



DEPARTMENTS*

NEWS & TRENDS & OPINIONS

To start off each issue, we examine the latest trends in mobile technology with sneak peeks at eagerly-anticipated gadgets and innovations on the horizon, and by investigating the impact of mobile technology on how we live. One column in particular, Arrivals previews the most cutting-edge mobile products including notebooks, smart phones, eReaders, tablets, and accessories. For consideration in this column, submit a press release or fact sheet and high-resolution product image to our Managing Editor, Anna Attkisson (aattkisson@laptopmag.com). Also within this section you'll find SpoonFed written by Editor in Chief, Mark Spoonauer, and Geek's Geek written by Online Editorial Director, Avram Piltch. In their respective columns, each sounds off on the biggest debates in mobile technology. These columns can also be found bi-monthly online.

TESTED (REVIEWS)

Our in-depth and unique reviews of the latest mobile hardware (notebooks, smart phones, tablets, eReaders, mobile broadband

devices, etc.) and software (security suites, cloud computing, utilities, mobile apps, social networking tools, etc.) show off our one-of-a-kind testing procedures and set us apart from the competition. To submit a product for consideration, please contact our Reviews Editor, Mike Prospero (mprospero@laptopmag.com) with a brief description of the product, including pricing and availability; please inquire about system requirements, testing guidelines, and submission deadlines in a given issue or story.

BUSINESS

This section is where business decision makers and road warriors turn to get advice on implementing the latest mobile technology (Linux, Windows, Apple, RIM, and more) to improve their business. Here you'll find more reviews on the hottest business-friendly products and tips for making the most of different hardware and software, including social networks. We also examine what the analysts have to say about evolving and emerging technologies, and how they will impact business within our monthly Burning Questions column.

UPGRADES & TIPS

Find out how to extend the life of your notebook and make the most out of all your mobile gear with these step-by-step instructional stories. Also within this section, readers get invaluable buying advice for all categories of mobile technology and reviews of the latest upgrade components. Plus, in our Instant Expert column, we demystify a new or existing technology, helping our readers understand how it will affect their personal and professional lives, and how to best make use of it.

OUT OF RANGE

Fast and fun news items fill our back page. These stories delve into the more bizarre events and happenings in mobile tech.

* Lead-time for editorial coverage is four months prior to the issue date. For more information on these stories and to be considered for coverage, contact our Managing Editor, Anna Attkisson, aattkisson@laptopmag.com. All stories and review roundups in this calendar are subject to change without notice.

JANUARY - CES SPECIAL DISTRIBUTION

AD CLOSE: 11/15/10 **MATERIAL DEADLINE:** 11/24/10
ON SALE: 12/28/10

COVER STORY: Top Technologies To Watch in 2011
FEATURE: 3D Notebooks Tested (and Where to Get Content)
FEATURE: Learning The Hard Way: 10 Years of Wikipedia
FEATURE: Best & Worst Carriers: Testing Customer Service
NEWS & TRENDS: Is Checking In Passe?
TESTED HIGHLIGHTS:
iPad Challengers: Hottest New Tablets
Green Bagging It: Eco-Friendly Laptop Cases
Windows Phone 7 Reviewed
APP CENTRAL: Multiplayer Gaming
BUSINESS: Top Twitter Tools You Need Now
UPGRADES & TIPS: Super Search Tips: Google, Bing, and More

FEBRUARY

AD CLOSE: 1/25/10 **MATERIAL DEADLINE:** 12/28/10
ON SALE: 1/25/11

COVER STORY: 101 Essential Smart Phone & Tablet Apps
FEATURE: Undercover Customer: Testing Big Box Retailers on Customer Service & Price Matching
FEATURE: Your Unwired Future: Where's Your Wirefree Electricity?
Plus, updates on wireless USB, wireless charging, and wireless HDMI
FEATURE: Your Telepresence Robot Is Here
NEWS & TRENDS: Location-Based Blind Dating Heats Up
TESTED HIGHLIGHTS:
Fastest Dual-Core Netbooks
Hard Drives To Go
Mac Security Software
BUSINESS: Make Android Work for Your Business
UPGRADES & TIPS: Help! I Have A Virus

