

Magazines & Journals

- 85 Accounting Technology**
Facts on File
11 Penn Plaza
17th Floor
New York, NY 10001-2003 212-967-8800
FAX: 212-967-9196
Theodore Needleman, Editor
Accounting news and information. \$56.95
Monthly
Circulation: 30,000
Special Issues:
Tax Season Preview
Jan./Feb.
Special Tax Issue
October
Tax Prep Online
December
- 86 Accounting Today**
Thomson
395 Hudson Street
5th Floor
New York, NY 10014 212-337-8444
800-260-2793
FAX: 212-337-8445
E-mail: AcToday@amgps.com
<http://www.electronicaccountant.com>
Kathleen Major, Managing Editor
Covers accounting and auditing standards, taxation
and management.
54 pages
Special Issues:
Tax Season Preview
January
CPA Wealth Provider
January
CPA Wealth Provider
April
Accountant's Guide to the Internet
May
Firm of the Future
June
CPA Wealth Provider
July
Tax Software Preview
October
CPA Wealth Provider
October
Professional Liability Insurance Buyers Guide
October
Pre-Season Staffing Strategies
November
Portfolio & Client Management
November
Gearing Up for Tax Season
December
- 94 CPA Software News**
Cygnus Business Media
110 N Bell Street
Suite 300
Shawnee, OK 74801 405-275-3100
800-456-0864
FAX: 405-275-3101
E-mail: editor@cpasn.com
<http://www.cpasn.com>
Shari Dodgen, Publisher
Melody Wrinkle, Managing Editor
Phillip Dunford, Technology Editor
The independent voice for accountants' software.
8x/Yr
Circulation: 50,000+
Special Issues:
Tax Season Survival Guide
January/March
Constructionning
April/May
1040 Tax
June/July
Software Selection Guide
August
Payroll
September
Not-for-Profit
October
Manufacturing
November
W-2/1099 Tax
December
- 98 Employer Practices**
American Payroll Association
660 N Main Avenue
San Antonio, TX 78205 210-226-4600
FAX: 210-222-8548
<http://www.americanpayroll.org>
Special Issues:
Buyer's Guide
Staffing solutions for payroll, accounting & HR
Spring
Buyer's Guide
Consulting services
Summer
Buyer's Guide
Payment options: checks, forms & supplies
Fall
Buyer's Guide
Benefits administration outsourcing
Winter
- 99 Financial Executive**
Financial Executives International
10 Madison Avenue
Suite 8
Morristown, NJ 07962-1938 973-898-4600
800-336-0773
FAX: 973-538-6144
<http://www.fe.org>

Jeffrey Marshall, Editor in Chief
Laura Avello, Art Director
Ellen M. Heffes, Managing Editor

Addresses accounting and treasury subjects, as well as overall strategies in corporate financial management. \$59.00

72 pages 9x Year Founded: 1931

Circulation: 16500

Printed in 4 colors on glossy stock

Special Issues:

Best Practices
March/April
Financing for Growth
September

101 Insight

Illinois CPA Society
222 S Riverside Plaza
Suite 1600
Chicago, IL 60606-5808

312-993-0407

FAX: 312-993-9954

E-mail: jwinn@stametinc.com

<http://www.icpas.org>

Julia Winn, Publisher

Editorial content focuses on practical issues affecting professional development. \$20.00

Quarterly

Circulation: 26,500

Special Issues:

Annual International Business Special Issue
July
Annual Technology Special Issue
August

114 National Public Accountant

National Society of Accountants
1010 N Fairfax Street
Alexandria, VA 22314-1574

703-549-6400

800-966-6679

FAX: 703-549-2984

E-mail: jfelski@nsacct.org

<http://www.nsaacct.org>

Jody Felski, Editor \$20.00

48 pages 10x Year Founded: 1945

Circulation: 20,000

Special Issues:

General Accounting Issues
Feb./March
Professional Development
April/May
Marketing your Small Business
June
Financial & Estate Planning
July
Small Business Profits
August
Diversifying your Business
September
Technology
October
Legislative
November
Tax Topics
December

119 Paytech

American Payroll Association
660 N Main Avenue
San Antonio, TX 78205

210-226-4600

FAX: 210-222-8548

<http://www.americanpayroll.org>

Special Issues:

Buyer's Guide
January
APA's 20th Anniversary Congress Preview
March
Outsourcing Issues & Trends
July
APA Congress Coverage & Awards
Aug./Sept.
Countdown to Year-End
October

