

| Issue | Ad CLOSING | Material CLOSE | STREET DATE | BONUS DISTRIBUTION | SPECIAL FEATURES |
|-------------------|------------|----------------|-------------|---|--|
| September | Aug 10 | Aug 17 | Aug 31 | - Ad Club OOH Day | The next big thing(s). Agencies on the cusp. Brands on the brink. The next icons... |
| | Aug 3 | Aug 10 | | | SPONSORED SUPPLEMENTS Mobile Marketing/Holiday Gift Guide |
| October | Sept 7 | Sept 14 | Sept 28 | - AToMiC - ICE Awards - NABS West Edmonton - NABS West Vancouver | Brand of the Year The brands that own it. They figured out how to move consumers, made it so, and are gleefully reaping rewards & building on that foundation. |
| | Aug 31 | Sept 7 | | | SPONSORED SUPPLEMENTS Creative Agencies/Sports Marketing |
| November | Oct 9 | Oct 16 | Oct 30 | - Strategy's 20th Annual Agency of the Year/ Media Agency of the Year Gala | strategy's 20th annual Agency of the Year Just making the shortlist is cause for celebration. To win, you need the five most creative AND strategic campaigns of the year. Get on that. |
| | Oct 2 | Oct 9 | | | + Media Agency of the Year The top media agencies and the top media director(s), as chosen by their media partners (because who else sees all the plans and has insider deal making intel)? |
| | | | | | + BIG Agencies are doing serious work for brands - beyond advertising. The BIG awards recognize these significant & successful agency/marketer collaborations. Big ideas for big clients. With big impact. Enter your case and see how it measures up. |
| | | | | | SPONSORED SUPPLEMENT Custom Publishing |
| CMA Awards | Nov 2 | Nov 6 | Nov 27 | - Distributed at the awards & mailed with the December issue of <i>strategy</i> | CMA Official Show Guide The winning cases revealed. The best direct, interactive, loyalty programs, brand building, PR and promotions. |

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| December/ January | Nov 27 | Dec 2 | Dec 11 | | <p>Marketer of the Year The folks behind the brands you couldn't miss. In a good way. They debuted sticky loyalty schemes, plotted customer-centric innovation and displayed all-round advertising genius. Canada's ad idols and the overall winner, as per peer voting.</p> <p>+6th Annual Canadian Marketing State of the Universe This annual survey of Canadian marketing execs asks the burning questions that inform our state of the nation report - from "does your agency's creative measure up?" to "do you sway your CEO?"</p> <p>SPONSORED SUPPLEMENT Unconventional Upfronts</p> |
| February | Jan 6 | Jan 9 | Jan 22 | <ul style="list-style-type: none"> - Cassies Awards Gala - FDSA Flyer Symposium - U of T Marketing Association | <p>Creative Report Card Yes, we know you've been counting your trophy haul. But so have we. And using a scientifically calibrated formula, we'll reveal the most winning advertiser, agency and creatives in Canada.</p> <p>SPONSORED SUPPLEMENT Out-of-home</p> |
| March | Feb 5 | Feb 12 | Feb 26 | <ul style="list-style-type: none"> - ACA Sponsorship Marketing Annual Conference | <p>Design Diaries The value of good design has been universally recognized since the time before branding, and yet, the ways and means brands implement design-thinking continue to grow in scope and importance. <i>Strategy</i> goes behind the scenes with some key players to chronicle the role of design in recent brand inventions and reinventions.</p> <p>SPONSORED SUPPLEMENTS Flyers/Radio</p> |
| April | Mar 5 | Mar 12 | Mar 26 | <ul style="list-style-type: none"> - CMDC Conference - eMetrics Marketing Optimization Summit - <i>Stimulant</i> Presents: Shift Disturbers | <p>Understanding Youth <i>Strategy</i> has a history of going deep with youth marketing - tapping the experts and the latest research, and asking the kids themselves what they think about brands. Our UY issue covers smart youth-centric campaigns, new ways brands are connecting with youth, and most importantly, which brands are clicking - and why.</p> <p>SPONSORED SUPPLEMENT Online Destinations</p> |
| | Feb 27 | Mar 6 | | | |

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| May | Apr 9 Apr 2 | Apr 16 Apr 9 | Apr 30 | <ul style="list-style-type: none"> - Bessies - CMA2010 National Convention and Trade Show - CNA/CCNA "Ink & Beyond" Conference - BC AMA Vision Conference - STORE – Canada's Retail Conference - Canada's Next Top Ad Exec | <p>strategy's cause + action Awards Increasingly, consumers are seeking brands that are taking a stand and making change in areas such as sustainable development, diversity, and a wide range of cause and social action programs. Since developing a compelling social strategy, and one that is tied to brand DNA is becoming more crucial, strategy is celebrating the folks who are getting it right.</p> <p>Media Feature Next Media Stars Part 1 Every year strategy asks media agency brass to identify their stars – and then shares the caliber of media thinking that is making waves. In this two-part series, those next gen media mavens are profiled, as is the innovative work that earned them the nod.</p> |
| June | May 7 May 1 | May 14 May 8 | May 28 | <ul style="list-style-type: none"> - Search Engine Strategies Conference - Strategy's 13th Annual Understanding Youth Conference - Cannes Lions | <p>Stimulant <i>Strategy</i> features a pullout issue of its creative little sister brand, stimulant, featuring the best Canadian ad ideas of the year – curated for Cannes. It's a keeper.</p> <p>Media Feature Next Media Stars Part 2 <i>Strategy</i> profiles more of the up-and-coming media talent identified by the industry, and examines the connection planning propelling the stars.</p> <p>SPONSORED SUPPLEMENT Search Engine Marketing</p> |
| July/August | TBD TBD | TBD TBD | TBD | | <p>Fall TV The whole shebang. The programming, the strategies, the upfront intel.</p> <p>SPONSORED SUPPLEMENT Integrating Interactive</p> |