

SOHE 2011 Editorial Calendar

Send dates are noted below; order and ad deadlines are in parentheses.

- Print: 6x frequency - 16,477 circulation¹
- Digital: 12x frequency - 30,000 circulation²
- ★ Feature
- TI Technical Innovations

Mail/Send date shown in circle Closing Dates* Value Added

Month	Frequency	IO: Art	Value Added	EDITORIAL FOCUS						TECHNOLOGY eNEWSLETTERS							INDUSTRY eNewsletters	Special Digital Opportunities			
				Powertrain & Energy	Electronics	Hydraulics	Materials	Testing & Simulation	Product Development & Systems Engineering	Off-Highway Engineering	NEW! SAE Connected Vehicle	NEW! SAE Heavy-Duty	SAE Hybrid & Electric Vehicle	SAE Materials	SAE Testing & Simulation	SAE Vehicle Engineering			Commercial Vehicle		
January	13 Digital	IO: Jan 3 Art: Jan 4		★					TI											Hybrid Preview Jan. 19 [Jan. 12]	
February	4 Print	IO: Jan 10 Art: Jan 13		TI	★	TI	★	★												SAE Vehicle Electrification Supplement Feb. 23 [IO: Feb. 11] [Art: Feb. 14]	
	17 Digital	IO: Feb 7 Art: Feb 8			TI	★															
March	10 Print	IO: Feb 11 Art: Feb 16	Congress package, ConExpo package plus bonus distribution at both	★	★	★	TI	TI												Hybrid Review Mar. 3 [Feb. 23]	
	31 Digital	IO: Mar 21 Art: Mar 22		TI			★													Congress Preview Mar. 22 [Mar. 15]	
April	14 Digital	IO: Apr 4 Art: Apr 5				TI		★												Congress eDaily Apr. 12, 13, 14 [Mar. 31]	
May	5 Print	IO: Apr 7 Art: Apr 12	Profile issue	★	★	★	★	★	Annual Product Guide, Executive Viewpoints for Product Development & Systems Engineering											Congress Review May 5 [Apr. 28]	
	26 Digital	IO: May 16 Art: May 17			TI		★													SAE Vehicle Electrification Supplement May 25 [IO: May 13 • Art: May 16]	
June	16 Digital	IO: Jun 6 Art: Jun 7				TI		★													
July	7 Print	IO: Jun 10 Art: Jun 15	Advertiser Study	★	★	★	TI	TI													
	28 Digital	IO: Jul 18 Art: Jul 19		TI			★														
August	11 Digital	IO: Aug 1 Art: Aug 2		TI		★			SAE Commercial Vehicle Preview											ComVec Preview Aug. 23 [Aug. 16]	
September	1 Print	IO: Aug 5 Art: Aug 10	ComVec Event Guide package and bonus distribution	★	★	★	TI	TI	SAE Commercial Vehicle What's New												SAE Vehicle Electrification Supplement Aug. 24 [IO: Aug. 12 • Art: Aug. 15]
	22 Digital	IO: Sep 12 Art: Sep 13			TI		★														
October	13 Digital	IO: Oct 3 Art: Oct 4		TI				★												ComVec Review Oct. 6 [Sept. 28]	
November	3 Print	IO: Oct 7 Art: Oct 12	Advertiser Study	★	★	★	TI	TI													SAE Vehicle Electrification Supplement Nov. 30 [IO: Nov. 16] [Art: Nov. 17]
	17 Digital	IO: Nov 7 Art: Nov 8		★		TI															
December	15 Digital	IO: Dec 5 Art: Dec 6			★		TI														