

## 2017 Editorial Calendar

Each issue of **Software Magazine** in 2017 focuses on featured areas to provide readers with the most up-to-date information on every aspect of their business. **Software Magazine** is distributed four times in 2017, including the Software 500 edition in November.

EDITION	DUE DATES	EDITORIAL	TARGET CHARTS
<b>FEBRUARY</b>	Ad Close.....1/9/17 Materials Due..... 1/16/17 Distribution.....2/5/17	<ul style="list-style-type: none"> <li>• Big Data</li> <li>• Software Licence Management</li> <li>• IT Outsourcing</li> <li>• Application Development</li> </ul> <b>PLUS: Commentary from our Contributors</b>	<ul style="list-style-type: none"> <li>• Testing Tools &amp; Services</li> </ul>
<b>MAY</b>	Ad Close..... 4/06/17 Materials Due.....4/13/17 Mail Date.....5/01/17	<ul style="list-style-type: none"> <li>• <b>BUYERS GUIDE</b></li> <li>• Enterprise Software</li> <li>• Business Intelligence</li> <li>• Cloud Technology</li> </ul> <b>PLUS: Commentary from our Contributors</b>	<ul style="list-style-type: none"> <li>• Cloud Computing Software &amp; Services</li> </ul>
<b>AUGUST</b>	Ad Close..... 7/07/17 Materials Due..... 7/14/17 Distribution.....8/01/17	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• Compliance</li> <li>• Big Data</li> <li>• Hardware</li> </ul> <b>PLUS: Commentary from our Contributors</b>	<ul style="list-style-type: none"> <li>• Mobile Device Management Software &amp; Services</li> </ul>
<p><b>Software Magazine's 2017 Software 500 Issue</b>  <b>35th Annual Ranking of the World's Largest Software &amp; Services Providers</b></p> <p><b>Contact <a href="mailto:survey@softwaremag.com">survey@softwaremag.com</a> for information on how to be considered for the Software 500 ranking. Submission deadline for 2017 is June 2, 2017.</b></p>			
<b>NOVEMBER</b>	Ad Close..... 10/10/17 Materials Due.....10/17/17 Mail Date..... 11/3/17	<ul style="list-style-type: none"> <li>• <b>SOFTWARE 500 OVERVIEW &amp; RANKING</b></li> <li>• IP Protection</li> <li>• Application Development</li> <li>• Business Intelligence</li> <li>• Cloud Technology</li> </ul> <b>PLUS: Commentary from our Contributors</b>	<ul style="list-style-type: none"> <li>• Security Software &amp; Services</li> <li>• Financial Applications &amp; Services</li> </ul>