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## In every issue:

- **CMO Profile:** Our exclusive cover story focusing on top marketing officers at high-profile brands that are having big success with integrated marketing campaigns.
- **CM Report:** Spotlights recent marketing campaigns you need to know about and Q&As with industry leaders
- **Big Fat Ideas:** Highlights from the award-winning Big Fat Marketing Blog
- **Data/Analytics:** Expert commentary and analysis on the world of database marketing
- **Measurement/ROI:** What you need to know about metrics to help improve your bottom line
- **Tip Sheets:** Every issue, Chief Marketer offers actionable tips and trend pages covering
  - » Direct Mail
  - » E-mail
  - » Web Marketing
  - » Mobile
  - » Events
  - » Incentives
  - » Games/Sweeps
  - » Retail
- **Chieftains:** Marketing pros tackle Chief Marketer's question of the month

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## >> February/March

**Bonus Distribution:** Search Engine Strategies NY; PMA; eTail West; Retail Innovation & Marketing

**Ad Close:** January 12, 2011

**Materials Due:** January 20, 2011

- **Lead Gen/Prospecting 2011:** Results of our annual benchmarking research on where & how marketers are generating leads looking for new customers.
- **Super Smart Cuts:** The pros offer ways you can intelligently trim your 2011 marketing costs—and suggest place you might want to up your spend to boost your bottom line
- **Who's Listening?:** What social tactics like Twitter, Facebook and Foursquare can do for marketing—and what they can't.
- **Marketing Ops:** What's new in lead scoring and lead processing automation
- **Tip Sheet Highlight:** Data Mining

## >> April/May

**Bonus Distribution:** AdTech SF; NEMOA

**Ad Close:** March 11, 2011

**Materials Due:** March 18, 2011

- **Interactive Marketing 2011:** Annual research from Chief Marketer on marketers' near-term plans for interactive marketing and e-commerce.
- **B-to-B:** Where smart B-to-B marketers are spending their time and money this year, and how practices have changed since the recession.
- **Marketing Ops:** Web analytics tools that can maximize online ROI.
- **Cross Channel Divide:** How the right data can help you integrate your marketing—and your customer base.
- **Tip Sheet Highlight:** PR marketing

## >> June/July

**Bonus Distribution:** All for One Marketing Summit (DMA); Internet Retailer Conference; Mobile Marketing Conference; Real Time NY

**Ad Close:** May 13, 2011

**Materials Due:** May 20, 2011

- **Mobile Marketing 2011:** Chief Marketer's research findings on the latest trends in the U.S. market.
- **Paper Trail:** Today's best practices for integrating direct mail into campaigns in other channels—how and why.
- **Marketing Ops:** Tools for calculating the most effective media mix, both online and offline.
- **Interactive Marketing Awards:** Winners of Chief Marketer's competition for digital campaigns.
- **Tip Sheet Highlight:** Telemarketing

## >> August/September

**Bonus Distribution:** DMA Annual Reg Bag insert; eTail East; Shop.org Annual; Motivation Show

**Ad Close:** July 8, 2011

**Materials Due:** July 15, 2011

- **Targeted Marketing 2011:** Research results on new trends and tactics in targeted marketing campaigns.
- **Special Report: Incentives:** How marketers are using incentives to drive loyalty and sales.
- **E-mail Outlook:** The latest trends for better e-mail delivery and results.
- **Marketing Ops:** Dashboards that put the data you need at your fingertips.
- **Tip Sheet Highlight:** CRM
- **Special Report: Promo Power Agency Rating:** Ranking of the overall top 50 promotion agencies in the U.S. market, including the top five in major industry verticals such as experiential, in-store and online promotion.

## >> October/November

**Bonus Distribution:** DMA Annual; AdTech NY; ANA Masters of Marketing

**Ad Close:** September 1, 2011

**Materials Due:** September 9, 2011

- **Social Marketing 2011:** Annual research—where are budget dollars and resources going in the social space?
- **Buy It to Go:** What you'll wish you knew next year about mobile commerce and whether it's right for your business.
- **Marketing Ops:** End-to-End Automation Systems: Why you need a 360-degree view of your customer now.
- **ProAwards Finalists:** We list the leading contenders in more than a dozen promotional categories. Winners to be chosen by a peer jury and announced in October 2011.
- **Tip Sheet Highlight:** Catalog trends

## >> December/January

**Bonus Distribution:** eMail Evolution; NCDM

**Ad Close:** November 9, 2011

**Materials Due:** November 16, 2011

- **The CM Power 25:** Our editors pick the top 25 game-changing individuals who will lead the marketing pack in 2012.
- **Back and Forth:** What trends and stories shaped the 2011 marketing landscape—and what you should look out for in 2012.
- **Planning Ahead 2012 Budget Essentials:** Key trends that will impact how much you should ask for and where you allocate your promotional or direct marketing dollars.
- **Building a Marketing Dream Team:** Core competencies your marketing department will need and how to get them.
- **Marketing Ops:** SEM Automation trends and tools.
- **Tip Sheet Highlight:** Games/Sweepstakes

## >> PROMO SourceBook 2012 polybags with December/January Issue

The promotion industry's foremost integrated supplier directory for senior-level marketers at leading consumer products companies, Fortune 500 firms, retailers, service companies and top promotion agencies. Includes:

- **PROMO's Trends & Tips Report for 2012** (promotional tactics such as sampling, games/sweeps, product placement, licensing and events)
- **Top-ranked** PROMO 50 Agencies
- **Award-winning** promotional campaigns from the PRO Awards, IMAs
- **Directory** of service providers for promotional marketers
- **"Wish I Had Done That..."** The 2011 ProAward winners—The most creative and effective promotional campaigns of the year, judged by an expert panel of marketing professionals.

**Directory Listing Print Deadline:** October 6th, 2011

**Ad Close:** November 4, 2011

**Materials Due:** November 14, 2011

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