121 Practical Accountant

395 Hudson Street
5th Floor
New York, NY 10014

212-967-7000

FAX: 212-564-9896

E-mail: catherine.vinci@tfn.com

<http://www.electronicaccountant.com>

Peter Gottlieb, Editor \$65.00

82 pages Monthly

Special Issues:

CPA Wealth Provider
January
Survey of Regional Accounting Firms
April
CPA Wealth Provider
April
Accountant's Guide to the Internet
May
Firm of the Future
June
CPA Wealth Provider
July
Online Payroll
August
Practical Innovation Awards
September
Small Business Consulting
September
CPA Wealth Provider
October
Portfolio & Client Management
November
Insurance
December

122 Practical Tax Strategies

RIA Group
395 Hudson Street
New York, NY 10014

212-807-2966

FAX: 212-337-4207

E-mail: bscharin@riag.com

Bob D. Scharin, Editor

Features offer in-depth articles and technical notes on taxation. \$145.00

64 pages Monthly

Circulation: 12,000

Special Issues:

New Minimum Distribution Rules for IRAs

April
New Guidance for Employee Benefits
April
U.S. Supreme Court Decision on S corporation discharge-
of-debt income
April

127 Strategic Finance

Institute of Management Accountants
10 Paragon Drive
Montvale, NJ 07645-1718

800-638-4427
FAX: 201-573-0559
E-mail: ima@imanet.org
<http://www.imanet.org>

Robert F. Randall, Assistant Publisher
Kathy Williams, Editor
Lisa Nasuta, Production Manager

Offers the latest financial and accounting techniques
to help companies reduce costs and increase profits.
\$130.00

80 pages Monthly

Circulation: 80,000

Printed in 4 colors on glossy stock

Special Issues:

Annual IMA Salary Survey

June

Mutual fund selection guide for individuals and trustees

November

Newsletters

230 Financial Advertising Review
Business Word
5350 S Roslyn Street
Suite 400
Greenwood Village, CO 80111-2125 303-290-8500
800-328-3211
FAX: 303-290-9025
E-mail: customer.service@businessword.com
<http://www.businessword.com>

Tom Rees, Managing Editor
Donald E.L. Johnson, Publisher
Review of financial institution advertising print ads,
radio, TV, outdoor, direct mail. \$294.00
32 pages Monthly Founded: 1979
Circulation: 1000 1000 names \$375 per M.
Printed in 1 color on matte stock

Special Issues:
Index Issue
December

Magazines & Journals

234 AdAge Global
Crain Communications
711 Third Avenue
New York, NY 10017 212-210-0738
FAX: 212-210-0111
<http://www.adageglobal.com>

Covers the world's advertising, marketing and media industries. Offers in-depth news analysis, extended media coverage and creative works. Provides the latest breaking news, e-mail alerts, extra regional news and new commercials each day.

Special Issues:
Global Agency of the Year
January
Top Global Ad Markets
April
Global Media Buying/Planning
June
Top 100 Directors
June
Global Salary Survey
August
Advertising Effectiveness Awards
November

235 Advertiser
Decker & Decker Association of Nat'l Advertisers
120 E 38th Street
New York, NY 10016 212-683-1345
FAX: 212-683-1296
E-mail: theadvisor@juno.com
<http://www.ana.net>

Jack Decker, Editor
Dave Decker, Production Manager
Robin Webster, Circulation Director
Offers news and events in the advertising industry.
Founded: 1910
Circulation: 25,000

Special Issues:
E-Business Issue
January
Media Outlook Issue
March
Global/Financial Marketing Issue
April
Business-to-Business Issue
June
Integrated/Event Marketing Issue
July

236 Advertising Age
Crain Communications
711 Third Avenue
New York, NY 10017-4036 212-210-0156
800-678-9595
FAX: 212-210-0111
E-mail: smcnally@crain.com
<http://www.adage.com>

David Klein, Publishing Director
Jill Manee, Publisher
Weekly newspaper for the advertising and marketing field. Accepts advertising. \$79.00
Weekly

Special Issues:
Agency Report: Financial Rankings
April
Special Issue: Tools of the Trade
April
Interactive Media & Marketing Agency Rankings
May
Marketing Services Rankings
May
Ad Age Best Awards
May
EFFIE Awards Program Guide
June
Kelly Awards Program Guide
June
Megabrands: An Exclusive Ranking of the Nations Top Brands
July
Obie Awards Guide
September
Obie Awards Guide
September
Magazine Forecast
October
Salary Surveycast
October
Year in Review
December

237 Advertising Age's Creativity
Crain Communications
220 E 42nd Street
New York, NY 10017-5806 212-210-0100
FAX: 212-210-0497
E-mail: tkattlem@crain.com
<http://www.crain.com>

