

NETWORKWORLD

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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 an Enterprise Cloud Services 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 Enterprise Cloud Services 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.
- 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 at:

<http://marketing.networkworld.com/pdf/calendar.pdf>

Enterprise Cloud Services:

ECS runs six times per year (roughly every other month). For general information on the ECS series, see the calendar at:

<http://marketing.networkworld.com/pdf/calendar.pdf> or contact Executive Features Editor Neal Weinberg at nweinberg@nww.com. DEADLINES FOR ENTERPRISE CLOUD SERVICES ARE USUALLY SIX WEEKS OUT.

APRIL

ONLINE ONLY: April 30, 2012

CLEAR CHOICE TEST: Libre Office. *Here are 11 great features of Libre Office, an open source alternative to Microsoft's Office.* Writer: Howard Wen.

Contact: Neal Weinberg at nweinberg@nww.com.

FEATURE: Linux on the Desktop. *Linux is making inroads everywhere – except on the desktop. Despite the best efforts of Ubuntu and other Linux distros, desktop adoption rates in the enterprise are extremely low. Why isn't Linux happening on the desktop?* Writer: Maria Korolov.

Contact: Neal Weinberg at nweinberg@nww.com.

MAY

ISSUE DATE: May 7, 2012 (Ad Close Date: April 27, 2012)

TECH DEBATE – ONLINE: iOS vs. Android in the Enterprise. *Apple iOS and Google Android have emerged as the two most popular operating system platforms for mobile devices, both smartphones and tablets. They are also both backed by rich development and application ecosystems. There are, however, pluses and minuses when it comes to employee adoption and the IT hassles of deploying. Integrating, managing and supporting the platforms. Which one has the leg up in the enterprise?*

Contact: John Dix at jdix@nww.com.

FEATURE: How to Erase Your Identity on the Internet. *Once your personal information is on the Internet, there's no way to erase it. But you can take steps to mask our identity and leave as few clues as possible.* Writer: Julie Sartain.

Contact: Neal Weinberg at nweinberg@nww.com.

CLEAR CHOICE TEST: Next-Generation Firewalls – Comparison of Feature Sets. *We evaluate next-generation firewalls from Check Point, Fortinet, Barracuda and SonicWall to see how well they deliver on the promise of application-layer threat protection.* Writer: Joel Snyder.

Contact: Neal Weinberg at nweinberg@nww.com.

SPECIAL FOCUS: Hot IT Skills

Contact: Carolyn Duffy Marsan at cmarsan@nww.com.

ONLINE ONLY: May 14, 2012

FEATURE: How to Make Android Fast and More Secure Than the iPhone (Tips and Tricks)

Contact: Neal Weinberg at nweinberg@nww.com.

ISSUE DATE: May 21, 2012 (Ad Close Date: May 11, 2012)

TECH DEBATE – PRINT: iOS vs. Android in the Enterprise. *Apple iOS and Google Android have emerged as the two most popular operating system platforms for mobile devices, both smartphones and tablets. They are also both backed by rich development and application ecosystems. There are, however, pluses and minuses when it comes to employee adoption and the IT hassles of deploying. Integrating, managing and supporting the platforms. Which one has the leg up in the enterprise?*

Contact: John Dix at jdix@nww.com.

CLEAR CHOICE TEST: Virtual Desktops as a Service. *We test five cloud-based VDI solutions to see how they stack up compared with on-premise products. Writer: Tom Henderson.*

Contact: Neal Weinberg at nweinberg@nww.com.

SPECIAL FOCUS: Securing Social Media

Contact: Ellen Messmer at emessmer@nww.com.

FEATURE: E-mail Security Mistakes to Avoid

Contact: Neal Weinberg at nweinberg@nww.com.

JUNE

ISSUE DATE: June 4, 2012 (Ad Close Date: May 25, 2012)

TECH DEBATE – ONLINE: Dictate the Mobile Device or Let the User Decide? *The list of benefits for the Bring Your Own Device movement is long, but so is the list of associated risks. Is the time right to connect employee gadgets to the company network, or should we be more circumspect?*

Contact: John Dix at jdix@nww.com.

ENTERPRISE CLOUD SERVICES: Software-as-a-Service

Contact: Neal Weinberg at nweinberg@nww.com.

ISSUE DATE: June 18, 2012 (Ad Close Date: June 8, 2012)

TECH DEBATE – PRINT: Dictate the Mobile Device or Let the User Decide? *The list of benefits for the Bring Your Own Device movement is long, but so is the list of associated risks. Is the time right to connect employee gadgets to the company network, or should we be more circumspect?*

Contact: John Dix at jdix@nww.com.

COOL TOOLS SUMMER GADGET GUIDE. *A roundup of the coolest (and “hottest”) gadgets for summertime fun – outdoor-related gadgets, as well as gear that help you get the most out of your summer vacation or travel plans. Product pictures can sent to Keith Shaw.*

Contact: Keith Shaw at kshaw@nww.com.

SPECIAL FOCUS: OpenFlow in the Enterprise

Contact: Jim Duffy at jduffy@nww.com.

PRINT

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IT Roadmap:

- February 7, New York, NY
- March 21, Chicago, IL
- May 22, Dallas, TX
- June 20, Denver, CO
- August 9, Boston, MA
- October 30, San Jose, CA
- December 6, Washington, DC

CITE:

- March 4-6, San Francisco, CA

DEMO Spring 2012:

- April 17-19, Silicon Valley, CA

Cloud Leadership Forum:

- June 12-14, Santa Clara, CA