

TARGET 2012 Editorial Calendar

MARKETING

JANUARY

COVER STORY

Big Qs of 2012

Industry experts weigh in on the big issues shaping the year to come, including tough questions about the maturity of mobile marketing and social media, how to handle Google, whether the Post Office is killing mail, multichannel integration, privacy and more.

FEATURES

Email: List Management

How to email to maximize your profits without annoying customers until they drop off or just tune out.

Production: Elements of a Responsible RFP

The sustainability of your vendors' practices is a huge factor in the environmental impact of your business. Here's how to put together a request for proposal that will identify the true environmental good guys and keep you from getting gouged in the process.

SPECIAL OPPORTUNITY

Share Your Big Ideas Co-op E-blast

BONUS DISTRIBUTION

PODi 2012 AppForum Direct, 1/23-1/25, Las Vegas

Ad close: 12/6/11

Materials due: 12/9/11

FEBRUARY

COVER STORY

Profile of a leading direct marketing firm

FEATURES

Mobile Marketing: E-Ticketing

Deliver instant gratification by allowing customers to download and use e-tickets to deliver goods and services purchased from a smartphone right to that smartphone with this emerging mobile technology.

Direct Mail: The New Catalog

What new data, printing and production techniques are allowing marketers to re-invest in catalogs with success.

RESOURCE GUIDE

Mobile Marketing

BONUS DISTRIBUTION

DMA eMail Evolution, 2/22 - 2/24, Florida

Ad close: 1/9/12

Materials due: 1/12/12

MARCH

COVER STORY

Annual Media Usage Forecast—a survey of media consumption activity and trend predictions

Is direct mail dead? Are marketers finally investing in mobile? Does social media still look like the new email?

Results of the sixth annual Target Marketing media usage survey will reveal where B-to-B and B-to-C firms are spending their 2012 budgets, how those trends compare to years past, and what they predict for the future.

FEATURES

Apps: Design and Strategy

Deployed via mobile, social or Web, an app is not a website. Learn how to use these tools to deliver the value that drives audience engagement and response.

Database: Media Modeling

Direct mail? Email? Neither? Who should get what messages and when? Learn to use data modeling, geodemographics and profiles to determine the right media mix for each prospect and customer, cut waste and market more profitably.

SPECIAL OPPORTUNITY

Advertorial 2-for-1

BONUS DISTRIBUTION

SES, 3/19 - 3/23, New York

NEMOA Spring 2012

directXchange, 3/14-3/16, Boston

Ad close: 2/3/12

Materials due: 2/9/12

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M A R K E T I N G

APRIL

COVER STORY

Profile of a leading direct marketing firm

FEATURES

Social Media for Email Prospecting

What can marketers do with Likes, Follows, etc.? How about turning them into opt-in email prospects? It's a new world of integrated marketing, and it's a lot easier than you think.

Green Direct Mail Practices

The environment isn't going away as an issue that impacts response and profits. Join us for this look into how can marketers mail responsibly, and perhaps even more profitably than ever before.

SPECIAL OPPORTUNITY

Ad Awareness

BONUS DISTRIBUTION

National Postal Forum, 4/1 - 4/4, Florida

Ad close: 3/2/12

Materials due: 3/7/12

MAY

COVER STORY

Profile of a leading direct marketing firm

FEATURES

Strategically Integrating QR Codes Into Your Marketing Mix

Last year's USPS Summer Sale led to a lot of poorly executed 2D barcodes. How can marketers truly integrate these multichannel calls to action into their overall marketing efforts? Find out in this essential guide to modern print and mobile marketing strategies

Social Media Messaging

Twitter, Facebook, LinkedIn and Google+ each have their own culture, technical limits and presentation quirks. Learn how to tailor your message to optimize communication and drive res

RESOURCE GUIDE

Lists/Database

SPECIAL OPPORTUNITY

List Usage

BONUS DISTRIBUTION

New England Direct Marketing Association, 5/11 - 5/12, Waltham, MA

Ad close: 4/2/12

Materials due: 4/5/12

JUNE

COVER STORY

Profile of a leading direct marketing firm

FEATURES

Turning Emails into Customers

There are an estimated 2.9 billion email addresses in the world, and marketers are collecting more of them every day. Here's how to turn that nearly anonymous bit of contact information into a fully engaged customer.