Terry Kattleman, Executive Editor
 Contains current analysis of trends and showcases outstanding photography, design, typography and illustration. \$39.00
10x Year
Circulation: 22,154

Special Issues:

World's Best Agencies: Zenith List Hot Regional Agencies II
July
 Agency of the Year plus Best/Worst Advertising
December

239 Adweek

VNU
 770 Broadway
 New York, NY 10003
 646-654-5000
 FAX: 646-654-5886

Michael E. Parker, Group Publisher
 Adweek gives readers in the advertising community the global and national news they need, plus the local and metro news that no other advertising magazine can deliver. \$145.00
80 pages Weekly
Circulation: 36,032
Printed in 4 colors on glossy stock

Special Issues:

NATPE: Show Issue, Agency of the Year
January
 Agencies of the Year, Big Spenders
April
 ICON Awards
May
 Media Special: Cable, Plan of the Year
June
 Interactive Outlook, Media Outlook
September
 Marketers of the Year
October
 Youth Marketing Special Report
November

243 Agency Magazine

American Association of Advertising Agencies
 405 Lexington Avenue
 18th Floor
 New York, NY 10174-1801
 212-682-2500
 FAX: 212-682-8391
 E-mail: obd@aaaa.org
<http://www.aaaa.org>

Joyce Harrington, Editor
 Offers an advertising agency perspective on current business topics and issues.
Quarterly
Circulation: 32,000

Special Issues:

Management Conference and Annual Meeting
Spring
 Media Conference and Trade Show
Winter

245 American Demographics

Intertec Publishing
 11 River Bend Drive S
 PO Box 4949
 Stamford, CT 06907-0949
 203-358-9900
 FAX: 203-358-5832
 E-mail: forecast@demographics.com
<http://www.demographics.com>

Kerry J. Smith, Publisher
 Seema Nayyar, Editor
 Lists demographics and statistics pertinent to today's lifestyle, business and current events. Reviews the latest research on the future. Each issue contains exclusive news, a valuable roundup of the best sources of forecasting information, plus important alerts about upcoming opportunities. \$19.00
Monthly Founded: 1986

Special Issues:

Green Marketing
January
 The Ogilvy Awards
March
 Demographics of Tipping for Services
May
 Immigration
 Exclusive research in Xenophobia.
June
 The New Family Vacation: Trends in Travel
August
 Marketing Tools Sourcebook
September
 Census Quarterly Report
September
 Direct Marketing
October
 Raiding the Fridge: The Changing American Palette
November

248 B-to-B

Crain Communications
 740 N Rush Street
 Chicago, IL 60611-2590
 312-649-5200
 FAX: 312-649-5462
<http://www.btobonline.com>

Special Issues:

Year in Review
January
 Annual 25 Leading E-Champions
March
 Top 25 B-to-B Agency Rankings
June
 Top 100 B-to-B Advertisers & Top Interactive Advertisers
October
 Sawyer Awards for Creative Advertising
November
 Annual Salary Survey
December

251 Corporate Logo Magazine

Virgo Publishing
 3300 N Central Avenue, Suite 2500
 PO Box 40079
 Phoenix, AZ 85012
 480-990-1101
 FAX: 480-990-0819
 E-mail: tcl@vpico.com
<http://www.corporatelogo.com>

Maureen Williams, Publisher
Teri Carnicelli, Editor
Gives the promotional products distributor the power to grow their business in competitive marketplace.

Circulation: 20,000

Special Issues:

Annual Industry Buyer's Guide
January
Top 40 Creative Concepts
September
Year In Review, Preview of New Products
December
Poster-Size Planning Calendar
December

253 Creativity

Crain Communications
711 Third Avenue
New York, NY 10017-4036 212-210-0100
FAX: 212-210-0440
E-mail: edit@adage.com
http://www.adage.com

David Klien, Publishing Director
Jill Manee, Publisher

Focuses exclusively on the creative process of advertising. Creativity profiles top creative people and advertising agencies.

Special Issues:

Creativity's Salary Review
February
Hot Creative Teams
March
International Issue
April
Design Issue
May
The Zenith List Agency Award Shows Scoreboard
July/August
The Client Issue
September
Best/Worst Advertising
October
Agency of the Year
December

257 IQ News

ADWEEK
770 Broadway
7th Floor
New York, NY 10003 646-654-5125
FAX: 646-654-5351
E-mail: publisher@adweek.com
http://www.adweek.com

Weekly magazine about new media and Internet marketing.

