# 2020 Editorial Calendar

## JANUARY
- **EDITORIAL THEME**: Radar & Antennas
  - **Supplement**: Satellite & Radio Communications
- **TEST & MEASUREMENT**: Test & Measurement
- **CABLES & CONNECTORS**: Cables & Connectors
- **SOFTWARE & MOBILE APPS**: Software & Mobile Apps
- **WEB & VIDEO UPDATE**: Web & Video Update

## FEBRUARY
- **EDITORIAL THEME**: DesignCon Santa Clara, CA January 28-30
- **BONUS DISTRIBUTION**: MWC Barcelona, Spain February 24-27
  - **SATELLITE**: SATELLITE Washington, D.C. March 10-12
  - **EMV**: EMV Cologne, Germany March 17-20
  - **RF & Microwave**: RF & Microwave Paris, France March 18-19
- **IEEE TX Symposium**: IEEE TX Symposium Wireless and Microwave Circuits and Systems Waco, TX April 2-3
  - **Expo Electronica**: Expo Electronica Moscow, Russia April 14-16
  - **WAMICON**: WAMICON Clearwater Beach, FL April 15-17
  - **EDI CON China**: EDI CON China Beijing, China May 13-14
- **CS Mantech**: CS Mantech Tucson, AZ May 11-14
  - **Space Tech Expo USA**: Space Tech Expo USA Long Beach, CA May 18-20
- **IEEE MTT-S IMS**: IEEE MTT-S IMS Los Angeles, CA June 21-26

## MARCH
- **EDITORIAL THEME**: March 10
- **BONUS DISTRIBUTION**: March 10
- **WEB & VIDEO UPDATE**: Web & Video Update

## APRIL
- **EDITORIAL THEME**: April 15
- **BONUS DISTRIBUTION**: April 15
- **WEB & VIDEO UPDATE**: Web & Video Update

## MAY
- **EDITORIAL THEME**: May 11
- **BONUS DISTRIBUTION**: May 11
- **WEB & VIDEO UPDATE**: Web & Video Update

## JUNE
- **EDITORIAL THEME**: June 15
- **BONUS DISTRIBUTION**: June 15
- **WEB & VIDEO UPDATE**: Web & Video Update

## JULY
- **EDITORIAL THEME**: July 27-31
- **BONUS DISTRIBUTION**: July 27-31
- **WEB & VIDEO UPDATE**: Web & Video Update

## AUGUST
- **EDITORIAL THEME**: August 10
- **BONUS DISTRIBUTION**: August 10
- **WEB & VIDEO UPDATE**: Web & Video Update

## SEPTEMBER
- **EDITORIAL THEME**: September 13-18
- **BONUS DISTRIBUTION**: September 13-18
- **WEB & VIDEO UPDATE**: Web & Video Update

## OCTOBER
- **EDITORIAL THEME**: October 9
- **BONUS DISTRIBUTION**: October 9
- **WEB & VIDEO UPDATE**: Web & Video Update

## NOVEMBER
- **EDITORIAL THEME**: November 10-13
- **BONUS DISTRIBUTION**: November 10-13
- **WEB & VIDEO UPDATE**: Web & Video Update

## DECEMBER
- **EDITORIAL THEME**: December 10
- **BONUS DISTRIBUTION**: December 10
- **WEB & VIDEO UPDATE**: Web & Video Update

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<table>
<thead>
<tr>
<th>Region</th>
<th>Address</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
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As of 2/18/2020

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# 2020 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 Opportunities

