

SAP SPECTRUM

The Customer Magazine

Editorial Calendar 2010

(Status: December 18, 2009; topics may be subject to changes)

2-6 MAR, CeBIT, Hannover, Germany

16-19 MAY, SAPPHIRE Americas & ASUG Conference, Orlando, USA

SAP SPECTRUM 1/2010

Focus: SAP Product Strategy

Coordination: Johannes Gillar, Sabine Vogler

Johannes.Gillar@sap.com, Sabine.Vogler@sap.com

Ad sales: Caroline Westenhöfer

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Deadline for submitting proposals	23 OCT 2009
Final deadline for delivering articles	27 NOV 2009
Deadline for ad booking	18 JAN 2010
Deadline for delivering ad files	25 JAN 2010
Official publication date	2 MAR 2010

SAP SPECTRUM

The Customer Magazine

SAP SPECTRUM 2/2010

Focus: Customer Orientation

Coordination: Johannes Gillar, Sabine Vogler

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Deadline for submitting proposals	15 JAN 2010
Deadline for delivering articles	25 FEB 2010
Deadline for ad booking	8 APR 2010
Deadline for delivering ad files	15 APR 2010
Official publication date	1 JUN 2010

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The Customer Magazine

Editorial Calendar 2010

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21-23 SEP, DSAG-Jahreskongress, Nuremberg, Germany
18-22 OCT, SAP TechEd Americas, Las Vegas, USA

SAP SPECTRUM 3/2010

Focus: Growth Strategies

Koordination: Johannes Gillar, Sabine Vogler

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Anzeigenbuchung: Caroline Westenhöfer

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Deadline for submitting proposals	23 APR 2010
Deadline for delivering articles	31 MAY 2010
Deadline for ad booking	14 JUL 2010
Deadline for delivering ad files	21 JUL 2010
Official publication date	1 SEP 2010

SAP SPECTRUM

The Customer Magazine

SAP SPECTRUM 4/2010

Focus: Sustainable Business

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Deadline for submitting proposals	23 JUL 2010
Deadline for delivering articles	31 AUG 2010
Deadline for ad booking	11 OCT 2010
Deadline for delivering ad files	18 OCT 2010
Official publication date	1 DEC 2010