STRATEGIC PLANNING GUIDE 2023

SPONSORED EDITORIAL CALENDAR

	FEATURE STORY/SPECIAL REPORT	ROADMAPS	INFOGRAPHICS	TARGETED RESEARCH	FIRESIDE CHATS	PODCASTS	EVENTS
January Close Date: 12/1/22	DTC and Consumer Insights Special Report	Preparing for the Future of Retail Media	Loyalty Marketing Strategies	Ranking AI Investments	Master Data Management Trends	Supply Chain Resiliency	
February Close Date: 1/1/23	Emerging Brands and Standout SMBs to Watch	Elevating Your Retail Execution Framework	Keys to Supply Chain Success	RGM Readiness and Effectiveness	Pricing and Promotion Strategies Meeting Consumer Needs	Virtual Experiences	
March Close Date: 2/1/23	Consumer-First Product Development Special Report	Mapping Your Consumer Data Strategy	RGM's Growing Importance	Supply Chain Resiliency Tech Investments	Top DTC Trends	TPM Strategies	League of Leaders
April Close Date: 3/1/23	Visionaries	Driving Personalized Experiences in a Privacy-Focused Landscape	Consumer Data Readiness	Pricing and Promotion Investments	The Future of the Future: Virtual Experiences and the Metaverse	Retail Media Platforms	
May (AU) Close Date: 4/1/23	Analytics Study (With RIS)	Maximizing Modern OSA Strategies	Consumer-First Retail Execution	Future-Forward Fulfillment	Consumer Behavior Predictions	Social Commerce Strategies	Analytics Unite Summit
June Close Date: 5/1/23	CIO of the Year	Streamlining Operations and Growing Profitability with RGM	Trends Shaping the Future of Product Innovation	Security Maturity	Elevating Consumer Experience and Customer Service Capabilities	AI-Powered Pricing	League of Leaders
July Close Date: 6/1/23	SMB Index	Strengthening Brand Power Via Immersive Experiences	Blockchain Adoption Readiness	Consumer Data Foundations	Retail Execution Strategies for Modern Commerce	Location Analytics	
August Close Date: 7/1/23	CMO of the Year/Grocery Tech Study (With RIS)	Mapping Customer Data to Your CX Strategies	Innovating through Consumer Data	Hyper-Personalization Capabilities	Consumer Data Privacy Priorities	Sustainability Mandates	
September Close Date: 8/1/23	Sales & Marketing Special Report	Streamlining Content Operations and Experiences	State of Supply Chain Resiliency	ERP Modernization	Developing Retail Media Fluency	Digitally Enabled Product Innovation	League of Leaders
October (CGSM) Close Date: 9/1/23	Top 100 Consumer Goods Companies	Modern NPDI Strategies	Data Privacy Readiness	Social Media Marketing	2024 Predictions	Hyper-Personalization	CGSM
November Close Date: 10/1/23	End-to-End Supply Chain Special Report	Building Data Fluency Across the Enterprise	Unlocking the Power of DTC Loyalty	Supply Chain Resliency Investments	Insights-Fueled Product Innovation	REX Success	League of Leaders
December Close Date: 11/1/23	IT Integration Change Management Playbook Special Report	TPx Strategies for a Complex Commerce Landscape	AI-Powered Supply Chain Success	Retail Media Readiness	Successful ERP Integration Strategies	Customer Service Capabilities	