

TECHNOLOGY**TRANSFORMATIONAL TECHNOLOGIES**

Technology and innovation are the driving forces of change and growth. Dan Lyons, Senior Editor, offers a deep understanding of the trends that drive growth and create opportunities, and the best practices that keep **the thinking person**—and their businesses—on the cutting edge.

In a new feature, Transformational Technologies, Newsweek engages the business leader with invaluable insight and perspective as they discover creative ways to address their new challenges and priorities.

TRANSFORMATIONAL TECHNOLOGIES

The transistor and integrated circuit provided the foundation for the past half-century of technological progress and gave rise to unprecedented U.S. prosperity.

- What fundamental technologies will transform the world over the next fifty years?
- And where will they come from?
- With 8 of the world's 10 leading research universities within its borders, there is good reason to believe they will come from the United States.
- What are we doing to continue our legacy?

In Print

- Adjacency in Features section
- High impact units

NEW ON NEWSWEEK.COM**TECHTONIC SHIFTS:
Your Guide to All Things Digital**

A new active column from Dan Lyons for the web-smart and tech-curious. Lyons posts 3x a week, focusing on the personalities and companies that are shaping tech trends. Other Newsweek Voices chime in with quirky finds in the world of gadgets and how technology is changing our daily lives.

Tectonic Shifts feeds **the thinking person's** enthusiasm for tech advancements.

All dates and titles subject to change.

AFFLUENT, EDUCATED AND TECH SAVVY READERS

- 14.8 million strong
- 10.5 million Newsweek readers are fascinated by new technology.
(Publishers estimates based on 1.9 million rate base)
- 9.4 million Newsweek readers enjoy reading about new technology products and 8.8 million that prefer products that offer the latest in new technology.

Source: Publishers estimates based on 1.9 million rate base

Newsweek

2009 EDITORIAL CALENDAR

ISSUE DATE	CLOSE DATE	SUBJECT	TOPIC
Jul 27	Jun 29	National Affairs	<i>TED KENNEDY: A LION IN WINTER</i>
Aug 3	Jul 6	Business	<i>THE SMART ECONOMY</i>
Aug 10/17	Jul 13	Culture	<i>TRUE CRIME LIVE</i>
Aug 24/31	Jul 27	Culture	<i>WHAT YOU NEED TO KNOW</i>
Sep 7	Aug 10	Health	<i>NURTURESHOCK (BOOK EXCERPT)</i>
Sep 14	Aug 17	Business	<i>WOMEN & RECESSION</i>
Sep 21	Aug 24	Business	<i>BUSINESS ROUNDTABLE: THE FUTURE OF WALL STREET</i>
		Health	<i>OBESEGENS: AN EXPLANATION FOR OBESITY</i>
Sep 28	Aug 31	Business/ Environment	<i>NEWSWEEK'S GREEN RANKINGS: GREENEST US COMPANIES</i>
Oct 5	Sep 7	International	<i>THE FUTURE OF CHINA</i>
Oct 12	Sep 14	National Affairs	<i>PROFILE: HILLARY CLINTON</i>
Oct 19	Sep 21	International Affairs	<i>SPECIAL REPORT: AFGHANISTAN</i>
Oct 26	Sep 28	Health	<i>PERSONALIZED MEDICINE</i>
Nov 2	Oct 5	Technology	<i>NEXT GENERATION: ARTIFICIAL INTELLIGENCE</i>
Nov 9	Oct 12	National Affairs	<i>THE MAKING OF A PRESIDENT: OBAMA'S FIRST YEAR</i>
Nov 16	Oct 19	Environment	<i>COPENHAGEN GLOBAL SUMMIT PREVIEW</i>
Nov 23	Oct 26	Health	<i>RETHINKING CANCER</i>
Nov 30	Nov 2	Business	<i>GLOBAL FORECAST</i>
		Culture	<i>THE IMMIGRANTS: A PHOTO ESSAY</i>
Dec 7	Nov 9	Technology	<i>TRANSFORMATIONAL TECHNOLOGY</i>
Dec 14	Nov 16	International	<i>DAVOS PREVIEW</i>
Dec 21	Nov 23	Technology	<i>THE BEST ALTERNATIVE ENERGY VEHICLES</i>
Dec 28/Jan 4	Nov 30	Culture	<i>YEAR-END DOUBLE ISSUE</i>

Dates, editors and topics subject to change at the discretion of the editors