



The premier authority on all things mobile, **LAPTOP Magazine** provides tech enthusiasts and IT decision-makers with critical product reviews, tips and buying advice. Available in print, digital and iPad editions. Editorial lead time: 4 months. All stories subject to change without notice. For information, contact Managing Editor, Anna Attkisson (aattkisson@laptopmag.com). Submit products for consideration to Reviews Editor, Mike Prospero (mprospero@laptopmag.com).

## DEPARTMENTS

### PULSE

What everyone is talking about.

- Most Wanted: The hottest new gadgets we can't wait to review.
- Wheels: The latest in car tech, including infotainment, concepts and apps.
- Future Tech: Innovation that will change your mobile future.
- Must Read: Interactive e-books that are changing the way we read.
- Download This: The most talked about app now.
- Security Watch: Keeping a vigilant eye on privacy and security.
- TechMama: Beth Blecher's thoughts on parenting in a digital age.
- Geek's Geek: Avram Piltch's insights on consumer tech.
- SpoonFed: Mark Spoonauer's critical views on mobile.

### TESTED

Reviews of the latest laptops, tablets, smartphones, e-readers, apps, software and more with unique testing results and analysis by LAPTOP Labs.

### FEATURES

Compelling and rich stories that offer insight and analysis of all the varying sectors of mobile tech. Read on for more.

### GADGET

Reviews of the latest iPhone/iPad accessories, cases, chargers, coolers, printers, headphones, speakers and more.

### BUY IT

Editors' picks of the best mobile products.

### BIZ TECH

How to leverage the latest mobile technology to help grow your business, including tips to save money, manage devices, work effectively while remote and utilize social tools.

### HOW TO

Step-by-step instructions on making the most of the hottest mobile tech.

- Shop Smart: How to know you're not getting ripped off.
- Help Me, LAPTOP: We answer your most pressing questions.
- 2-Minute Expert: What you need to know about...

### WHAT THE #\*@!^?

The most bizarre events and happenings in the ever-changing world of mobile tech.

## JUNE

**AD CLOSE:** 4/04/12  
**ON SALE:** 5/15/12

**MATERIAL DEADLINE:** 4/13/12

**COVER STORY:** 111 Essential Social Media Tips  
**NOTEBOOKS:** Undercover Shopper: Testing Big Box Retailers  
**TABLETS:** Where to Find Free & Enhanced e-books  
**SMARTPHONES:** Best Smartphone Security  
**APPS/SOFTWARE:** GPS Navigation Apps for iOS  
**ACCESSORIES:** Hot Travel Tech  
**BUSINESS:** High-Tech Note-Taking How To  
**SECURITY:** Testing ID Theft Protection  
**SOCIAL NETWORKING:** Twitter Add-Ons You Should Be Using

## JULY

**AD CLOSE:** 5/09/12  
**ON SALE:** 6/19/12

**MATERIAL DEADLINE:** 5/8/12

**COVER STORY:** Windows 8 vs. OS X Mountain Lion  
**NOTEBOOKS:** 10 Features Your Next Notebook Needs  
**TABLETS:** Essential iPad Back-to-School Apps  
**SMARTPHONES:** Unlocked & Abroad: Best Smartphones For International Travel  
**APPS/SOFTWARE:** Office 15: What You Need to Know  
**GADGETS:** Top 29 Summer Gadgets  
**BUSINESS:** Be a Social Media Master  
**SECURITY:** PayPal vs. Square Mobile Payments  
**STORAGE:** SSDs for Dummies  
**ONLINE ONLY:** Readers' Choice—Smartphone Olympics

