

# Digital Imaging **Reporter**

FOCUSED ON THE BUSINESS OF IMAGING

EDITORIAL  
CALENDAR

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2016



# EDITORIAL CALENDAR | 2016



## DIGITAL IMAGING COVERAGE OF CES 2016

**January 6, 2016**

### CES Show Issue

As an industry partner of CES 2016, *Digital Imaging Reporter* publishes an exclusive edition that covers CES 2016 from the perspective of the digital imaging category. The special issue is distributed at the Las Vegas Convention Center and targeted hotels, plus it is mailed to our subscription list, for a total circulation of 15,000. The magazine contains *DIR*'s signature Product Showcase as well as reportage on the imaging products and services introduced on CES's opening day, including rugged adventure cameras and action cams, interchangeable-lens cameras, lenses and a broad spectrum of imaging accessories. Also included is the latest business news.

**AD CLOSE: 12/1/2015**

**MATERIAL CLOSE: 12/10/2015**

**January 7, 2016**

### Ongoing CES Show Coverage

This follow-up edition brings you CES breaking news and photo-imaging related announcements no matter where they happen on the show floor. Distributed the morning of day 2 of CES 2016 and mailed to our subscriber base, this unique issue provides product debuts and informative interviews of show attendees. There is also coverage of the prestigious PMDA Awards ceremony, held each year on the eve of CES. Again, 15,000 copies are circulated.

**AD CLOSE: 12/1/2015**

**MATERIAL CLOSE: 12/10/2015**

**January 18, 2016**

### CES 2016 Wrap-Up Edition

To deliver more inclusive show coverage to a wider audience, this show wrap-up issue publishes just after CES closes. It summarizes major product introductions, imaging news and the technology trends gleaned from the all-important event. This quick-turnaround magazine brings show news and highlights to not just those industry members who attended CES but to our entire readership.

**AD CLOSE: 12/18/2015**

**MATERIAL CLOSE: 1/8/2016**

**MARCH 7**

### Ultra-Zoom Compacts/ 10<sup>th</sup> Rudy Awards/ Action Cameras

A growth spot in the point-and-shoot camera market, long-zoom models continue to increase in number and popularity; we'll look at the latest high-tech entries. *DIR* is also proud to unveil winners of the 10<sup>th</sup> Rudy Awards, which recognize attention-grabbing imaging products from companies big and small. Also included is a roundup of the hot action camera category.

**AD CLOSE: 2/22**

**MATERIAL CLOSE: 2/26**

**APRIL 11**

### 4K Video Evolution/Spring Lens Scene/Camera Bags/Gifts for Mom/The Printer Picture

We follow the evolution of Ultra HD, 4K video capabilities in more and more cameras, from DSLRs and mirrorless models to action cams and camcorders. And we continue our dedication to the optical category with this edition of the Spring Lens Scene. With Mother's Day not far off, we also present our selection of cameras that would make an enticing Gifts for Mom store display. This issue also contains the year's first installment of "The Printer Picture," focused on everything from all-in-one printers to large-format and back-end printers.

**AD CLOSE: 3/28**

**MATERIAL CLOSE: 4/1**

**MAY 9**

### 3<sup>rd</sup> Retailers' Choice Awards/ Mirrorless Roundup/Gadgets for Grads & Dads/Rental Department/360° Cameras

We again survey photo specialty retailers nationwide to find out which products they give top honors to in various imaging categories. And leading in technological innovation, mirrorless interchangeable-lens cameras continue to gain market share; we look at the leaders in this important segment. And who doesn't want to give dad and their favorite grad the best imaging gift? To help you point your customers to the trendiest presents, we give you our picks. Also, *DIR* looks at one of the hottest imaging categories—360° spherical cameras.

**AD CLOSE: 4/25**

**MATERIAL CLOSE: 4/29**

*This Issue Features Our Photo Book & Creative Printing Retailer Supplement*

**JUNE 6**

### Adventure Cameras/To-Go Travel Accessories/ Action Cam Accessories/ Dynamic Drones

Rugged, everything-proof P&S cameras continue to appeal to photographers from snapshooters to enthusiasts. These take-everywhere cameras are built to survive the harshest conditions to record life's adventures. Our editors also supply a must-take list of imaging accessories for summer travels, from memory cards to tripods. And since action cams and drones are the perfect summer imaging devices, *DIR* looks at the latest models in both segments for active lifestyles.

