

2014 • CHIEF MARKETER • EDITORIAL CALENDAR

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

	TIPSHEETS	SPECIAL REPORTS	TECHNOLOGY REPORT	CHIEF MARKETER RE-SEARCH
	Tips, Tactics & Ideas	Trends, Strategies & Insights	Key Players & Considerations	Proprietary Brand Research
January	B2C Direct Mail Tips	Best Holiday Campaigns		
February	B2B Content Marketing	Email: What's Hot in Creative	Building Apps In-House	Lead Generation
March	Top 10 Data Pain Points	Social Attribution: The Social Path to Sale		
April	Email Deliverability	B2B Marketing Toolkit	Video Marketing	B2B Lead Generation
May	Video Marketing	Marketing Automation Tools		Mobile Marketing
June	Lead Sourcing	Mobile Marketing Toolkit	Big Data Analytics	
July	Integrating Social	Catalog & Ecommerce		B2B Mobile Marketing
August	Landing Pages	Responsive Design	Inbound Marketing	
September	Incentives	Email: List Building & How to Avoid Churn		
October	ReTargeting	Offline to Online Marketing		Social Marketing
November	Personalization	Mobile Landing Pages: What's Working	CRM Tools	
December	Event Marketing	Location-Based Marketing		B2B Social Marketing

Event-Special Gated Reports

AUGUST LeadsCon	Bridging the Sales & Marketing Gap
SEPTEMBER Top Shops	Top Promotional Agencies and the PRO Award Winners for 2014

Monthly Online Features:

Emails We Love	Our editors pick for the top email creative of the month
Tweet This	The news and views you'll want to share
Startling Stats	Marketing facts and figures to raise your interest—and your ROI
Brilliant B2B	B2B ideas, trends and creative that go a step beyond the norm
Good Marketers, Bad Moves	How marketers make the best (or worst) of bad situations—experts weigh in

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Quarterly Print & Digital Strategy Guides

SPRING Reservation Deadline: Feb 6 Materials Due: Feb 14	Digital Profiling	<p>Who is your customer? Sure, you're got lots of data on them—but what does it really mean? Chief Marketer explores how marketers can make sense of the mounds of customer data generated at point-of-purchase, social, mobile, online, live events and everywhere in between and translate it into measurable ROI. Learn:</p> <ul style="list-style-type: none">• The technologies you need now for better data management• How B2B marketers can connect with customers in social media meaningfully• Tips and tricks for creating a unified marketing database• Ways to develop a better contact strategy based on your customer's digital footprint• Results of Chief Marketer's exclusive lead generation research
SUMMER Reservation Deadline: April 8 Materials Due: April 14	Customer Mobility	<p>Today's customer is everywhere—and that's exactly where they expect marketers to be as well. Your audience is on the move, and they want to be able to connect with you whenever and wherever they choose. In this special report, learn strategies for creating campaigns that shift transparently from screen to screen, including:</p> <ul style="list-style-type: none">• Ideas for driving mobile customers to purchase online and offline• A blueprint for crafting winning mobile email messaging• Mobile campaigns that connect with B2B audiences• Social strategies for building buzz and brand on the go• Exclusive results of Chief Marketer's annual mobile marketing survey
FALL Reservation Deadline: July 30 Materials Due: August 6	The Art & Science of Marketing	<p>A seismic shift has happened in the world of marketing. The ever-increasing demand for marketing to be measurable and the rise of digital, social and mobile technologies to make that happen has changed what organizational structures and skill sets are needed. Still, that doesn't mean the need for good creative has disappeared. Discover:</p> <ul style="list-style-type: none">• Exclusive Chief Marketer research on how technology has impacted the structure of marketing departments today• Strategies for melding creative approaches with measurable tactics to build relationships (and sales) for B2C and B2B marketers• What metrics matter the most to today's social and mobile marketer• Ideas for creating the best marketing team to meet your brand's needs
SPECIAL REPORT <i>(Distributed at Pro Awards Gala & polybags with Winter Edition)</i> Reservation Deadline: August 15 Materials Due: August 22	AgencyNext, Pro Awards & TopShops	<p>Chief Marketer and PROMO present AgencyNext, a special supplement showcasing the 2014 PRO Award winners. Read about the most innovative creative the promotional industry has to offer, and the agencies and brands that make it happen. Plus, get the scoop on TopShops, our exclusive listing of the top 100 U.S. promotional marketing agencies.</p>
WINTER Reservation Deadline: September 24 Materials Due: October 1	The Automated Marketer & AgencyNext Sup	<p>Technology is moving fast, and marketers have to keep up. Chief Marketer takes a deep dive into marketing technology and looks at the tools you need to manage all your email, social, mobile and digital communications for a cohesive and profitable customer view. In this special report, uncover:</p> <ul style="list-style-type: none">• Profiles of marketers to watch who are utilizing technology to boost their brand and their ROI• The tools and trends to watch for in 2015• Top 10 ideas for better B2B marketing automation• Chief Marketer's annual social marketing survey results