

# 2022 EDITORIAL CALENDAR

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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.