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>FREQUENCY/DEADLINE</th>
<th>IMPORTANT NOTES</th>
</tr>
</thead>
</table>
| Executive Interview      | Monthly/Minimum 30 Days                     | • This article is based on Q&A between MWJ editor and invited company executive. Contact editors for details.  
                               |                                                             | • Promoted in print TOC  
                               |                                                             | • Homepage promotion |
| Blogs                    | Various                                     | • This advice/opinion column and interactive forum is written by invited industry experts, providing information on their areas of expertise. Authors are responsible for responding to reader comments.  
                               |                                                             | • Homepage promotion  
                               |                                                             | • Press releases on news and product announcements associated with conference/exhibition  
                               |                                                             | • Listed in news feed and part of show wrap-up report |
| Online Show Daily        | IMS, EuMW, EDI CON China accepted through week of show |                                                                                                       |

## Paid Sponsorship

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>FREQUENCY/DEADLINE</th>
<th>IMPORTANT NOTES</th>
</tr>
</thead>
</table>
| White Papers             | Monthly/Minimum 60 Days                     | • Promoted in print magazine  
                               |                                                             | • Hosted on home page for one month  
                               |                                                             | • Archived in technical library  
                               |                                                             | • Leads provided |
| Videos                   | Video platform: Unlimited uploaded videos  
                               | • Custom trade show videos  
                               | • Frequency Matters sponsorship |
| Podcasts                 | Interview with executive or technical expert  
                               | • Distribution on mobile platforms |
| eBooks                   | Editors select MWJ articles related to subject areas  
                               | • Promoted with website, emails and social media  
                               | • Leads provided for downloads |

## Print

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>FREQUENCY/DEADLINE</th>
<th>IMPORTANT NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Feature</td>
<td>Monthly/Minimum 3 months</td>
<td>• The Cover Feature is written by an invited author who is a recognized expert in the field related to the editorial theme of the issue</td>
</tr>
</tbody>
</table>
| Technical Feature        | Monthly/Minimum 90–120 days                 | • Must involve significant technology that company is willing to share  
                               |                                                             | • Must be generic; promotion of specific products not permitted  
                               |                                                             | • Editor reviewed; author byline  
                               |                                                             | • Runs several pages and includes all applicable graphs and formulas (2000 - 3000 words) |
| Application Note/Tutorial| Monthly/Minimum 90–120 days                 | • While these typically are not as long as Technical Features, above notes apply  
                               |                                                             | • Usually an application of a particular technology |
| Product Feature          | Monthly/Minimum 60 days                     | • Must involve significant and available product  
                               |                                                             | • Exclusive story—not previously advertised or published  
                               |                                                             | • Company name, phone number and URL address at end of feature  
                               |                                                             | • Runs one to two pages; contains photos and graphs that enhance the text, including a color product photo in the title area (700 - 1000 words) |
| Perspective              | Monthly/Minimum 60 days                     | • Opinion piece written by executive on market/industry topics |
| Special Report           | Monthly/Variable                            | • Survey article covering technology or market trends, conditions, etc.  
                               |                                                             | • Upcoming editorial for show previews  
                               |                                                             | • Company supplied or written by Microwave Journal staff. Topic suggestions welcome. |
| Around the Circuit       | Monthly/1st of preceding month (or sooner if possible) | • Covers industry, contract, personnel and rep appointment news  
                               |                                                             | • Color head-and-shoulder high-res photos will be used with personnel news |
| New Products             | Monthly/1st of preceding month (or sooner if possible) | • Submit an 80 word product description along with a high-res photo |
| Catalog Update           | Quarterly/1st of preceding month (January, April, July, October) | • Free advertiser bonus feature of new catalogs/literature  
                               |                                                             | • Submit a title/headline, ~80 word description, URL and high-res image of catalog/literature cover |
| Web & Video Update       | Quarterly/1st of preceding month (March, June, September, December) | • Free advertiser bonus feature of new/updated sites, web content or videos  
                               |                                                             | • Submit a title/headline, ~80 word description, URL and high-res image of website/content |
| Software & Mobile Apps   | 1st of preceding month (February, August, November) | • Free advertiser bonus feature of new/updated software and mobile apps  
                               |                                                             | • Submit a title/headline, ~80 word description, URL and high-res image of app/content |

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