

2022 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

Market Like a Mother—Our annual showcase of outstanding female marketers who are leading their teams and their families.

FEBRUARY

Account-Based Marketing—Learn how leading B2B brands are reaching the right decision makers in key accounts to increase marketing ROI.

MARCH

B2B Event Strategies—The sales meetings, conferences and content strategies that are moving the industry forward—online and in-person.

APRIL

Influencer marketing in the COVID-era. New rules and new ways to engage consumers through social media.

MAY

Diversity, Equity and Inclusion—A spotlight on the brands and campaigns that hit (and missed) the mark.

JUNE

Privacy Regulations—An up-to-the-minute look at the latest rules impacting your ability to collect leads and data.

JULY

The 2022 PRO Award Winners—The Best Promotion Marketing Campaigns of the Year, plus top shopper marketing technologies.
Future CMOs—Our annual recognition program that shines a spotlight on the up-and-comers in the industry.

AUGUST

Making Sense of Martech —What every marketing department should know about choosing the martech stack to best suit your organization.

SEPTEMBER

Data Management Strategies—Great data doesn't just inform, it drives strategy. A look at winning case studies.

OCTOBER

Email Marketing Best Practices—Inside the most effective open, click and conversion strategies, and why they work.

NOVEMBER

Selling it to the CEO—Strategies for crafting reports that effectively convey the value of your marketing programs to the C-suite.
CM200: The first ever editorial list of the top brand engagement and activation agencies serving the U.S

DECEMBER

2022 CMO Forecast—How you'll be marketing in 2023, according to industry experts.