in Print Magazine • Hosted on home page for one month • Archived in Technical Library • Leads Provided
Executive Interview	Monthly/Minimum 30 Days	<ul style="list-style-type: none"> • This article is based on Q&A between MWJ editor and invited company executive. Selected executive will also have product feature article running same month in print. Contact editors for details. • Promoted in print TOC & Product Feature • Home page position for month
Blogs	Various/Minimum 30 Days	<ul style="list-style-type: none"> • This advice/opinion column and interactive forum is written by an invited industry expert, providing information on their area of expertise. Author is responsible for responding to reader comments. • Promoted in print TOC • Home page position for month
MWJ China Website	Various/Real time	<ul style="list-style-type: none"> • Accepting editorial in Chinese (simple Mandarin)
Online Show Daily	IMS, EuMW accepted through week of show	<ul style="list-style-type: none"> • Press releases and new product announcements associated with conference/exhibition. • Listed in news feed and part of show wrap-up report.

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Print		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
Lead Story	Monthly/Minimum 3 months	<ul style="list-style-type: none"> • The Lead Story is written by an invited author who is a recognized expert in the field related to the editorial theme of the issue.
Technical Article	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> • Must involve significant technology that company is willing to share • Must be generic; promotion of specific products not permitted • Peer reviewed; author byline • Runs several pages and includes all applicable graphs and formulas
Application Note/Tutorial	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> • While these typically are not as long as Technical Articles, above notes apply • Usually an application of a particular technology
Product Feature	Monthly/Minimum 60 days	<ul style="list-style-type: none"> • Does not have to relate to the editorial theme of the issue • Must involve significant and available product • Exclusive story — not previously advertised or published • Company name, phone number and URL address at end of feature • Written by <i>Microwave Journal</i> staff; company indicated in lower right corner of first page • Runs one to two pages; contains photos and graphs that enhance the text, including a color photo in the title area
Tech Brief	Monthly/Minimum 60 days	<ul style="list-style-type: none"> • Same as Product Feature but limited to 1/2 page (picture plus ~ 300 words)
Special Report	Monthly/Variable	<ul style="list-style-type: none"> • Survey article covering technology or market trends, conditions, etc. • May be researched and written by <i>Microwave Journal</i> staff; topic suggestions welcomed
Around the Circuit	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> • Covers industry, financial, contract, personnel and rep appointment news • Color head-and-shoulder photos will be used with personnel news
New Products	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> • High resolution photo (300 dpi) / TIFF and JPG files welcomed
Catalog Update	Quarterly/Submit as soon as your publication is available to respondents (January, April, July, October)	<ul style="list-style-type: none"> • For contract advertisers only, this is a free 1/6-page ad to promote literature • Submit a complete color version of the publication; cover only is also acceptable • Publications that arrive too late will appear in following Catalog Update
Web Update	Quarterly/1st of preceding month (March, June, September, December)	<ul style="list-style-type: none"> • Free 1/6-page ad for contract advertisers • Submit home page screen capture as a TIFF or JPG file
Software Update	1st of preceding month (February, August, November)	<ul style="list-style-type: none"> • Free 1/4-page ad for contract advertisers • Features engineering design tools & mobile apps • Screen capture of software in-use (300 dpi)/TIFF and JPG files welcomed • 50 words of text