



# Chief Marketer

Reach more than **100,000** Senior-Level Marketers and generate targeted leads through Chief Marketer's Extensive Content Offerings—delivered **Digitally, Face-to-Face and In Print**

**Digital Gated Content:** Available for sponsorship with lead generation; materials due 7 days prior to deployment

	Monthly Feature:	TipSheets:	Marketing Tech Round-Up:	Research Reports:
	These special reports from the editors of Chief Marketer go in detail on the hottest marketing topics, featuring interviews with industry experts and end-user marketers. Learn what's working and how you can apply these tactics to your own initiatives.	Every month, we dive into a different marketing topic and collate the best tips, tricks and trends from our regular coverage. Our TipSheets are the place to find ideas to jump start your marketing inspiration.	We go in-depth on a particular marketing technology category. Find out everything you need to know before you allocate precious budget dollars, from the latest trends in the market, to the newest systems available, who are the key players, the staffing and equipment needs, system requirements and more.	Get an up-to-the-minute snapshot of the latest marketing trends with Chief Marketer's proprietary reader research. Find out what your peers are doing, where they're spending money and what their plans are for the future.
January	Email Creative	Loyalty	Live Chat	
February	Art of Measurement	Incentives	Web Optimization Tools	
March	Mobile Marketing	Direct Mail	Email	Lead Generation
April	Social	Lists & Data	CRM	
May	Mobile ecommerce	Email	Social Media Monitoring	
June	Data Driven Marketing	B2B Lead Generation	Webinar/Conferencing Tools	Mobile
July	Email Marketing	Mobile	Ecommerce Platforms	
August	The Customer Experience	Contest/Sweeps	Data Management	
September	Lead Acquisition	Social	Email	Social
October	Effective Inbound Marketing	Incentives	Social Networking Automation	
November	Offline/Online Integration	Email	Inbound Marketing	TBD
December	Data-Driven Marketing	Lists & Data	Demand Generation	





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## Quarterly Print & Digital Strategy Guides

<p><b>SPRING</b>                  Space Reservation Deadline: Feb. 11                  Materials Due: Feb. 14</p>	<p><b>Marketing Integration/One Voice:</b>                  Creating a unified marketing message that positions the brand across various channels; exploring attribution channels; leveraging individual channel strengths while maintaining unity; crafting better communications across the entire organization and structures that support integration; technology that supports integration.</p>
<p><b>SUMMER</b>                  Space Reservation Deadline: May 8                  Materials Due: May 10</p>	<p><b>Social/Mobile/Local:</b>                  Innovation in leveraging the powerful marriage that has taken marketing to a new level—just in time messaging, peer, in-store, local. How to, case studies—featuring brands that do it well; org structures and who executes what; the skills needed; technology that supports these campaigns, and the metrics to measure your success.</p>
<p><b>FALL</b>                  Space Reservation Deadline: Sept. 6                  Materials Due: Sept. 10</p>	<p><b>The Connected Customer:</b>                  Understanding how consumers are using technology to evaluate and make buying decisions. What technology a marketer needs to consider purchasing; and what skill sets are needed to leverage the technology investment. Everything you need to know, from evaluating new tech to creating an RFP; analysis; the payoff of your investment; the people and training you need; sifting through the hype versus reality.</p>
<p><b>WINTER</b>                  Space Reservation Deadline: Oct. 21                  Materials Due: Oct. 24</p>	<p><b>The Idea Book:</b>                  Marketing Innovation—Brands that are rocking it with new approaches to drive brand interest, leads, conversion and loyalty. The Ideas, The Trends, The Most Intriguing People and Marketing Programs. How to take a great concept, tailor it to your business and what you need to get it done. Includes where to find the tools, resources and services; and how to evaluate.</p>





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**Chief Marketer ENewsletters Make You Stand Out!** How do you know when prospects are ready to buy? New research by Forrester shows prospects are 60% to a buying decision before they begin contacting companies. Your presence in Chief Marketer's newsletters keeps you top of mind so when prospects are just starting to research opportunities (or ready to buy!), you will be there.

**eNewsletter Content: sponsorship opportunities available**

Every Month

**Chief Marketer's Tech Talk:** Each month, we'll cover the latest trends and revolutions in marketing technology that marketers need to know to stay ahead of the game. From email and social media optimization to ecommerce and conferencing and beyond, learn where you should be making your tech investments for a better bottom line, not only for the technology itself but staffing and skill sets needed to make the most of the investment. In each issue, we'll feature everything you need to know about a particular technology niche, from the key players, and trends to staffing and budget needs.

In the Technology Round-Up Report, we'll go in-depth on a particular marketing technology category. Find out everything you need to know before you allocate precious budget dollars, from the latest trends in the market, to the newest systems available, who are the key players what the staffing and equipment needs are, system requirements and more.

**Chief Business Marketer:** Get actionable ideas from the leading practitioners and experts on ways you can improve your B2B marketing results. Chief Business Marketer offers case study examples and experts analysis on B2B campaigns, creative, technology trends, lead generation, data, metrics and more that B2B marketers can use to improve their own strategies and initiatives.

**Chief PROMO Marketer:** Keeps promotional marketers ahead of the curve by uncovering the metrics and meanings behind the most innovative campaign rollouts. Readers will get insight from Q&As with the marketing elite, full discussions of the most innovative and effective promotional channels, and sound expert advice on testing the new promotional tactics or mastering the tried and true. Learn how brands are employing everything from social games and couponing to samples, live events and loyalty programs to connect with consumers and convert them to advocates

Every Week

**Chief Marketer—This Week:** Cut through clutter with Chief Marketer—*This Week*. A weekly wrap-up, curated from around the web, of the week's most relevant content about marketing. Chief Marketer's seasoned editorial team ferrets out the most relevant stories of the week and adds color commentary on why you should care. Don't have time to scour all the sources out there? Stop feeling guilty—just add Chief Marketer—*This Week* to your safe sender list and catch up every Friday. Check. Done. Ahhhh—it's the weekend

**Chief DIRECT Marketer:** Helps direct marketers respond to emerging opportunities fast. The most seasoned team of direct marketing journalists in the business offers readers analysis of trends and developments impacting the DM world, with emphasis on case examples, best practices and measurement-based tactics that can assist any direct-response marketer. Read the latest commentary from industry experts and our editors on topics vital to DM success such as direct mail, telemarketing, ecommerce, database/CRM, social media and email.

**Chief DATA Marketer:** The key ingredient behind every successful direct marketing campaign: data and data analytics. Employing data modeling, mining, demo and segmentation techniques to enhance campaign impact and improve ROI. Learn not only about the top new files on the market but how to make the most of the information already at your fingertips, with coverage of the latest database modeling, data mining, demographics and segmentation techniques. Real-world cases will show how to get a better picture of your customer, enhance your campaign impact and improve ROI.

