

# EDITORIAL CALENDAR

PUBLISHED FOUR TIMES PER YEAR, OUR **TARGET MARKETING MAGAZINE** IS DELIVERED DIRECTLY TO THE MAILBOXES AND INTO THE HANDS OF THE INDUSTRY'S TOP EXECUTIVES.

## SPRING

### Omnichannel Marketing Beyond Retail

Marketing across channels to drive maximum ROI.

#### Including:

- How to Create a Great, Connected Customer Experience
- The Technology Making Omnichannel a Reality
- Case Studies in Augmented Reality

AD CLOSING: **February 5**

MATERIALS DUE: **February 8**

## SUMMER

### Marketing Team Management

How do marketing leaders keep their departments on goal, on time and on task?

#### Including:

- Habits of Highly Effective Leaders
- How to Increase Productivity and Decrease Burnout
- Easy Project Management Systems

AD CLOSING: **May 5**

MATERIALS DUE: **May 8**

## FALL

### 2019 Marketing Budgets

What media, technology and personnel are marketers investing in?

#### Including:

- How to Plan Your Budget
- The Most In-Demand Marketing Roles and Skills
- The Technology Movers and Shakers of 2018

AD CLOSING: **August 15**

MATERIALS DUE: **August 20**

## WINTER

### Marketer of the Year

We reveal the 2018 Marketer of the Year, and honor top visionaries and up-and-comers.

#### Including:

- The Role of the CMO in 2019
- What Makes a Marketing Visionary?
- How to Spot and Nurture Your Own Up-and-Comers

AD CLOSING: **November 11**

MATERIALS DUE: **November 14**

