



Editorial Calendar

February/March

Space Reservation

Deadline: January 13, 2012

Ad Materials Deadline:

January 20, 2012

Bonus Distribution:

eTail West, NEMOA Spring,
Merchant Risk Council,
ad:tech San Francisco

Ecommerce

- Website Critique
- Mobile & Tablet
- How BTB Marketers Make Social Media Work
- Web Analytics: Your Most Important Metrics
- Comparison Shopping
- Fraud Prevention

Marketing

- Engage Page
- Catalog Critique
- 6 Ways to Give Your Brand a Lift in 2012
- Herschell Gordon Lewis
Creative Column: Headlines

Tip Sheet Highlight:

Catalog Production

Operations & Management

- Operations Summit Pre-Conference Outlook
- Shipping Strategies For Efficiency & Savings
- Open Source Systems

Advertorial Case Study Highlight:

Email

April/May

Space Reservation

Deadline: March 14, 2012

Ad Materials Deadline:

March 21, 2012

Bonus Distribution:

Operations Summit,
Mobile Shopping Spring

Ecommerce

- Website Critique
- User-Generated Content
- Mobile & Tablet
- Social Commerce

Marketing

- Engage Page
- Analysis & Allocation: Best Use of Your Marketing Dollars
- The Changing Role of the Catalog
- Email Marketing
- Herschell Gordon Lewis
Creative Column: BTB Catalog

Operations & Management

- Operations Summit Coverage
- MCM Operations & Fulfillment Research Report
- Order Management
- Fulfillment Service Providers
- Benchmarking: Contact Center

Tip Sheet Highlight:

Shipping

Advertorial Case Study Highlight:

Operations

June/July

Space Reservation

Deadline: May 8, 2012

Ad Materials Deadline:

May 15, 2012

Bonus Distribution:

DMA, All For One, ACMA
National Catalog
Forum, Internet Retailer
Conference

Ecommerce

- Website Critique
- MCM Ecommerce Research Report
- Ecommerce: Personalization
- Mobile: Text Messaging Tactics
- Online Shopping: eBay, Amazon, Facebook & More
- Search

Marketing

- Engage Page
- Product Innovation: 10 Things You Can Do Right Now
- Maximizing Your Catalog Mail Plan
- Catalog Paper & Production 2nd Half Update
- Herschell Gordon Lewis Creative Column: The Benefits of Questions

Tip Sheet Highlight:

Lists & Data

Operations & Management

- Mergers, Acquisition, Venture Activities & Outlooks
- Business Intelligence Systems & Tools
- Inventory Solutions
- Human Resources: Training

Advertorial Case Study Highlight:

Social media



Editorial Calendar

August/September

Space Reservation

Deadline: July 13, 2012

Ad Materials Deadline:

July 19, 2012

Bonus Distribution:

eTail East, NEMOA Fall,
Shop.org

Ecommerce

- Website Critique
- Making The Most of Online Video
- Mobile Apps

Marketing

- Engage Page
- Start-up/Spin-off Strategies
- MCM Catalog Marketing Research Report
- Database
- MCM Award Winners
- Merchandising
- Herschell Gordon Lewis Creative Column

Tip Sheet Highlight:

Customer Acquisition

Operations & Management

- Warehouse Management Systems Comparison
- Making Live Chat work for you
- Disaster Recovery

Advertorial Case Study Highlight:

Search

October/November

Space Reservation

Deadline: September 6, 2012

Ad Materials Deadline:

September 10, 2012

Bonus Distribution:

DMA12, ad:tech New York,
Parcel Forum

Ecommerce

- Website Critique
- How BTB Marketers Are Building Online Business
- Rich Media
- Systems Integration

Tip Sheet Highlight:

Social Media

Marketing

- Engage Page
- Photography Best Practices for Online and Print
- Building Brand Through Online & Catalog

- Holiday Marketing Ideas
- Lists & Data
- Herschell Gordon Lewis Creative Column

Operations & Management

- Inventory Management
- Increasing Seasonal Staff Productivity
- Packaging

Advertorial Case Study Highlight:

Ecommerce Systems

December/January

Space Reservation

Deadline: November 2, 2012

Ad Materials Deadline:

November 8, 2012

Bonus Distribution:

NRF, Email Evolution

Ecommerce

- Website Critique
- Digital Customer Engagement
- Online Reputation Management
- Mobile & Tablet Commerce
- Search

Tip Sheet Highlight: Web Design

Marketing

- Engage Page
- Catalog Critique
- Creating The Ultimate Integrated Marketing Plan
- Merchandising
- BTB Customer Acquisition
- Herschell Gordon Lewis Creative Column: Best & Worst Catalog Copy

Operations & Management

- Systems
- Servicing The International Customer

Advertorial Case Study Highlight:

Shipping