

# Editorial Calendar 2010

## Editorial Profile

Design Edge Canada is the source for graphic design news and trends. It's an essential read for graphic designers who want to stay informed on the issues affecting their industry, the strategies growing their business and the trends shaping their craft. Design Edge also profiles the industry's newsmakers,

tracks job movement across the country, reviews the latest products and technologies, highlights trends, showcases innovative work, conducts industry surveys and market forecasts, and reports on design themes such as colour and type—all in a fun, informative and attractive package.

Issue	Cover Feature Package	Notable Events	Ad Closing	Material Due	Mailing
Jan/Feb 2010	<b>The games issue</b> Design at the Olympics	Vancouver Winter Olympics Feb 12 - 28	Nov 20	Nov 25	Jan 7
March/April 2010	<b>International outlook</b> A look at design from around the world	Icograda Design Week Apr 26 - 29	Jan 21	Jan 27	Feb 26
May/June 2010	<b>The sales issue</b> How to sell design (and prove ROI)	FITC Show Apr 25 - 27	Mar 11	Mar 17	Apr 15
Jul/Aug 2010	<b>The awards issue</b> Introducing the Regional Design Awards		May 18	May 21	Jun 23
Sept/Oct 2010	<b>NEW! Top 50</b> Our ranking of the Top 50 design agencies in Canada, plus Top 10 designers to watch	DesignThinkers Nov 11 - 12	Jul 22	Jul 28	Aug 27
Nov/Dec 2010	<b>The type issue</b> A typographic tutorial for print and web, plus Design City show guide	Print World Nov 20 - 22	Sept 23	Sept 29	Oct 29
Jan/Feb 2011	<b>Before and after</b> Strategically (and financially) successful redesigns		Nov 29	Dec 2	Jan 10

\*\*Editorial calendar subject to change



**Voted Magazine Of The Year (Trade Category), Canadian Society of Magazine Editors, 2008 & 2009**

### FEATURES EACH ISSUE

**Newsmakers:** a profile on a designer

**Case Study:** insider's look at design project

### COLUMNS

**Mind Your Business by Craig Swistun:** how-to's on running a successful design practice

**Tool Tips by Bob Atkinson:** reviews on the latest software and hardware for design professionals

### DEPARTMENTS

**Short Takes:** a Top 10 list, events calendar, typography contest and logo redesign feature

**News on Design:** the latest news in Canada's graphic design industry

**Trendspotting:** social and market trends affecting design

**Creatives on the Move:** a listing of recent job appointments and promotions

**Resource Directory:** our classified ad section for industry suppliers

**International Edge:** graphic design from around the world

## Your contacts at Design Edge Canada

### EDITORIAL



**Ann Meredith Brown**  
EDITOR  
905-625-7070, ext. 280  
abrown@designedgecanada.com

### ADVERTISING



**Kim Carmichael**  
ACCOUNT MANAGER  
905-625-7070, ext. 252  
kcarmichael@designedgecanada.com

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