

# 2010 Features List

Month	Demographic Feature	Industry Focus	Marketing Feature	Annual Supplement	Material Deadlines	On-Sale Dates
January	Marketing to Men	Airlines	Event Marketing		SG: 11 Dec 2009 HK: 18 Dec 2009 MY: 4 Jan 2010	SG: 18 Dec 2009 HK: 3 Jan 2010 MY: 10 Jan 2010
February	Marketing to Women	Motor Vehicles	Custom Publishing	Magazine of the Year	SG: 22 Jan 2010 HK: 26 Jan 2010 MY: 29 Jan 2010	SG: 29 Jan 2010 HK: 1 Feb 2010 MY: 5 Feb 2010
March	Marketing to Teens	Fast Food	Out of Home		SG: 19 Feb 2010 HK: 23 Feb 2010 MY: 26 Feb 2010	SG: 26 Feb 2010 HK: 1 Mar 2010 MY: 4 Mar 2010
April	Marketing to Kids	Consumer Electronics	Radio	Newspaper of the Year	SG: 19 Mar 2010 HK: 23 Mar 2010 MY: 26 Mar 2010	SG: 26 Mar 2010 HK: 1 Apr 2010 MY: 4 Apr 2010
May	Marketing to Business Decision-Makers	Fashion & Accessories	Sports Marketing		SG: 23 Apr 2010 HK: 26 Apr 2010 MY: 29 Apr 2010	SG: 28 Apr 2010 HK: 3 May 2010 MY: 5 May 2010
June	Marketing to High Net Worth Individuals	Sports Equipment & Apparel	TV	Agency of the Year	SG: 21 May 2010 HK: 25 May 2010 MY: 28 May 2010	SG: 26 May 2010 HK: 1 Jun 2010 MY: 4 Jun 2010
July	Marketing to Early Adopters	Cosmetics & Beauty	Digital		SG: 18 Jun 2010 HK: 23 Jun 2010 MY: 25 Jun 2010	SG: 22 Jun 2010 HK: 2 Jul 2010 MY: 5 Jul 2010
August	Marketing to CEOs	Alcohol	Newspapers	Mobile Marketing	SG: 23 Jul 2010 HK: 26 Jul 2010 MY: 28 Jul 2010	SG: 27 Jul 2010 HK: 2 Aug 2010 MY: 5 Aug 2010
September	Marketing to Homemakers	FMCG	Direct Marketing	Search Marketing	SG: 20 Aug 2010 HK: 24 Aug 2010 MY: 26 Aug 2010	SG: 26 Aug 2010 HK: 1 Sept 2010 MY: 3 Sept 2010
October	Marketing to Youth	Travel & Tourism	Market Research	Out of Home Media of the Year	SG: 24 Sept 2010 HK: 27 Sept 2010 MY: 29 Sept 2010	SG: 30 Sept 2010 HK: 4 Oct 2010 MY: 7 Oct 2010
November	Marketing to Expats	Banking & Finance	Public Relations	Digital Media of the Year	SG: 22 Oct 2010 HK: 25 Oct 2010 MY: 27 Oct 2010	SG: 27 Oct 2010 HK: 2 Nov 2010 MY: 5 Nov 2010
December	Marketing to Luxury Travellers	Property	Inflight Media	Marketer of the Year	SG: 19 Nov 2010 HK: 22 Nov 2010 MY: 24 Nov 2010	SG: 24 Nov 2010 HK: 1 Dec 2010 MY: 3 Dec 2010

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