

2017 EDITORIAL CALENDAR

| Month | In-Depth * | Special Reports ** | Themed Week *** | eBooks**** | Editorial Webcasts | Virtual Events | Live Events |
|------------------|--|--|--------------------|---|--------------------------|---------------------------|---|
| January | Financial Services and Data Postal Reform Live Streaming | 2017 and Beyond | Future | Data-driven Marketing | Tech 2020 | | |
| February | Retail Tag Management Loyalty Programs | Building a Better Marketing Department | Career | Retail Email | Productivity | 23rd: Marketing Tech | |
| March | ABM Marketing Cloud Customer Acquisition | The Agency Issue | eCommerce Week | Retail Artificial Intelligence Streaming Operations | Bots | | 1st: DMN Awards, NYC 2nd: DMN Connect, NYC |
| April | CRM Audience Targeting UX Design | Retention v. Loyalty | Marketing Strategy | Data Quality Customer Profiling ABM | The Enlightened Customer | | 21st: Marketing Hall of Femme, NYC |
| May | Data Ownership Retargeting Predictive Analytics | Best Places to Work | AI | Marketing Tech Programmatic | Best Places to Work | 11th: Lead Gen Strategies | 16-17th: Caples Awards Live Judging, NYC |
| June | Creative CIO Productivity | How to Build Your Data from Scratch | Social Network | Direct Mail Content Marketing (DAM) | Mobile | | 16th: Caples Awards Reveal |
| July | Venture Capital Email data Webinars/ Webcasts | The Modern Marketer | Omnichannel | Focus on CMOs Artificial Intelligence | Future of Email | | |
| August | Customer Preferences Social Media Audience Data | How I Got Here: CMOs | CMOs | Shopper Analytics Omnichannel Marketing | Predictive Analytics | 17th: B2B Marketing | |
| September | Retail User Generated Content Healthcare | The Future of eCommerce | Data | Data Quality CMOs (OTQ) | Wearables | | 40Under40, NYC |
| October | Security Data Marketing Tech | Autonomous Cars | Retail | Customer Acquisition Social Media Marketing | Marketing in Crises | | |
| November | Product Launches Marketing Automation Client Services | Marketing Tech Survey | Marketing Tech | Data Analytics | Marketing Clouds | | |
| December | 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

**** [Link to full eBook descriptions](#)