

SUBJECTS & SCHEDULE

QUARTER 1, 2021

Issue*	Topics*	Sector dates*	
W&V 1/2021 - January Publication date 06.01. / Advertisement deadline 14.12. / Print deadline 15.12.	Cover Topic: Brands The underestimated business topic: how to manage, measure, cultivate and protect your brands. A compendium. <ul style="list-style-type: none"> ▪ Advertising Articles I ▪ Sports Marketing I ▪ Moving Image I 	11.-14.01. CES digital 12.-14.01. PSI 12.-14.01. Viscom	18.- 20.01. DLD 31.01. - 03.02. ISPO IVW IV/20
W&V 2/2021 - February Publication date 03.02. / Advertisement deadline 18.01. / Print deadline 20.01.	Cover Topic: Responsibility (Sustainability)/Diversity (HR) (Flip-cover double issue) Consumers demand more, so advertising and selling alone won't cut it. How brands can show responsibility, experience meaning, demonstrate attitude and live out diversity. A guide. <ul style="list-style-type: none"> ▪ Finance Marketing ▪ Print & Papier 		
W&V 3/2021 - March Publication date 03.03. / Advertisement deadline 15.02. / Print deadline 17.02.	Cover Topic: Sport Not only the coronavirus has changed the world of sports. New formats, new protagonists and last but not least the triumph of e-sports show where businesses should invest and where the trends are headed. An issue on the 2021 sports year (Olympics, UEFA champions league). <ul style="list-style-type: none"> ▪ Media Planning I ▪ Content Marketing 	11.03. Future Accelerator Summit 17.03. W&V Green Marketing Day 25.03. W&V MAKE 01.-04.03. Mobile World Congress 08.-12.03. Commerce Week/ Internet World CMCX**	10.-14.03. ITB 16.-18.03. TWENTY2X 17.-18.03. SMX 18.-21.03. Leipziger Buchmesse 23.-24.03. d3con

* Subject to alterations. Other topics on request.

** Date not yet fixed.

SUBJECTS & SCHEDULE

QUARTER 2, 2021

Issue*	Topics*	Sector dates*	
<p>W&V 4/2021 - April Publication date 07.04. / Advertisement deadline 18.03. / Print deadline 22.03.</p>	<p>Cover Topic: Sound/Audio Once an underestimated advertising aspect, today sound is at the heart of ad trends. After all, audio brings consumers your brand. W&V shows how these tools function and what to watch out for: From podcasts, to Alexa & Co to acoustic brand building.</p> <ul style="list-style-type: none"> ▪ Mobility I (Automotive Sector Marketing) 	<p>22.04. W&V Sportmarketing Summit 29.04. W&V MAKE 20.-28.04. Drupa</p>	<p>21.-22.04. Nachfolger zu Research & Results 22.-23.04. BVDA Frühjahrstagung Radio Advertising Summit** IVW I/21</p>
<p>W&V 5/2021 - May Publication date 05.05. / Advertisement deadline 19.04. / Print deadline 21.04.</p>	<div style="border: 1px solid black; padding: 20px; text-align: center;"> <p>Cover topic on request</p> </div> <ul style="list-style-type: none"> ▪ Regional Marketing I 	<p>06.05. W&V Podcast Day 11.05. W&V Healthmarketing Summit PlakaDiva** 04.- 05.05. OMR Festival</p>	<p>ADC Festival** Re:publica** 19.-20.05. B2B Media Days (Kongress der Dt. Fachpresse)</p>
<p>W&V 6/2021 - June Publication date 02.06. / Advertisement deadline 14.05. / Print deadline 18.05.</p>	<div style="border: 1px solid black; padding: 20px; text-align: center;"> <p>Cover topic on request</p> </div> <ul style="list-style-type: none"> ▪ Moving Image II ▪ Target Audience: Decision Makers ▪ Best Ager Marketing 	<p>29.06. Deutscher Mediapreis 29.06.-01.07. W&V Munich Marketing Week W&V Meetnight**</p>	<p>LAE** Screenforce Days** 17.06. Best of Content Marketing 21.-25.06. Cannes Lion</p>

* Subject to alterations. Other topics on request.

** Date not yet fixed.

SUBJECTS & SCHEDULE

QUARTER 3, 2021

Issue*	Topics*	Sector dates*
W&V 7/2021 - July Publication date 07.07. / Advertisement deadline 21.06. / Print deadline 23.06.	<div style="border: 1px solid black; padding: 10px; text-align: center;">Cover topic on request</div> <ul style="list-style-type: none"> ▪ Sports Marketing II 	07.-08.07. Packaging Summit Lokalfunktage**
W&V 8/2021 - August Publication date 04.08. / Advertisement deadline 19.07. / Print deadline 21.07.	<div style="border: 1px solid black; padding: 10px; text-align: center;">Cover topic on request</div> <ul style="list-style-type: none"> ▪ Advertising Articles II ▪ Audio Marketing (Radio, Podcast, Streaming, Voice, Music Marketing) ▪ Moving Image III 	Kinder-Medien- Studie** 24.-28.08. gamescom
W&V 9/2021 - September Publication date 01.09. / Advertisement deadline 16.08. / Print deadline 18.08.	<div style="border: 1px solid black; padding: 10px; text-align: center;">Cover topic on request</div>	16.09. W&V MAKE Berlin 03.-08.09. IFA 08.-09.9. SPOBIS 07.-12.09. IAA Bits & Pretzels**

* Subject to alterations. Other topics on request.

** Date not yet fixed.

SUBJECTS & SCHEDULE

QUARTER 4, 2021

Issue*	Topics*	Sector dates*
<p>W&V 10/2021 - October Publication date 06.10. / Advertisement deadline 20.09. / Print deadline 22.09.</p>	<p style="text-align: center;">Cover topic on request</p>	<p>14.10. W&V Future Driven Marketing Day W&V Green Marketing Day** 21.10. W&V MAKE Frankfurt Automotive Brand Contest**</p> <p>Medientage München** 14.-15.10. BVDA Herbsttagung VDZ Publishers' Summit 20. - 24.10. Frankfurter Buchmesse IVW III/21</p>
<p>W&V 11/2021 - November Publication date 03.11. / Advertisement deadline 15.10. / Print deadline 19.10.</p>	<p style="text-align: center;">Cover topic on request</p>	<p>25.11. W&V MAKE München OWM Fachtagung** GWA Effie**</p>
<p>W&V 12/2021 - December Publication date 01.12. / Advertisement deadline 15.11. / Print deadline 17.11.</p>	<p style="text-align: center;">Cover topic on request</p>	<p>W&V Influencer Day**</p>

- Trade Fairs & Events

- Regional Marketing II
- Young Target Audiences
- Out-of-Home
- Pharmaceutical Marketing

- Sports Marketing III
- Moving Image IV

* Subject to alterations. Other topics on request.
 ** Date not yet fixed.