

| No. | Main Topic planung & analyse | Deadline for scripts | Deadline for advertisement booking | Deadline for advertisement data | Date of publication |
|------|--|-------------------------|--|---------------------------------------|------------------------|
| 1/12 | <p>Online, Social, Mobile: What's Next? Now that online has been established as a data collection method, new challenges from social media, smartphones and tablet-PCs have to be faced and overcome. What does the next generation of online look like: Best Practices and constraints.</p> <p>Special: Energy Market Research</p> | December, 15th 2011 | January, 10th 2012 | January, 25th 2012 | February, 08th 2012 |
| 2/12 | <p>Clients as Focal Point Clients are the focus of all business activity even if goals might be different: satisfaction, loyalty or recommendation. However, the idea is to maximise the value of the company. Current approaches using market research which help support customer relationship management are featured.</p> <p>Special: Survey Software</p> | February, 23rd 2012 | March, 08th 2012 | March, 23rd 2012 | April, 10th 2012 |
| 3/12 | <p>Price Research When planning a market launch or price increase companies always face one big question: Which price offers the highest return? Price research and its new approaches can help with the fine tuning adjustments.</p> <p>Special: Online-Panels</p> | April, 24th 2012 | May, 09th 2012 | May, 29th 2012 | June, 13th 2012 |

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| 4/12 | Brands in the Digital Age Brand management is becoming increasingly complex due to even more communication channels being used. Therefore, the number of touch points is increasing. How should brand management look like in the digital age and which tools are offered from market research? Special: IT- & Telecommunications Research | June, 27th 2012 | July, 11th 2012 | July, 26th 2012 | August, 09th 2012 |
| 5/12 | Innovation Human beings seek enhancements and innovations. But how do new things develop? Well-directed market research assess at each stage of innovation generates ideas systematically, selects promising ones and accompanies them as they are made market ready – either a modular or holistic approach. Special: Media Research | August, 22nd 2012 | September, 05th 2012 | September, 20th 2012 | October, 05th 2012 |
| 6/12 | Marketing Controlling Nowadays investment without performance review is unthinkable. The return on invest is always present and can be traced. Good times for image and publicity tracking. What are the latest practices to meet the rising requirements of information? Special: Phase of life – Kids, Families, Best Agers | October, 16th 2012 | October, 31st 2012 | November, 16th 2012 | November, 30th 2012 |

| No. | Main Topic p&a international market research | Deadline for scripts | Deadline for advertisement booking | Deadline for advertisement data | Date of publication |
|--------------------|---|-------------------------|--|---------------------------------------|-------------------------|
| MR 1/12 | <p>Communicate Around the World The world is growing smaller with digital communication channels available anywhere, anytime. Brands have to consider this development and structure their communication accordingly. How does this work in a globalized world – and how can market research help?</p> <p>Special: International Pharmaceutical Research</p> | January, 24th 2012 | February, 09th 2012 | February, 24th 2012 | March, 09th 2012 |
| MR 2/12 | <p>Female Purchasing Power – Women as a Target Group There is a good reason that in many research designs the target group is defined as “female head of household” since women around the globe typically make purchasing decisions for the whole family even if they do not earn the money themselves. This issue highlights the role of women regarding purchase decisions, self-perception and their role in society in different cultures around the world and how to target them.</p> <p>Special: Global Fieldwork</p> | July, 27th 2012 | August, 10th 2012 | August, 27th 2012 | September, 10th 2012 |

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