Database Security Before the Breach

Database security is more than just IT's job. Stop rehearsing your mea culpa and embrace these business-wide best practices to responsibly protect your customer and prospect data in the first place.

SPECIAL OPPORTUNITY

3-in-1 Integrated Marketing Opportunity

BONUS DISTRIBUTION

All for One Marketing Summit, TBD

Ad close: 5/4/12

Materials due: 5/9/12

***Editorial Content Subject to Change**

TARGET 2012 Editorial Calendar

M A R K E T I N G

JULY

COVER STORY

Take the Test: Social Media Marketing

Are you getting the most bang for your social media marketing dollar? Take this quiz and find out!

FEATURES

- **Web: Post-Click Optimization**

You got them to clickthrough, now what? Learn how to turn browsers into customers every time.

- **B-to-B: Content Marketing**

It's the key to SEO, email deliverability and CRM ... so why are marketers so bad at it?

RESOURCE GUIDE

Variable Data Printing

Ad close: 6/1/2012

Materials due: 6/6/2012

AUGUST

COVER STORY

Profile of a Leading Direct Marketing Firm: Focus on Fundraising

FEATURES

- **Lists: Psychographics**

As marketers collect and use more consumer data, broad demographics are being replaced by more insightful psychographics that target your list usage down to prospects who most closely mimic your best customers.

- **Production: The New Call to Action**

Better ways to drive conversions with print and display ads.

SPECIAL OPPORTUNITY

Ad Awareness

BONUS DISTRIBUTION

Bride Conference, 8/7-8/9, Washington, D.C.

Ad close: 7/1/2012

Materials due: 7/7/2012

SEPTEMBER

COVER STORY

Top 50 Mailers

Target Marketing's seventh annual list of the most prolific direct mailers, and why they were successful in 2011

FEATURES

- **B-to-B: Search**

Search engine Marketing's surprising role in B-to-B marketing

- **Web: Testing Strategies**

What kinds of insights do Web marketers gain from A/B and multivariate testing? See real-world results here.

SPECIAL OPPORTUNITY

3-in-1 Offer

BONUS DISTRIBUTION

NEMOA Fall 2012

directXchange, 9/19-9/20, Groton, Connecticut

Ad close: 8/1/2012

Materials due: 8/7/2012

TARGET 2012 Editorial Calendar

M A R K E T I N G

OCTOBER

COVER STORY

Direct Marketer of the Year

Who will succeed Brian Cowart as direct marketer of the year, and what is the secret to their success?

FEATURES

- **Search: SEO Copywriting**

How to seduce your customers, and the search engines too!

- **Postal: Paying the Price**

How to survive the rate changes and keep mailing.

- **Database: Opt-Outs**

How to track and manage opt-outs so your customers get exactly what they want

SPECIAL OPPORTUNITY

2-for-1 Advertorial

BONUS DISTRIBUTION

DMA Annual, 10/13-10/18, Las Vegas

Ad close: 9/3/2012

Materials due: 9/11/2012

NOVEMBER

COVER STORY

Profile of a Leading Direct Marketer

FEATURES

- **Mobile: B-to-B**

As more professionals are using mobile devices, even their own, to perform their jobs, mobile's role as a business marketing channel continues to expand.

- **Email: Deliverability**

Opt-ins and white lists matter less than ever. Here's how to really stay in your recipient's inbox.

RESOURCE GUIDE

Lead Generation and Nurturing

Ad close: 10/3/2012

Materials due: 10/11/2012

DECEMBER

COVER STORY

The Top Tips of 2012

All the greatest wisdom, best practices and tips from the year of *Target Marketing* magazine, *targetmarketingmag.com*, our e-newsletters, Marketing's Best Blogs, webinars and more!

FEATURES

- **Lists: International Demographics**

What you need to know to test lists in foreign markets

- **Social Media: Influencers**

How to leverage influencers for direct response

SPECIAL OPPORTUNITY

Holiday Bonus Co-op E-Blast

BONUS DISTRIBUTION

NCDM, TBD

Ad close: 11/1/2012

Materials due: 11/8/2012

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