**AD CLOSE: 5/23**

**MATERIAL CLOSE: 5/27**

## July/August

Published on July 25

### E-tailer of the Year/photokina Preview/Back-to-School Promos/Photo Organization/Cameras & Cameraphones

One of our most-read issues, this yearly salute recognizes an e-tailer whose online business acumen and marketing prowess have increased sales at its brick-and-mortar locations. The key: using the Internet to drive retail. *DIR* also presents a preview of the big bi-annual photokina show in Cologne, Germany. Plus we'll see how retailers are getting back-to-school shoppers in their stores with smart promotions. And with personal imaging collections growing daily, we ask experts for tips on how consumers can manage and organize their photos so they can do more with them. Plus, we examine the marriage of cameras and cameraphones to take, view and share images and video.

**AD CLOSE: 7/11**  
**MATERIAL CLOSE: 7/15**

## September 12

### State of the Industry/Lenses for Mirrorless Models/Large-Sensor Cameras/ Long-Zoom Cameras

*Digital Imaging Reporter's* State of the Industry offers insightful analysis and industry assessments from more than 30 manufacturer and organization executives, analysts and retailers in the industry. They give us their take on the business year and their outlook for the future. And in two separate articles, our editors highlight the newest models in two important imaging categories: large-sensor cameras and long-zoom P&S bridge cameras.

**AD CLOSE: 8/29**  
**MATERIAL CLOSE: 9/2**

## October 10

### Enthusiast ILC Cameras/photokina Wrap-Up/The Printer Picture

Jason Schneider reports on enthusiast-aimed, interchangeable-lens cameras—mirrorless and digital SLRs—that continue to support the imaging industry. He looks at the latest technology, specs and ease-of-use features that make these amazing photography tools top sellers. We also recap the announcements and debuts at photokina, giving you a peek at what will soon come to the U.S. Plus, this issue includes the fall installment of "The Printer Picture," with news on the latest on-site and on-location printers.

**AD CLOSE: 9/26**  
**MATERIAL CLOSE: 9/30**

## November 7

### Step-Up ILCs/Fall Lens Scene/Mobile Commerce

This magazine delivers the lowdown on entry-level DSLRs and mirrorless, interchangeable-lens cameras that can entice your point-and-shoot customers to step up to the next level. But we don't stop with the cameras: also included is the Fall Lens Scene, highlighting the newest glass. And with today's competitive market, every retailer needs an edge; we look at mobile commerce strategies to help your bottom line.

**AD CLOSE: 10/24**  
**MATERIAL CLOSE: 10/28**

This Issue Features Our *Photo Book & Creative Printing Retailer* Supplement

## December 5

### 2016 Dealer of the Year/CES 2017 Preview/Retailer Roundtable: Custom Framing

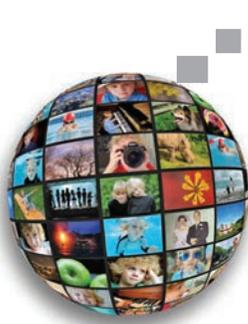
We again honor our Dealer of the Year—a resourceful specialty retailer with outstanding sales performance, business savvy and innovative marketing strategies. We also take a look ahead to CES 2017, providing a preview of the digital imaging products and news that will break in Vegas. And this issue's Retailer Roundtable discusses an important retail category—custom framing.

**AD CLOSE: 11/21**  
**MATERIAL CLOSE: 11/25**

## DIReporter.com

DIReporter.com provides the imaging community with up-to-the-minute industry and consumer news. DIReporter.com is updated as industry-related stories break on the business wire and provides the most comprehensive and timely look at the imaging industry, including new product introductions. Targeted advertising opportunities are available, so stay on top of the news and in front of your customers on DIReporter.com.





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**RoseEllen Sanfilippo** – Executive Editor  
**Kerri Ball** – Art Director  
**Jill Vedric** – Art Director  
**Tracy Mack-Jackson** – Webmaster

## AWARD-WINNING COLUMNISTS

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**Kim Brady:** *Creative Printing*

**Skip Cohen:** *Today's Lesson Plan*

**Don Franz:** *Finisher's Corner*

**Bob McKay:** *Zooming In*

**Alice B. Miller:** *Giving Back*

**Gaby Mullinax:** *What Have You Printed on Lately?*

**George Schaub:** *Selective Focus*

**Jon Sienkiewicz:** *Market Sense*

**Matt Sweetwood:** *Retail Intelligence*

Send all press information to:  
[roseellen@photoreporter.com](mailto:roseellen@photoreporter.com)

## CORPORATE OFFICE

**Alan Levine** – Publisher  
[alevine@photoreporter.com](mailto:alevine@photoreporter.com)

## Photo Industry Reporter, Inc.

7600 Jericho Turnpike, Suite 301  
Woodbury, NY 11797  
Phone: 516-364-0503  
Fax: 516-364-0140