2016 Managed Services, Networking, Security, Backup & Recovery Editorial Calendar

Business Solutions
Growth Strategies For The IT Channel

JAN
Best Channel Vendors Report

- ● Managed Services
- ■ Network Security
- ◆ Backup & Recovery

*Ad deadline: 12/4/15   Magazine mails: 12/23/15

FEB

- ● Network Security
- ■ Backup & Recovery
- ■ Video Surveillance
- ◆ Managed Services
- ✳ RMM Tools

*Ad deadline: 1/5/16   Magazine mails: 1/25/16

MAR

- ● Cloud Backup
- ✪ State Of The Managed Services Industry
- ■ Network Security
- ◆ Unified Communications

*Ad deadline: 2/3/16   Magazine mails: 2/23/16

APR
Partner Program Insider

- ● Managed Services
- ● IP Video Surveillance
- ✪ VAR/MSP Marketing Best Practices
- ■ Business Continuity
- ■ Mobility
- ◆ Network Security

*Ad deadline: 3/7/16   Magazine mails: 3/24/16

MAY

- ● Backup & Recovery
- ■ Unified Communications
- ◆ RMM
- ✳ Network Security

*Ad deadline: 4/5/16   Magazine mails: 4/22/16

JUNE

- ● Cloud Security
- ✪ Retail Data Security
- ■ Managed Services
- ◆ Backup & Recovery

*Ad deadline: 5/5/16   Magazine mails: 5/24/16

JULY

- ● PSA Tools
- ● Mobility
- ✪ Expanding Your Line Card
- ■ Backup & Recovery
- ■ Network Security
- ◆ Managed Print

*Ad deadline: 6/7/16   Magazine mails: 6/24/16

AUG

- ● Managed Services
- ■ Cloud Backup
- ◆ Network Security
- ✳ Backup & Recovery

*Ad deadline: 7/6/16   Magazine mails: 7/25/16

SEPT
VAR's Guide To Healthcare IT Trends

- ● Business Continuity
- ● Video Surveillance
- ◆ Cloud Services

*Ad deadline: 8/8/16   Magazine mails: 8/25/16

OCT

- ● Unified Communications
- ● RMM
- ■ Managed Services
- ■ Network Security
- ◆ Backup & Recovery

*Ad deadline: 9/6/16   Magazine mails: 9/23/16

NOV

- ● Network Security
- ✪ MSP Pricing
- ■ Cloud Storage
- ■ Video Management
- ◆ PSA

*Ad deadline: 10/5/16   Magazine mails: 10/25/16

DEC
Executive Insight Supplement

EXECUTIVE INSIGHT

- ● Managed Services
- ■ RMM
- ◆ Security
- ✳ PSA Tools

*Ad deadline: 11/4/16   Magazine mails: 11/23/16

● Channel Success Features   ✪ Special Features   ■ Case Studies   ◆ Tech Trends   ✳ Product Reviews

*The drop deadline for ad materials is noon Eastern Standard Time on the ad deadline date.
*The deadline for editorial is 14 weeks prior to the ad deadline date.

● Channel Success Features

Business Solutions' Channel Success Features focus on how one MSP, VAR, or software developer is growing its business by selling managed services and earning recurring revenue. These articles include sidebars on vendors' products and services that contribute to the featured company's growth.

✪ Special Features

These articles take a deep dive into the most significant trends impacting the channel and technology. Often tied to research data from trusted analyst firms, Special Features give solutions providers a thought-provoking view of the industry that can't be found elsewhere.

■ Case Studies

These articles describe how *your* product or service was implemented by an MSP, VAR, or software developer. Case Studies detail the implementation of managed services-related solutions that help customers improve efficiency, save money, increase revenue, and grow sales.

◆ Tech Trends

Industry experts provide up-to-date advice on the latest managed services developments and their effects on the channel. Tech Trends help channel companies grow their businesses, enter new vertical markets, and add complementary technologies.

✳ Product Reviews

The *Business Solutions* editorial team works hand-in-hand with trusted MSPs and VARs to test, compare, and review products from a variety of manufacturers.

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