

# 2017 EDITORIAL CALENDAR

Month	In-Depth *	Special Reports **	Themed Week ***	eBooks	Editorial Webcasts	Virtual Events	Live Events
<b>December</b>	User Journey ABM Customer Stories	The Productivity Special Report	Contrarian Opinion	Data Analytics Mobile	Looking ahead to Marketing in 2017	8th: Content Marketing	
<b>January</b>	Financial Services and Data Postal Reform Live Streaming	2017 and Beyond	Future	The IoT Offline/Online Marketing	Tech 2020		
<b>February</b>	Retail Tag Management Loyalty Programs	Building a Better Marketing Department	Career	The Future (a look into a marketer's role in 2020) Email Marketing	Productivity	23rd: Marketing Tech	
<b>March</b>	ABM Marketing Cloud Customer Acquisition	The Agency Issue	eCommerce Week	Retail (OTQ)	Bots		1st: DMN Awards, NYC 2nd: DMN Connect, NYC
<b>April</b>	CRM Audience Targeting UX Design	Retention v. Loyalty	Marketing Strategy	Cloud Marketing ABM	The Enlightened Customer		21st: Marketing Hall of Femme, NYC
<b>May</b>	Data Ownership Retargeting Predictive Analytics	Best Places to Work	AI	Programmatic Everything (mail, digital, automated tasks) Mobile Trends	Best Places to Work	11th: Lead Gen Strategies	16-17th: Caples Awards Live Judging, NYC
<b>June</b>	Creative CIO Productivity	How to Build Your Data from Scratch	Social Network	Content Marketing/Asset Management (OTQ) Consumer Data	Mobile		16th: Caples Awards Reveal
<b>July</b>	Venture Capital Email data Webinars/ Webcasts	The Modern Marketer	Omnichannel	Something About the Pressures on CMOS	Future of Email		
<b>August</b>	Customer Preferences Social Media Audience Data	How I Got Here: CMOs	CMOs	Shopper Analytics Omnichannel Marketing	Predictive Analytics	17th: B2B Marketing	
<b>September</b>	Retail User Generated Content Healthcare	The Future of eCommerce	Data	CMOs (OTQ) Social Strategy	Wearables		40Under40, NYC
<b>October</b>	Security Data Marketing Tech	Autonomous Cars	Retail	Social Media Marketing	Marketing in Crises		
<b>November</b>	Product Launches Marketing Automation Client Services	Marketing Tech Survey	Marketing Tech	Data Securities	Marketing Clouds		
<b>December</b>	ABM Inbound Marketing Customer Experience	Marketing 2025	Email	Marketing Tech (OTQ)	Segmentation	7th: Content Marketing	

\* 600-800 word story exploring the topic involving multiple sources

\*\* 1,200 - 1,800 word story with multiple sources and other multimedia elements

\*\*\* A series of articles