

# 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

#### NEW TECHNOLOGY

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

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

### September

#### DEVELOPMENT LANGUAGES

##### 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

#### WOMEN AND YOUNG TECH PROFESSIONALS

##### 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

#### OPEN SOURCE DATABASES

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

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

### December

#### TRENDS 2019

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

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