MARCH

AD CLOSE: 1/12/11 **MATERIAL DEADLINE:** 1/20/11
ON SALE: 2/22/11

COVER STORY: Best & Worst Notebook Brands
Plus, our top notebook picks
FEATURE: Pocket Entertainment: Mobile Movie & TV Services Rated
FEATURE: 10 Promising Start-Ups of 2011
Plus, Q&A with the Ultimate Tech Incubator Firm
FEATURE: Ultimate Android Guide: 50 Things You Need To Know
NEWS & TRENDS: How Safe Is Mobile Banking?
TESTED HIGHLIGHTS:
Business Notebook Battle
Must-Have Tablet Accessories
Big Lens, Small Body Camera Smackdown
APP CENTRAL: Ultimate Foodies Rejoice
BUSINESS: Cloud Control: How To Run Your Business In The Cloud
UPGRADES & TIPS: Tackling Cyberbullies: 10 Things Parents (and Kids) Should Know

APRIL - CTIA SPECIAL DISTRIBUTION

AD CLOSE: 2/9/11 **MATERIAL DEADLINE:** 2/16/11
ON SALE: 3/22/11

COVER STORY: Superphone Showdown (Top Picks Every Carrier)
FEATURE: Save & Splurge: Best Affordable and Luxury Notebooks
FEATURE: 1st Annual Readers' Choice Awards
FEATURE: Apple Switcher's Classes: Are They Worth It?
NEWS & TRENDS: Don't Get Scammed: Smart Phone Security Risks Exposed
TESTED HIGHLIGHTS:
4G Mobile Broadband Test Drive
SSD Showdown (and How to Upgrade)
App Central: Best Photo Apps for Every Platform
BUSINESS: Frequent Flyer Programs Demystified (and How to Ring Up Points)
UPGRADES & TIPS: Make Junior's Cell Phone Kid Friendly

MAY

AD CLOSE: 3/9/11 **MATERIAL DEADLINE:** 3/17/11
ON SALE: 4/19/11

COVER STORY: Design Awards: The Best Looking Mobile Gear On The Planet
FEATURE: Innovation Labs: 5 Ideas That Will Change Everything
FEATURE: 50 Speed Tips For Your Notebook
FEATURE: Gift Guide For Grads
NEWS & TRENDS: The Best Tech Camps For Kids
TESTED HIGHLIGHTS:
Affordable Ultratables
Next-Gen eReader/Tablets
Headphones You Have to Have
APP CENTRAL: Sporting Fun
BUSINESS: Remote Presentations Done Right
UPGRADES & TIPS: Speed Up Your Smart Phone

JUNE

AD CLOSE: 4/13/11 **MATERIAL DEADLINE:** 4/21/11
ON SALE: 5/24/11

COVER STORY: Tablet Or Notebook? How To Decide
FEATURE: 25 Ways To Protect Your Privacy
FEATURE: Seeing is Believing: The Future of Display Tech
FEATURE: Get More out of Your Browser (IE, Chrome, Firefox, Safari)
NEWS & TRENDS: Geekiest Getaways: Top Bucket List Vacations
TESTED HIGHLIGHTS:
Best Gaming Rigs in Every Size
Battle of the Notebook Brands: Best Bundled Software
APP CENTRAL: Mobile Payment Apps
BUSINESS: Which Smart Phone Is Right For Your Business?
UPGRADES & TIPS: How to Upload and Share Video

editorial calendar (cont.)

JULY

AD CLOSE: 5/11/11 **MATERIAL DEADLINE:** 5/18/11

ON SALE: 6/21/11

NOTEBOOKS: Tech Support Showdown 2011

TABLETS: eReader or Tablet for Back to School?