Special Issues:

Interactive Agencies of the Year
February
Consumer Magazines
March
Reggie Awards
March
Wireless Advertising Special

April
Newspaper Publishing
April
Trade Magazine
May
Plan of the Year
June
Interactive Outlook
August
Media Outlook
September
Magazine Publishing
October
Media Allstars
December
Year in Review
December

262 Journal of Euromarketing

Haworth Press
10 Alice Street
Binghamton, NY 13904-1580 607-722-5857
800-429-6784
FAX: 607-722-4583
E-mail: getinto@haworthpressinc.com
http://www.haworthpress.com

Bill Cohen, Publisher
Jackie Blakeslee, Advertising Liaison
Sandra Jones Sickels, VP Marketing

This journal will create a forum that fosters conceptual understanding of the European markets and marketing systems. \$75.00
110 pages Quarterly Founded: 1990
Circulation: 350 300 names \$95 per M.
Printed in 1 color on matte stock

Special Issues:

Foreign Direct Investment and Strategic Alliances in Europe
Spring

265 MC Magazine

ADWEEK
770 Broadway
7th Floor
New York, NY 10003 646-654-5125
FAX: 646-654-5351
E-mail: publisher@adweek.com
http://www.adweek.com

Monthly magazine dedicated entirely to technology marketing.

Special Issues:

Feature Package: Staying Power
January
Annual Package: Agencies of the Year
April
Annual Package: Mass Market
May
Annual Package: The Influencers Report
June
Annual Package: CEO Image Index
December

266 MC Technology Marketing Intelligence

ASM Communications
770 Broadway
7th Floor
New York, NY 10003
646-654-5000
FAX: 646-654-5886

Ami Brophy, Publisher

MC offers saturation coverage of a marketing decision-makers at the 1,000 high-tech companies. These companies account for 90% of all advertising and promotion spent on high-tech products and services.

\$50.00

100 pages Monthly

Circulation: 19,479

Printed in 4 colors on glossy stock

Special Issues:

Agencies of the Year

April

ICON Awards

May

The Influencers Report

June

Top IT Journalists

June

Marketers of the Year

July/August

Tech CEO Image Index

December

267 Marketing Computers

770 Broadway
New York, NY 10003-8901
646-654-5000
FAX: 646-654-5886
<http://www.marketingcomputers.com>

Jeffrey O'Brien, Editor

Lou Seager, Production Manager

Chris Wessel, Circulation Director

Chris Heyen, Contact

MC is edited for advertising and marketing executives in the high-tech industries. The publication covers interpretive news, timely big picture features, departments, and analysis by staff editors and industry experts. \$5.00

Monthly

Circulation: 15,484

Special Issues:

Agencies of the Year, Big Spenders

April

ICON Awards

May

Marketers of the Year

July

270 Mediaweek

ASM Communications
770 Broadway
7th Floor
New York, NY 10003
646-654-5125
FAX: 646-654-5886
E-mail: publisher@adweek.com
<http://www.adweek.com>

Michael E. Parker, Group Publisher

Mediaweek's highly targeted circulation covers media decision-makers at the top 350 ad agencies in America, all top buying services and client media departments.

60 pages Weekly

Circulation: 21,208

Printed in 4 colors on glossy stock

Special Issues:

NATPE: Show Issue

January

4 A's Media Conference

February

4 A's Post Media Conference

March

TV Station Report

April

National Magazine Award

May

Fall TV Report

September

Cable Report

November

273 Out-of-Home Advertising Magazine

SRDS
7040 Gadsen Highway
Suite 104
Trussville, AL 35173-2666
205-655-9399
877-688-6346
FAX: 205-655-9399
E-mail: rkennamer@oam.net
<http://www.oam.net>

Barbara Grahn, Editor

Companies offering out-of-home advertising opportunities, such as aerial or inflatable display, airports, bus benches, bus shelters, hotels, in-flight, in-store, transit and outdoor and event marketing. \$149.00 Annual

Special Issues:

Financial Issue

May/June

Awards Issue

July/August

Creative Issues

September/Oct.

