

2015 EDITORIAL CALENDAR

Month	In-Depth (Main Feature)	Success Secrets Feature	Topic of the month	Essential Guides	Planned Bonus Distribution	eBooks: One Tough Question	eBooks: Specialty	eBooks: Compilation	Events (Live & Virtual)
December/January	2015 Marketing Outlook	Attribution	Social Media Strategies; Caples Awards	—	Marketing &Tech Innovation Summit	Analytics	2015 Predictions; Content Marketing Essential Guide	Marketing Automation	Virtual Event: Content Marketing (Dec 3, 2014); Live Event: Marketing&Tech Innovation Summit (Jan 29, 2015)
February	Datafication of Marketing	Content Marketing: The Good, Bad, & Ugly	Lead Gen Strategies	—	eTail West	Programmatic	—	Social	Virtual Event: Mobile Marketing (Feb 26)
March	Marketing &Tech Innovation Awards	Blending Direct and Brand Marketing	Customer Lifetime Value	Direct Mail Marketing	Marketing Hall of Femme, National Postal Forum	Privacy	Marketing &Tech Innovation Awards	Demand Gen	—
April	The Changing Dynamic of Customer Loyalty	Time Management for Marketers	Mobile Marketing	—	ad:tech San Francisco	Social	—	Content Marketing	Live Event: Marketing Hall of Femme (Apr 26)
May	Redefining Data Privacy	Segmentation and Targeting	Omni-channel Marketing	—	—	Marketing Leadership	—	Customer Loyalty	Virtual Event: Lead Generation (May 14)
June	Marketing Hall of Femme	Storytelling	Predictive Analytics	Omnichannel Marketing	CRMC	Attribution	Marketing Hall of Femme	Email Marketing	—
July/August	A Day in the Life of Direct Marketing	Email Marketing	Direct Response	—	eTail East	Marketing ROI	—	Data/ Analytics	Virtual Event: Social Media Strategies (Aug 20)
September	What's Next in Customer Experience Marketing	B2B Marketing	Video	—	40Under40 Awards, ERA, GraphExpo	Native Advertising	—	Marketing Tech	Live Event: 40 Under 40 Awards
October	The Intersection of Ad Tech and Marketing	Omni-channel Marketing	Segmentation and Targeting	Email Marketing	DMA2014, Advertising Week	Email Marketing	—	Digital Strategies	—
November	40 Under 40 Awards	Mobile Strategies	Lead Gen Content Marketing	—	ad:tech New York	Marketing Measurement	40 Under 40 Awards	Segmentation and Targeting	Live Event: Caples Awards
December 2015/ January 2016	2016 Marketing Outlook	Data/ Analytics	Marketing Automation	—	Marketing &Tech Innovation Summit	Customer Loyalty	Content Marketing Essential Guide	Omni-channel Marketing	Virtual Event: Content Marketing (Dec 3); Live Event: Marketing&Tech Innovation Summit