

NETWORKWORLD

PRINT / ONLINE / EVENTS HIGHLIGHTS 2010

GENERAL GUIDELINES

While Network World is news-centric, we do have many special elements that appear in most issues.

Special Focus: An in-depth look at a hot topic. These appear in every issue unless it is a New Data Center issue or there is a Tech Debate scheduled. Story topics are assigned roughly two months before articles run. If there is no subject next to a date then a story has not been assigned and no additional information is yet available. For story topics listed below, send inquiries to the writer assigned to the story. CLOSE DATES FOR Special Focus ARE USUALLY THREE WEEKS OUT.

Network World Lab Alliance Clear Choice Tests: There is a test in virtually every issue of Network World, but not in New Data Center issues.

- All dates are subject to change.
- Network World does not test beta products.
- Stand-alone tests will be done on new products: topics/products are not listed in this schedule.
- If you want your product tested as part of our Clear Choice Tests program, please fill out the form at:
 - <http://www.nwfusion.com/reviews/reviewrequest.html>
- Pitches made after the closing dates will not be considered.
- Close dates for tests are usually three months out.
- Contact Executive Features Editor Neal Weinberg for more information at nweinberg@nww.com.

Tech Debate: Debates appear in the second issue of each month and the calendar can be reviewed <http://www.networkworld.com/pdf/calendar.pdf>

New Data Center: NDC runs six times per year (roughly every other month). Deadlines ARE USUALLY 6 WEEKS OUT. For general information on the New Data Center series see the calendar <http://www.networkworld.com/pdf/calendar.pdf> or contact Executive Features Editor Neal Weinberg at nweinberg@nww.com.

ONLINE (www.networkworld.com)

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 - September 12-14, Santa Clara
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Podcasts:

September 13, 2010

Panorama Podcast

Inside the TotalSecurity Ransomware Scheme

In conjunction with Fortinet, we're launching a new podcast called "Security Landscape" that looks at the most computer security threats, ranging from exploits to malware to spam campaigns. In this episode, Keith Shaw talks with Fortinet threat researcher Derek Manky about the TotalSecurity ransomware threat, social engineering spam campaigns and why we could start seeing lots of Windows XP exploits hitting the top of the charts. (25:15)

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SEPTEMBER

ISSUE DATE: September 13, 2010
AD CLOSE DATE: September 3, 2010

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CLEAR CHOICE TEST: New Data Center: The Flat Network.

How the key network vendors – Cisco, 3Com, Juniper – envision moving from a three-tier to a two-tier network in the data center.

Contact: Neal Weinberg at nweinberg@nww.com

TECH DEBATE - ONLINE: Client-Side or Server-Side for the Virtual Desktop?

With so much progress made virtualizing servers, many observers say it is time to turn more attention to the desktop. But do you use client-side hypervisors to achieve that goal or try to achieve it with server-side tools?

Contact John Dix at jdix@nww.com.

SPECIAL FOCUS: Is VoIP Really a Security and Compliance Threat?

Industry pundits have warned about possible VoIP security threats since the technology emerged, but is this really such a big concern? And is VoIP compliant with HIPAA/other regulations?

Contact: Tim Greene at tgreene@nww.com

ISSUE DATE: September 27, 2010
AD CLOSE DATE: September 17, 2010

TECH DEBATE - PRINT: Client-Side or Server-Side for the Virtual Desktop?

With so much progress made virtualizing servers, many observers say it is time to turn more attention to the desktop. But do you use client-side hypervisors to achieve that goal or try to achieve it with server-side tools?

Contact John Dix at jdix@nww.com.

SPECIAL FOCUS: How to Secure SAAS.

Just because you're outsourcing application delivery doesn't mean you're necessarily offloading security headaches.

Contact: Jon Brodtkin at jbrodtkin@nww.com.

CLEAR CHOICE TEST: NetGear's New NAS Appliance.