SMART PHONES: Physical Keyboards vs. Touchscreens

APPS: Top Android 3.0 Apps for Work & Play

ACCESSORIES: Best Backpacks for Mobile Pros

BUSINESS: Expense Tracking Made Easy: Gear and Apps

SECURITY: Tips to Secure Your Wireless Network

STORAGE: Best Cloud Storage Services

SOCIAL NETWORKING: Internal Social Networks Made for Business

AUGUST

AD CLOSE: 6/8/11 **MATERIAL DEADLINE:** 6/16/11

ON SALE: 7/19/11

NOTEBOOKS: Best Back-to-School Notebooks

TABLETS: Ultimate Tablet Roundup (Reviews)

SMART PHONES: Choosing a Smart Phone for Business

APPS: Video Chat Apps Tested

ACCESSORIES: Our Favorite iPad Docks

BUSINESS: E-mail & Digital File Retention Rules To Live By

SECURITY: Should There Be an Internet Kill Switch?

STORAGE: Lightest & Fastest USB 3.0 Hard Drives

SOCIAL NETWORKING: Get the Most out of LinkedIn

SEPTEMBER

AD CLOSE: 7/13/11 **MATERIAL DEADLINE:** 7/28/11

ON SALE: 9/06/11

NOTEBOOKS: Best Buys: Value-Priced Notebooks Reviewed

TABLETS: 4G Tablets: Speed Tests

SMART PHONES: Carrier Showdown: Customer Service Rated

APPS: Best Free and Paid News Apps

ACCESSORIES: Mobile Printers Tested

BUSINESS: Google Docs Tips

SECURITY: Make the Most of Fingerprint Readers

STORAGE: How to Install an SSD: Step by Step

SOCIAL NETWORKING: Do You Still Need E-mail?

OCTOBER - CTIA SPECIAL DISTRIBUTION POTENTIAL

AD CLOSE: 8/10/11 **MATERIAL DEADLINE:** 8/25/11

ON SALE: 10/04/11

NOTEBOOKS: Small Business Notebooks

TABLETS: 101 Tablet Tips (Every Platform)

SMART PHONES: Hottest Smart Phones Now

APPS: Mobile Payment Apps Pros & Cons

ACCESSORIES: Heat & Your Health: Gear to Keep Cool

BUSINESS: Portable Scanner Roundup

SECURITY: Security Suites Tested

STORAGE: SSD Showdown

SOCIAL NETWORKING: Is Firing for Facebook Legal?



NOVEMBER

AD CLOSE: 9/7/11 **MATERIAL DEADLINE:** 9/24/11

ON SALE: 11/01/11

NOTEBOOKS: Essential Notebook Buyers' Guide

TABLETS: Android vs. webOS vs. iOS vs. RIM vs. Windows 7

SMART PHONES: Guide to Shopping with Your Smart Phone

APPS: Mobile Browser Battle

ACCESSORIES: Bag It: Best Cases for eReaders, Tablets, and Smart Phones

BUSINESS: Remote Tech Support Services

SECURITY: Scam Alert: How to Avoid Being a Target

STORAGE: Best Backup Software

SOCIAL NETWORKING:

DECEMBER

AD CLOSE: 10/12/11 **MATERIAL DEADLINE:** 10/20/11

ON SALE: 11/29/11

NOTEBOOKS: Best Notebooks of the Year

TABLETS: Top 50 Tablet Apps

SMART PHONES: Tips, Apps, and Accessories to Extend Battery Life

APPS: eReader Apps Compared

ACCESSORIES: Gadget Gift Guide

BUSINESS: Facebook vs. website: Which is more important to your business?

SECURITY: How to Secure Your Tablet

STORAGE: NAS Drives Tested

SOCIAL NETWORKING: @CustomerService: How to Get A Company's Attention