## AUGUST

**AD CLOSE:** 5/25/12  
**ON SALE:** 7/17/12

**MATERIAL DEADLINE:** 6/6/12

**COVER STORY:** Back to School: The Gear to Get  
**FEATURE:** Is Facebook Officially Uncool?  
**TABLETS:** 10 Essential Android Tablet Tips  
**SMARTPHONES:** Smartphone Camera Shootout Apps  
**SOFTWARE:** Can Anything Beat Instagram?  
**GADGETS:** Wearable Fitness Gadgets Tested  
**BUSINESS:** Best Android Apps for Business  
**SECURITY:** Stop Thief! How to Recover a Stolen Laptop  
**ONLINE:** How to Upgrade Your Ultrabook's SSD

## SEPTEMBER

**AD CLOSE:** 6/22/12  
**ON SALE:** 8/14/12

**MATERIAL DEADLINE:** 6/26/12

**COVER STORY:** Ultimate Ultrabook Guide  
**FEATURE:** The Future of Apple: Patents Come to Life  
**NOTEBOOKS:** Tech Support Showdown  
**TABLETS:** Best Tablets Under \$250  
**SMARTPHONES:** Nationwide 4G Network Showdown  
**APPS/SOFTWARE:** Run Windows 8 on Your iPad  
**GADGETS:** Smart Pens Put to the Test  
**BUSINESS:** Our Favorite Ultrabook Cases  
**SECURITY:** How to Use Your Laptop's Fingerprint Reader  
**STORAGE:** World's Speediest Portable Hard Drives  
**ONLINE:** Tablet OS Face-off: Android vs. iOS vs. Windows 8

## OCTOBER

**AD CLOSE:** 7/22/12  
**ON SALE:** 9/11/12

**MATERIAL DEADLINE:** 8/2/12

**CTIA SPECIAL DISTRIBUTION**  
**COVER STORY:** iPhone 5 vs. the Competition  
**FEATURE:** Wireless Bill Decoder Ring  
**NOTEBOOKS:** 25 OS X Mountain Lion Tips & Secrets  
**TABLETS:** Is Windows 8 on ARM Good Enough?  
**SMARTPHONES:** Most Addictive Social Games  
**APPS/SOFTWARE:** Parental Control Apps Exposed  
**GADGETS:** Ultimate Tailgate Gadgets  
**BUSINESS:** iPad at Work: How Businesses Are Using Apple's Tablet  
**SECURITY:** 2013 Security Suites Compared  
**ONLINE ONLY:** Readers' Choice—Ultrabook World Series

## NOVEMBER

**AD CLOSE:** 8/30/12  
**ON SALE:** 10/09/12

**MATERIAL DEADLINE:** 8/30/12

**COVER STORY:** Windows 8: Everything You Need to Know, including Best New Windows 8 Notebooks and Tablets  
**FEATURE:** 2013 Top Teched-Out Cars  
**SMARTPHONES:** Superphones Tested  
**APPS/SOFTWARE:** Top 25 Windows 8 Apps  
**GADGETS:** Shootout: Interchangeable Lens Cameras  
**BUSINESS:** 4G Buyers' Guide for Business  
**SECURITY:** Essential Tips for Safer Surfing  
**STORAGE:** Network-Attached Storage Showdown  
**ONLINE:** Gadget Gift Guide (launch Nov. 1), including Black Friday Deals

## DECEMBER

**AD CLOSE:** 10/2/12  
**ON SALE:** 11/20/12

**MATERIAL DEADLINE:** 10/10/12

**COVER STORY:** Best Gear of 2012  
**FEATURE:** Innovator's Roundtable: Top Tech to Watch 2013  
**NOTEBOOKS:** 25 Tips to Save Your Laptop  
**TABLETS:** Top 10 Windows 8 Tablet Games  
**SMARTPHONES:** Android Jellybean Tips & Tricks  
**APPS/SOFTWARE:** GPS Navigation Apps Worth Paying For  
**GADGETS:** Great Gifts Under \$100  
**BUSINESS:** Best iPad Deployment Practices  
**SECURITY:** Is NFC Safe?  
**ONLINE ONLY:** Last-Second Gift Ideas



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