

2016 EDITORIAL CALENDAR

SPECIAL REPORTS

EDITORIAL FOCUS	B2B MARKETING	B2C	MARTECH
January	Top to Bottom: Moving Prospects Through the Funnel to Conversion	Who Is Your Audience?: Millennials, Boomers, Teens & More—The Segments that Matter to Your Brand	Marketing Automation: Connecting Throughout the Cycle
February	Getting Creative: Tips for Better B2B Copywriting and Design	Reel to Reel: Video's Starring Role in Customer Engagement	Content Marketing: How to Power Your Content Campaigns
March	Meet the Millennials: Ideas for Reaching the Next B2B Generation	The Loyalists: Driving Retention With Loyalty Programs	Measurement & ROI: What Should You Measure & How
April	Digital Directive: Latest Tech & Techniques for Better Online B2B	Swept Away: Case Studies & Best Practices for Sweepstakes	Social Tech: Tools for Creating Better Engagement
May	What You Need: A Blueprint for Building Your B2B Dream Team	Try This: New Trends in Using Sampling For Conversion	SaaS: Is It the Best Choice for You?
June	Offline and On Point: Trends in B2B Direct Mail & Print	The Big Event: Driving Attendance & ROI at Events	Going Mobile: Tools & Tech for All Screens
July	Early Shift: Connecting With Prospects Sooner in the Buying Cycle	Shop on: Ways to Improve the Path-to-Purchase	Video View: The Latest in Maximizing Marketing Video
August	B2B Lead Gen: What's Working Now	Living the Experience: Building Brand With Experiential Marketing	By the Numbers: What Should Be In Your 2017 Tech Budget
September	Story Hour: Using Content to Create a Compelling Tale	Culture Shock: Reaching Diverse Demographic Segments	Inbound Marketing: What You Need to Do It Right
October	Inbox Confidential: Email Marketing Update	Perfecting Planning: The Latest on Promotion Marketing Planning, Development & Execution	B2B Tech: What B2B Marketers Need Now
November	Who Are They: Why Buyer Personas Matter	Creative Critique: What Makes Great Creative, and What Turns Consumers Off	IM+T Awards: The Winning Campaigns
December	B2B 2017 Outlook: Trends for 2017	Promotion Outlook: Promotional Marketing Trends for 2017	Data Optimization: Making More of Your Information Now