editorial profile

streaming media magazine

editorial calendar for 2010

FEBRUARY/MARCH 2010: 2010 Streaming Media Industry Sourcebook
• 2009 Year in Review
• Product & service purchasing checklists
• Business & ROI guidance
• Market and technology disruptors for 2010
• How-to’s and tutorials
• Case studies
• The 2010 Streaming Media Buyer’s Guide and Digital Media Industry Directory

Trade Show Distribution: SXSW, NAB, IBC, SM West, SM East, SM Europe

Editorial Deadline: 2/15/2009
Ad Space Reservation: 2/15/2009
Ad Materials Due: 1/15/2010
Mail Copies: 2/3/2010

APRIL/MAY 2010: The Media & Entertainment Issue
• Independent content creators
• Major media companies
• Over-the-top services
• Distributing to mobiles, set-top-boxes, and other devices
• Delivering live events to large audiences
• Plus the 2010 Streaming Media All-Stars

Trade Show Distribution: NAB, SM East (May 12–13)

Ad Space Reservation: 4/25/2010
Ad Materials Due: 3/15/2010
Mail Copies: 4/6/2010

JUNE/JULY 2010: The Enterprise Issue
• Webcasting
• Media management & search
• Video publishing and distribution platforms
• Reporting and analytics
• Defining ROI
• Video in education & government

Editorial Deadline: 4/16/2010
Ad Space Reservation: 4/29/2010
Ad Materials Due: 5/17/2010
Mail Copies: 6/9/2010

JULY 2010: White Paper
Innovation Series 9: The 2010 Field Guide to Online Video Publishing and Promotion
A collection of tutorials, case studies, and checklists to make you a pro at getting your online video published and seen. This unique advertorial opportunity gives vendors a chance to share white papers and case studies with Streaming Media readers in a supplemental, stand-alone issue of Streaming Media magazine.

Ad Space Reservation: 6/3/2010
Manuscripts Due: 6/11/2010
Mail Copies: 7/18/2010

AUGUST/SEPTEMBER 2010: The Technology Issue
• Production and editing
• Encoding and transcoding
• Codecs and formats
• Storage
• Building custom Flash and Silverlight players

Trade Show Distribution: IBC, MIXX

Editorial Deadline: 8/10/2010
Ad Space Reservation: 8/23/2010
Ad Materials Due: 7/12/2010
Mail Copies: 8/3/2010

OCTOBER/NOVEMBER 2010: The Readers’ Choice Awards Issue
Streaming Media readers have their say in more than 20 different categories, including:
• Online video platforms
• Hardware and software encoding
• Enterprise video solutions
• Content delivery
• Advertising
• Webcasting
…and more!

Trade Show Distribution: SM Europe (October 15–16), SM West (November 17–19)

Editorial Deadline: 8/12/2010
Ad Space Reservation: 8/25/2010
Ad Materials Due: 9/13/2010
Mail Copies: 10/5/2010

DECEMBER 2010/JANUARY 2011: The Online Video Stack Issue
• Carriers
• Infrastructure
• Content delivery networks
• Cloud computing and storage
• Online video platforms

Trade Show Distribution: NATPE, 3GSM

Editorial Deadline: 10/13/2010
Ad Space Reservation: 10/28/2010
Ad Materials Due: 11/11/2010
Mail Copies: 12/7/2010

***More tradeshow distribution is added through the calendar year. Please contact us for a current list.

IN EVERY ISSUE:
• Bit Rates: Industry metrics that matter
• Columns from Dan Rayburn, Tim Siglin, Jose Castillo, Paul Rismandel, Rich Mavrogeanes, and more
• Case Studies
• Tutorials
• Product Reviews