Contact: Neal Weinberg at nweinberg@nww.com

CLEAR CHOICE TEST: Hughes Satellite Service for Disaster Recovery.

Contact: Neal Weinberg at nweinberg@nww.com

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OCTOBER

ISSUE DATE: October 11, 2010
AD CLOSE DATE: October 1, 2010

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TECH DEBATE - ONLINE: App acceleration: hosted service or roll your own?
Contact John Dix at jdix@nww.com.

SPECIAL FOCUS: Lab Report: What's Ahead with Network Servers?
How are vendors ensuring that the next wave of servers will be secure, green and powerful enough to handle data center needs.
Contact James Niccolai at james_niccolai@idg.com.

CLEAR CHOICE TEST: E-mail Archiving Tools.
Contact: Neal Weinberg at nweinberg@nww.com.

ISSUE DATE: October 25, 2010
AD CLOSE DATE: October 15, 2010

TECH DEBATE - PRINT: App acceleration: hosted service or roll your own?
Contact John Dix at jdix@nww.com.

CLEAR CHOICE TEST: Green IT Awards.
Greenest data center products.
Contact: Neal Weinberg at nweinberg@nww.com.

SPECIAL FOCUS: Burning Questions: Virtualization.
Contact: Jon Brodtkin at jbrodtkin@nww.com.

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NOVEMBER

ISSUE DATE: November 8, 2010
AD CLOSE DATE: October 29, 2010

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TECH DEBATE - ONLINE: Smartphones or laptops for mobile workers?
Contact John Dix at jdix@nww.com.

CLEAR CHOICE TEST: "Cool Yule Tools"

WHAT'S NEW THIS YEAR: We will likely include a category on iPhone/iPad and other smartphone applications, but they have to be really cool, fun or useful.

The categories that we want to look at include:

- * Cell phones and smart phones (and all those fancy accessories)
- * iPhone, BlackBerry and Android applications (software!)
- * Computers, notebooks, netbooks
- * Digital imagery (digital cameras, video camcorders)
- * Home and Office gear (includes networking gear – yes, we still write about networks)
- * Home entertainment (stereo systems, speakers, video players, gadgets)
- * MICE (keyboards too)
- * Portable entertainment (things that let you enjoy music)
- * Personal Storage, big and small (Mostly small, though)
- * Travel gear (road warrior gear)
- * We just wanna have fun (miscellaneous, tech toys, robots, etc.)

We will also include our famous "After Hours" section, which includes our favorite video games and computer games of the year.

DEADLINES: We are now accepting products, **through Friday, Oct. 1st.**

WHERE TO SEND:

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Ph: 508-766-5444
E-mail: kshaw@nww.com

ISSUE DATE: November 22, 2010
AD CLOSE DATE: November 12, 2010

TECH DEBATE - PRINT: Smartphones or laptops for mobile workers?
Contact John Dix at jdix@nww.com.

CLEAR CHOICE TEST: Desktop Management Tools.
Contact: Neal Weinberg at nweinberg@nww.com.

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DECEMBER

ISSUE DATE: December 6, 2010
AD CLOSE DATE: November 26, 2010

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TECH DEBATE - ONLINE: VoIP: Microsoft OCS vs. Cisco's UC.
Contact John Dix at jdix@nww.com.

SPECIAL FOCUS: Managing Smartphones in the Enterprise.
Contact: John Cox at jcox@nww.com

CLEAR CHOICE TEST: Best NAS Boxes For Under \$1,000.
Contact: Neal Weinberg at nweinberg@nww.com.

ISSUE DATE: December 20, 2010
AD CLOSE DATE: December 10, 2010

TECH DEBATE - PRINT: VoIP: Microsoft OCS vs. Cisco's UC.
Contact John Dix at jdix@nww.com.

SPECIAL FOCUS: Beyond 10G Switching.
Contact: Jim Duffy at jduffy@nww.com

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