274 POP Design

Hoyt Publishing
7400 Skokie Boulevard
Skokie, IL 60077-3339
847-675-7400
FAX: 847-675-7494
E-mail: help_me@hoytpub.com
<http://www.popdesign.com>

Peter W. Hoyt, President

William Schober, VP/Editorial Director

Provides designers, builders and vendors of displays, signs and fixtures with current developments in materials, components, processes, systems and services used in production. Includes updates on products, industry literature, patents and legal matters affecting designers and manufacturers. \$54.00

9x Year

Circulation: 19,894

Special Issues:

POP Marketplace Preview

March
POP Marketplace Show Issue
April
POP Show/Chicago Preview Issue
May/June
POP Show/Chicago Show Issue
July
POP Show/New York Preview Issue
August
POP Show/New York Show Issue
Sept./Oct.
POP Trends Issue
December
Buyer's Guide
December

275 PSMJ Marketing Tactics

PSMJ Resources
10 Midland Avenue
Newton, MA 02458-1000 617-244-4988
800-537-7765
FAX: 617-965-5152
E-mail: info@psmj.com
http://www.psmj.com

Frank Stasiowski, Production Manager
Provides marketing tactics and techniques for the design industry. \$189.00
8 pages Monthly
Mailing list available for rent \$125 per M.
Printed in 2 colors on matte stock

Special Issues:

Strategic Planning
March
Top Firms
September
Trends
December

276 Promotional Products Business

Promotional Products Association International
3125 Skyway Circle N
Irving, TX 75038-3526 972-252-0404
FAX: 972-258-3004

Ted Olson, Publisher
Leonard Strub, Editor
Coverage concentrates on news activities and events of the promotional products industry. \$48.00
140 pages Monthly
Circulation: 8,000

Special Issues:

Annual Product Review/New Products Showcase
December

281 Sign Builder Illustrated

Simmons-Boardman Publishing Corporation
345 Hudson Street
12th Floor
New York, NY 10014 212-620-7244
FAX: 212-633-1863
E-mail: rdemarco@sbspub.com
http://www.signshop.com

R. Demarco, Publisher
Jeff Wooten, Editor
How-to sign magazine with articles on fabricating, installation and service and highlight neon and computer-aided signmaking. Features step-by-step guides.
Monthly
Circulation: 18M
Printed in 4 colors on glossy stock

Special Issues:

ISA Show Issue
March
Digital Printing Buyer's Guide
August
Neon School Directory, USSC Show Issue
December

282 Sign Business

National Business Media
2800 W Midway Boulevard
PO Box 1416
Broomfield, CO 80038-1416 303-469-0424
800-669-0424
FAX: 303-469-5730
E-mail: sbpublisher@nbm.com
http://www.nbm.com/signbusiness

Ken Higgins, Publisher
Regan Dickinson, Executive Editor
Eddie Wieber, Managing Editor
Contains information on electrical illuminated signage, outdoor advertising, commercial sign shops.
\$7.00
120 pages Monthly Founded: 1986
Circulation: 18,348
Mailing list available for rent 1000 names \$225 per M.
Printed in 4 colors

Special Issues:

Best in Graphics Buyers Guide
Mid-March

284 Signs of the Times Magazine

ST Publications
407 Gilbert Avenue
Cincinnati, OH 45202-2212 513-421-2050
800-925-1110
FAX: 513-421-5144
E-mail: cust_service@stpubs.com
http://www.signweb.com

Wade Swormstedt, Publisher

Includes the latest technological information, product news, in-depth analysis and regular columns by top industry experts. \$36.00
200 pages 13x Year Founded: 1906
Circulation: 17,000 17,000 names \$200 per M.
Printed in 4 colors

Special Issues:

Digital Service Bureau Survey
January
Buyer's Guide
January
Vinyl Sign Shop Survey
February
Digital Hardware Survey
March
Digital Software Survey
April

Cutting-Plotter Survey

June

Electric State of the Industry Report

July

Commercial State of the Industry Report

August

Router-Engraver Survey

September

Super-Large Format Printing

October

Commercial Sign Design Contest

November

Computer-Aided Signmaking Software Survey

December

Directories & Databases

322 Medical Marketing and Media

CPS Communications

W Camino Real

Suite 215

Boca Raton, FL 33433

561-368-9301

FAX: 561-368-7870

E-mail: mmm@cpsnet.com

<http://www.cpsnet.com>

David Gideon, Editor Publisher

Suzanne Besse, Circulation Manager

For the pharmaceutical and medical marketing industry. Accepts advertising. \$96.00

96 pages 15x Year Founded: 1976 \$150 per M.

Printed in 4 colors on glossy stock

Special Issues:

The Global Awards Outlook

January

Special Internet Review

February

Hall of Fame Cob=Verage

March

PERQ/HCI

March

PERQ/HCI Specialty

April

Business Annual Watch in Review

May

Annual Advertising Agency Review

July

Annual Meeting & Convention Issue

August

Career & Salary Survey Midyear

September

Midyear PERQ/HCI

October

Annual Medical Education Survey

December