

2020 EDITORIAL CALENDAR

Chief Marketer moves at the speed of marketing, with a lively mix of breaking trends and insights plus in-depth articles designed to help readers do marketing—better.

In addition to our calendar of annual features, we offer recurring monthly profiles:

- **Brands on Fire:** Our monthly analysis into one of the world's top brands and the marketing moves that are setting it apart.
- **Marketers on Fire:** Our monthly profile of an outstanding marketer whose leadership and campaigns are moving the needle for their brand.

JANUARY

Top Tech Trends from CES—All the latest cutting-edge technologies marketers need on their radars for 2020 and beyond.

[Brands on Fire](#)
[Marketers on Fire](#)

FEBRUARY

Next-Gen Sports Marketing—The fan engagement trends, in-stadium and at-home technologies and athlete deals shaping the future of sports sponsorships, plus: how to navigate the world of esports.

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[Marketers on Fire](#)

MARCH

B2B Event Marketing Trends—The sales meetings, conferences and employee events that are moving the industry forward.

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APRIL

Selling it to the CEO—Strategies for crafting and communicating marketing reports that effectively convey the value of your marketing programs to the C-suite.

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[Marketers on Fire](#)

MAY

Social Media Marketing Best Practices—From content to privacy to platforms and beyond, our annual guide to smart posting and tweeting.

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[Marketers on Fire](#)

JUNE

Content Marketing Best Practices—How to create, track and analyze your content marketing campaigns for maximum impact.

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JULY

The 2020 PRO Award Winners—The Best Promotion Marketing Campaigns of the Year, plus top trends in Shopper Marketing.

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AUGUST

Diversity, Inclusion and Accessibility—Our annual report card on the brands and campaigns that hit (and missed) the mark, plus expert insights on how to craft and deploy inclusive and accessible campaigns.

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[Marketers on Fire](#)

SEPTEMBER

NEW! Market like a Mother—Our annual showcase of outstanding female marketers who are leading their teams *and* their families.

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OCTOBER

Masters of Martech—Marketing technology campaigns that are shaking up the industry and moving the needle.

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NOVEMBER

The CM200—The industry's only comprehensive list of the world's 200 best brand engagement and activation agencies.

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DECEMBER

Future CMOs—Our annual recognition program that shines a spotlight on the up-and-comers in the industry, plus: expert insights on what it takes to be a CMO in 2021.

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[Marketers on Fire](#)