

# IBM Systems MEDIA

## IBM Systems Magazine 2018 Editorial Themes

### January/February

#### PERVASIVE ENCRYPTION

**TECH Showcase:**  
**Disaster Recovery**

Space Reservation: 11/1/2017  
Column Content Due: 11/8/2017  
Ad Materials Due: 11/22/2017

### March/April

#### CLOUD

**HotTECH Products**

**TECH Showcase:**  
**Security/Compliance**

Space Reservation: 12/26/2017  
Column Content Due: 1/3/2018  
Ad Materials Due: 1/18/2018

\*Conference Distribution: SHARE

### May/June

#### NEW TECHNOLOGY

**TECH Showcase:**  
**Application Development**

Space Reservation: 3/2/2018  
Column Content Due: 3/9/2018  
Ad Materials Due: 3/23/2018

\*Conference Distribution:  
ECC, VM Workshop

### July/August

#### DEV OPS

**HotTECH Products**

**TECH Showcase:**  
**2018 IBM Z Champions  
and Experts**

Space Reservation: 5/2/2018  
Column Content Due: 5/9/2018  
Ad Materials Due: 5/23/2018

\*Conference Distribution: SHARE

### September/October

#### MACHINE LEARNING AND ANALYTICS

**TECH Showcase:**  
**Big Data and Analytics**

Space Reservation: 7/5/2018  
Column Content Due: 7/12/2018  
Ad Materials Due: 7/26/2018

### November/December

#### TCO, WITH CLOUD SERVICE PROVIDERS AND MSPs

**TECH Showcase:**  
**Storage/Virtual Tape**

Space Reservation: 9/5/2018  
Column Content Due: 9/12/2018  
Ad Materials Due: 9/26/2018

\*Conference Distribution:  
IBM Technical University,  
CMG impAct

# IBM Systems

## MEDIA

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#### January

##### WHAT'S NEW WITH CLOUD?

###### TECH Showcase: MSPs and CLOUD

Space Reservation: 11/1/2017  
Column Content Due: 11/3/2017  
Ad Materials Due: 11/17/2017

\*Conference Distribution:  
LUG/Rochester

#### February

##### ENTERPRISE AI JOURNEY

###### TECH Showcase: Application Modernization

Space Reservation: 12/1/2017  
Column Content Due: 12/5/2017  
Ad Materials Due: 12/19/2017

#### March

##### GDPR AND COMPLIANCE

###### TECH Showcase: Compliance with GDPR/PCI focal

Space Reservation: 1/3/2018  
Column Content Due: 1/5/2018  
Ad Materials Due: 1/22/2018

\*Conference Distribution:  
WMCPA and RPG/Db2 Summit

#### April

##### LINUX

###### TECH Showcase: Big Data and Analytics

Space Reservation: 2/1/2018  
Column Content Due: 2/5/2018  
Ad Materials Due: 2/20/2018

\*Conference Distribution:  
NEUGC

#### May

##### NEW TECHNOLOGY

###### HotTECH Products

###### TECH Showcase: 2018 Power Systems Champions

Space Reservation: 3/2/2018  
Column Content Due: 3/6/2018  
Ad Materials Due: 3/20/2018

\*Conference Distribution:  
COMMON, TUG, LUG/Rochester  
IBM Technical University

#### June

##### IBM i 30TH ANNIVERSARY

###### TECH Showcase: IBM i's 30th Anniversary

Space Reservation: 4/3/2018  
Column Content Due: 4/5/2018  
Ad Materials Due: 4/19/2018

#### July

##### A CLOSER LOOK AT OSes

###### TECH Showcase: Office Automation; Tools/Utilities

Space Reservation: 5/2/2018  
Column Content Due: 5/4/2018  
Ad Materials Due: 5/18/2018

\*Conference Distribution:  
OCEAN

#### August

##### DEVELOPMENT LANGUAGES

###### TECH Showcase: New Technology Eco-System

Space Reservation: 6/1/2018  
Column Content Due: 6/5/2018  
Ad Materials Due: 6/19/2018

#### September

##### MIGRATION AND MODERNIZATION

###### TECH Showcase: Application Development

Space Reservation: 7/5/2018  
Column Content Due: 7/9/2018  
Ad Materials Due: 7/23/2018

\*Conference Distribution:  
IBM Technical University,  
LUG/Rochester, OMNI, MAGiC

#### October

##### NEW TECHNOLOGY

###### HotTECH Products

###### TECH Showcase: HA/DR: With Stories from the Trenches

Space Reservation: 8/2/2018  
Column Content Due: 8/6/2018  
Ad Materials Due: 8/20/2018

\*Conference Distribution:  
COMMON, IBM Technical University,  
RPG/Db2 Summit

#### November

##### WOMEN AND YOUNG IT PROFESSIONALS

###### TECH Showcase: Storage/Virtual Tape

Space Reservation: 9/5/2018  
Column Content Due: 9/7/2018  
Ad Materials Due: 9/21/2018

#### December

##### TRENDS AND DIRECTIONS FOR 2019

###### TECH Showcase: Trends 2019: Partner Perspectives

Space Reservation: 10/3/2018  
Column Content Due: 10/5/2018  
Ad Materials Due: 10/19/2018