



JANUARY/FEBRUARY

The Media Mix Issue

- Highlights from the 2017 Media Usage Survey
- The Technologies Marketers Are Investing In
- New Ideas Shaping Marketing for the Year

AD CLOSING: JANUARY 5

MATERIALS DUE: JANUARY 10

MARCH/APRIL

Build Your Marketing Department

- The Roles You Need on Your Team
- Key Capabilities, Metrics and ROI
- How It Should Evolve Over Time

AD CLOSING: MARCH 9

MATERIALS DUE: MARCH 14

MAY/JUNE

Content and Creative

- How To Build a Comprehensive, Cross-Channel Content and Messaging Strategy
- Mapping Content to the Customer Journey
- Programmatic and Augmented Intelligence Creative

AD CLOSING: MAY 11

MATERIALS DUE: MAY 16

JULY/AUGUST

The Marketing Technology World's Fair 2

- How Do You Incorporate Data?
- The Data Shaping the Future
- How to Decide Which Partners, Tools and Resources Should to Bring In

AD CLOSING: JULY 6

MATERIALS DUE: JULY 11

SEPTEMBER/OCTOBER

Marketers of the Year

- The Visionaries Moving Their Companies Forward
- Up-and-Comers to Keep Your Eye On
- Target Marketing's Marketer of the Year!

AD CLOSING: SEPTEMBER 7

MATERIALS DUE: SEPTEMBER 12

NOVEMBER/DECEMBER

Best of Marketing

- The Year's Best Campaigns
- The Most Influential Marketers
- The First Golden Arrow Awards

AD CLOSING: NOVEMBER 9

MATERIALS DUE: NOVEMBER 14

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