

TOPICS & SCHEDULE

Issue*	Topics*	Sector dates*	
W&V 1/2020 - January Publication date 08.01. / Advertisement deadline 13.12. / Print deadline 17.12.	W&V Topic categories Publication date 08.01. / Advertisement deadline 25.11. / Print deadline 17.12. <ul style="list-style-type: none"> ▪ Sports Marketing I ▪ SMEs ▪ New Work 	06.-08.01. PSI 07.-09.01. Viscom IVW IV/19 28.-30.01. SPOBIS	
W&V 2/2020 - February Publication date 05.02. / Advertisement deadline 20.01. / Print deadline 22.01.	W&V Topic categories Publication date 05.02. / Advertisement deadline 20.12. / Print deadline 22.01. <ul style="list-style-type: none"> ▪ Advertising Articles I ▪ FMCG + Food Marketing ▪ Pharmaceutical Marketing 	24.-27.02. Mobile World Congress	
W&V 3/2020 - March Publication date 04.03. / Advertisement deadline 17.02. / Print deadline 19.02.	W&V Topic categories Publication date 04.03. / Advertisement deadline 28.01. / Print deadline 19.02. <ul style="list-style-type: none"> ▪ Media Planning I ▪ Tourism Marketing ▪ Ad Effects & Market Research 	04.-08.03. ITB 05.-15.03. Genfer Autosalon 10.-11.03. Internet World Expo 10.-11.03. CMCX 25.03. W&V MAKE HH	12.03. Deutscher Mediapreis 12.-15.03. Leipziger Buchmesse 18.-19.03. SMX München 24.-25.03. Digital Innovators' Summit 31.03.-01.04. d3con
W&V 4/2020 - April Publication date 01.04. / Advertisement deadline 16.03. / Print deadline 18.03.	W&V Topic categories Publication date 01.04. / Advertisement deadline 25.02. / Print deadline 18.03. <ul style="list-style-type: none"> ▪ Mobility I (Automotive Sector Marketing) ▪ Audio Marketing I (Radio, Podcast, Streaming, Voice, Music Marketing) ▪ Out-of-Home ▪ Drupa Trade Fair 2020 	April W&V MAKE STR 02.04. W&V Sportmarketing Summit 02.-03.04. BVDA Frühjahrestagung 06.-09.04. NEXT	23.04. W&V Data Marketing Day 23.04. Radio Advertising Summit IVW I/20

* Subject to alterations. Other topics on request.

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Issue*	Topics*	Sector dates*	
W&V 5.1/2020 - May Publication date 06.05. / Advertisement deadline 17.04. / Print deadline 21.04.	W&V Topic categories Publication date 06.05. / Advertisement deadline 26.03. / Print deadline 21.04. <ul style="list-style-type: none"> ▪ Healthcare and Wellbeing ▪ Young Target Audiences ▪ Regional Marketing I ▪ OMR 2020 ▪ Moving Image 	07.05. PlakaDiva 12.-13.05. OMR Festival 12.05. Best of Content Marketing	12.-24.05. ADC Festival 13.-14.05. Kongress der Dt. Fachpresse 28.05. W&V MAKE DUS
W&V 5.2/2020 - May Publication date 20.05. / Advertisement deadline 04.05. / Print deadline 06.05.	W&V Topic categories Publication date 20.05. / Advertisement deadline 04.05. / Print deadline 06.05. <ul style="list-style-type: none"> ▪ Finance Marketing ▪ Emotion Selling ▪ Customer Experience ▪ Screenforce Days 		
W&V 6/2020 - June Publication date 03.06. / Advertisement deadline 14.05. / DS 18.05.	W&V Topic categories Publication date 03.06. / Advertisement deadline 23.04. / Print deadline 18.05. <ul style="list-style-type: none"> ▪ Content Marketing / Native Advertising / Influencer Marketing ▪ Regional Marketing 	03.-04.06. Screenforce Days 22.-26.06. Cannes Lion 16.-26.06. Drupa	26.06. LAE 29.06.-01.07. W&V Munich Marketing Week
W&V 7/2020 - July Publication date 01.07. / Advertisement deadline 15.06. / Print deadline 17.06.	W&V Topic categories Publication date 01.07. / Advertisement deadline 22.05. / Print deadline 17.06. <ul style="list-style-type: none"> ▪ TV, Cinema & Online Video ▪ One-to-One Marketing ▪ Sports Marketing II 	01.07. W&V Meetnight 07.-08.07. Lokalfunktage 07.-08.07. Packaging Summit	IVW II/20

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W&V 8/2020 - August Publication date 05.08. / Advertisement deadline 20.07. / Print deadline 22.07.	W&V Topic categories / Advertisement Copy Testing Publication date 05.08. / Advertisement deadline 30.06. / Print deadline 22.07. <ul style="list-style-type: none"> ▪ Decision Makers ▪ Advertising Articles II ▪ Best Ager Marketing ▪ Living & Lifestyle ▪ E-sport 	Kinder Medien Studie** 25.-29.08. gamescom
W&V 9.1/2020 - September Publication date 02.09. / Advertisement deadline 17.08. / Print deadline 19.08.	W&V Topic categories Publication date 02.09. / Advertisement deadline 28.07. / Print deadline 19.08. <ul style="list-style-type: none"> ▪ Mobility II (Automotive Sector Marketing) ▪ Audio Marketing II (Radio, Podcast, Streaming, Voice, Music Marketing) 	04.-09.09. IFA 24.-30.09. IAA Nutzfahrzeuge
W&V 9.2/2020 - September Publication date 16.09. / Advertisement deadline 31.08. / Print deadline 02.09.	Digital Marketing (dmexco 2020) Publication date 16.09. / Advertisement deadline 31.08. / Print deadline 02.09.	23.-24.09. dmexco

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Issue*	Topics*	Sector dates*
W&V 10.1/2020 - October Publication date 07.10. / Advertisement deadline 21.09. / Print deadline 23.09.	W&V Topic categories Publication date 07.10. / Advertisement deadline 01.09. / Print deadline 23.09. <ul style="list-style-type: none"> ▪ Trade Fairs & Events 	Automotive Brand Contest** 07.-10.10. Expopharm 14.10. W&V Programmatic Advertising Heroes 14.-18.10. Frankfurter Buchmesse IVW III/19 22.10. W&V MAKE FRA 28.-29.10. Research & Results 28.-30.10. Medientage München BVDA Herbsttagung** Oktober W&V Green Marketing Day Oktober W&V Lovebrand Summit
W&V 11.1/2020 - November Publication date 04.11. / Advertisement deadline 19.10. / Print deadline 21.10.	W&V Topic categories Publication date 04.11. / Advertisement deadline 29.09. / Print deadline 21.10. <ul style="list-style-type: none"> ▪ Ad Trends 2020 ▪ Regional Marketing II ▪ Premium Marketing 	OWM Fachtagung** 25.11. W&V MAKE MUC
W&V 11.2/2020 - November Publication date 18.11. / Advertisement deadline 02.11. / Print deadline 04.11.	Looking Forward / Preview 2021 Publication date 18.11. / Advertisement deadline 13.10. / Print deadline 04.11.	
W&V 12/2020 - December Publication date 02.12. / Advertisement deadline 16.11. / Print deadline 18.11.	W&V Themenumfelder Publication date 02.12. / Advertisement deadline 27.10. / Print deadline 18.11. <ul style="list-style-type: none"> ▪ Focus Diversity ▪ Sports Marketing III ▪ New Work 	

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