

# EDIT CALENDAR 2012



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## JANUARY/FEBRUARY

**COVER STORY:** The Top 10 Enterprise Mobile Apps

**SECURITY:** Build a Bulletproof Mobile Security Policies Game Plan

**FOCUS ON:** The Enterprise App Store – Is it Time?

**CIO Q&A:** Creating an Effective Top-Down Enterprise Apps Game Plan

**IN THE FIELD:** Field-focused Apps – What Works

## MARCH/APRIL

**COVER STORY:** Wireless Infrastructure – What LTE Means for Enterprise Mobility

**SECURITY:** Videoconferencing – Security Holes You Must Know About

**FOCUS ON:** Unified Communications – Will BYOD Get in the Way?

**CIO Q&A:** Effective Strategies for Dealing with Mobile Service Provider Wireless Costs

**IN THE FIELD:** Mobile VPNs – The Right Mobile Strategy for Your Field Workforce?

## MAY/JUNE

**COVER STORY:** Top 5 Tablets in the Enterprise – What...and Why

**SECURITY:** Lost or Stolen Devices – What do you Really Need to Do?

**FOCUS ON:** The Right Mobile Apps – Native, HTML5 or Hybrid?

**CIO Q&A:** BYOD – What is the Most Effective Management Strategy?

**IN THE FIELD:** Is it Time to Reboot Your Mobile Field Services Strategy?



87% of print subscribers prefer receiving their magazines in the mail and in hard copy format

Source: CMO Council 2010 "Leveraging in Loyalty to Transform Publishing" Study.

## JULY/AUGUST

**COVER STORY:** The Annual Mobile Enterprise Salary Survey

**SECURITY:** Security Rightsizing – How Secure is Secure Enough?

**FOCUS ON:** Measuring the Cost of Mobile Deployments

**CIO Q&A:** What ROI is Most Important for Building Your Mobile Strategies?

**IN THE FIELD:** Using Mobility to Ensure Worker Safety

## SEPTEMBER/OCTOBER

**COVER STORY:** Mobile Operating Systems Head to Head – Will an Enterprise Champ Emerge?

**SECURITY:** Which Mobile OS Offers the Highest Levels of Enterprise Security?

**FOCUS ON:** [[None – pages dedicated to cover story]]

**CIO Q&A:** Working with Line of Business Leaders to Drive Great Mobile Apps

**IN THE FIELD:** The Mobile Field Office – and the Peripherals That Make it Happen

## NOVEMBER/DECEMBER

**COVER STORY:** The Mobilizer Awards 2012

**SECURITY:** Security Trends – What will be Necessary in 2013?

**FOCUS ON:** Cloud Computing –

**CIO Q&A:** 2013 Trends Roundup from our CIO Interviewees

**IN THE FIELD:** Is Simplicity Best for your Field Apps? A Look at Forms-based Mobility

For Topic Specific Supplements and Lead Gen, please see page 9

**BONUS TRADE SHOW DISTRIBUTION 2012** | CTIA Wireless • CTIA Enterprise & Applications • Field Service • Interop Spring • Interop Fall • IWCE • **Mobile Enterprise Executive Summit** • BlackBerry World • Enterprise Connect • SC 360

# LEAD-GENERATION OPPORTUNITIES



## SUPPLEMENTS

Each of our 6 supplements allows us to provide our readers with a deeper dive of editorial content on the specific topics listed. These special sections will be included in the print issue of Mobile Enterprise corresponding with the listed month and mailed to 22,000 enterprise executives charged with purchasing, deploying and managing mobility in their enterprise. It will also be distributed electronically via download, reaching an extended audience through MobileEnterpriseMag.com.

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### JANUARY/FEBRUARY

**MEAPS** – Which Platform is Right for You?

### MARCH/APRIL

**The Mobile Cloud A to Z** – What You Need to Know

### MAY/JUNE

**Mobile Device Management** – Understand All of Your Options

### JULY/AUGUST

**Rugged Devices** – Determining the Right Device and Price Ranges for Your Workforce Applications

### SEPTEMBER/OCTOBER

**Tablets in the Enterprise** – What's Working, in Partnership with The 451 Group

### NOVEMBER/DECEMBER

**Annual Outlook on Enterprise Mobility** – 2013, in Partnership with the Yankee Group



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# THOUGHT LEADERSHIP ONLINE SUPPLEMENT OPPORTUNITIES

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This bi-monthly online series from *Mobile Enterprise* magazine is an ideal lead-generation tool and means to demonstrate your leadership position in the mobility industry. Each gated online supplement will share the best new intelligence, ideas and products on specific topics of interest to our online audience of executives charged with purchasing, deploying and managing mobility and wireless solutions throughout the enterprise. These six online Thought Leadership supplements will be posted on [www.MobileEnterpriseMag.com](http://www.MobileEnterpriseMag.com) in February, April, June, August, October and December 2012.



**A 2011 Thought Leadership supplement produced more than 200 leads!**

## TOPICS FOR THE SIX 2012 ONLINE THOUGHT LEADERSHIP SUPPLEMENTS ARE:

**FEBRUARY:** In the Field - Delivering Happy Customers: The Multistep Mobile Plan You Need to Achieve Significant ROI and Customer Satisfaction

**APRIL:** The Hidden Enterprise Tablet Challenge: Managing the Potential Nightmare Scenario of Huge Tablet-driven Enterprise Wireless Data Costs

**JUNE:** Mobile B2C: Maximize Your Mobile Consumer Facing Apps Efforts

**AUGUST:** Mobile Managed Services: Are the Likes of the Large Tech Vendors Your Best Bet?

**OCTOBER:** Mobile Expense Management: Cost Control – A Critical Key to Successful Mobile Deployments

**DECEMBER:** Mobile Driven Business Intelligence: Successfully Meeting the Challenges of Real Time Mobile BI

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- + Promotion in our "Mobilizer" e-newsletter (each weekly issue blasts to 25,000+ end-users) for two months.
- + 2 dedicated e-blasts to 25,000+ opt-in subscribers, alerting them to download this supplement.

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