

		<i>Bonus Distribution</i>	INSIGHT's MARKET FOCUS	SALES FEATURE	MARKETING FEATURE	CUSTOMER SERVICE FEATURE	ENTERPRISE STRATEGY FEATURE	RE:TOOLING	ADVERTISING SUPPLEMENT
January	Editorial Close: 10/26/08 Space Close: 10/31/08		Insurance		Email Marketing	Customer Feedback	Google's Influence on CRM	Web Self-Service	SOFTWARE-AS-A-SERVICE (SaaS)
February	Editorial Close: 11/30/08 Space Close: 12/5/08	<i>eTail 2009 Phoenix Feb. 23-24</i>	Automotive	CRM in a Difficult Economy	CRM in a Difficult Economy	CRM in a Difficult Economy	CRM in a Difficult Economy	Web Conferencing	CONTACT CENTER SOLUTION
March	Editorial Close: 12/26/08 Space Close: 1/2/09	<i>AIIM Philadelphia March 30-April 2</i>		Lead Scoring	Innovative Campaigns	CRM in Government	Apple and CRM	eContact Swapping	ENTERPRISE MARKETING MANAGEMENT
April	Editorial Close: 1/25/09 Space Close: 2/6/09	<i>Buying & Selling EContent Scottsdale, AZ April 5-7</i>	Telecom	<p>2009 CRM Service Awards Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM)</p> <p>CRM magazine presents its annual customer service excellence awards.</p> <p>Service Leader Awards CRM editors pick the top vendors in several categories based on a combination of weighted criteria, including revenues and revenue growth, market share, customer retention, and reputation for customer satisfaction.</p> <p>Service Elite Awards Recognizes excellence in getting both hard and soft ROI results from customer service-related CRM initiatives.</p> <p>Service Rising Stars Recognizes companies that in the past year have made a significant impression on the industry.</p>			Knowledge Management	SALES AUTOMATION/COMPENSATION MANAGEMENT	
May	Editorial Close: 2/28/09 Space Close: 3/6/09	<i>2009 Streaming Media East May 12-13 New York</i>		Psychology of Buying	CRM in Retail	Multichannel Service Strategies	Enterprise Decision Management	Speech-Enabled IVRs	BUSINESS INTELLIGENCE, ANALYTICS, AND DATA MINING
June	Editorial Close: 3/27/09 Space Close: 4/10/09		Travel/Hospitality	Social CRM	Social CRM	Social CRM	Social CRM	Social Networking Apps	CUSTOMER EXPERIENCE AND FEEDBACK MANAGEMENT
July	Editorial Close: 4/24/09 Space Close: 5/8/09 ★ <i>CRM Buyer's Guide</i> Space Close: 5/1/09			Invigorating Channel Sales	Search Engine Marketing	CRM in Education	10 CRM Implementation Tips	Partner Relationship Management	CRM BUYER'S GUIDE
August	Editorial Close: 5/29/09 Space Close: 6/6/09	<i>CRM Evolution 2009; SpeechTEK; Customer Experience Management Aug. 24-26 New York</i>		E-Commerce Best Practices	Marketing Agency Options	10 Great Service Strategies	CRM in Healthcare	Predictive Analytics	VERTICAL INDUSTRY SOLUTIONS

CRM magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions

To be placed on our advance Public Relations Editorial Preview distribution list, contact David Myron at dmyron@destinationCRM.com

Calendar is subject to change.

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September	Editorial Close: 6/26/09 Space Close: 6/26/09 CRM Evolution 2009; SpeechTEK; Customer Experience Management Aug. 24-26 New York	Financial Services	2009 CRM Market Awards Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM) CRM magazine's 2009 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership. CRM Market Leader Awards Recognizes the top five vendors in 10 categories based on a combination of weighted criteria, including revenues and revenue growth, market share, reputation for customer satisfaction, and depth of functionality. The categories include enterprise suite CRM, midmarket suite CRM, SMB suite CRM, CRM consultancies, marketing automation, SFA, data quality, CRM analytics, and incentive management. CRM Elite Awards Recognizes excellence in getting both hard and soft ROI results from CRM initiatives. CRM Influential Leader Awards Reveals those individuals who, by their words and actions, have made a significant impact either within their company or on the industry over the past year. CRM magazine may also induct one chosen executive into the CRM Hall of Fame.			<ul style="list-style-type: none"> CRM Market Leader Awards CRM Influential Leader Awards CRM Elite Awards 	Mobile Service Apps	MOBILE CRM
October	Editorial Close: 7/25/09 Space Close: 8/7/09 Streaming Media Europe 2009 Oct. 14-16	Sports/ Entertainment	Gaming for Business	Viral/Video Marketing	Workforce Optimization	10 Innovative CRM Technologies	Marketing Campaign Optimization	SALESFORCE APPEXCHANGE
November	Editorial Close: 8/29/09 Space Close: 9/4/09 Streaming Media West/ KMWorld 2009 Nov. 17-19	Pharmaceuticals	Selling Services	Green Marketing	E-Learning	Going Green	E-Signatures	KNOWLEDGE MANAGEMENT
December	Editorial Close: 9/26/09 Space Close: 10/9/09	Energy/Utilities	Sales Boot Camp	Geolocation	Customer Experience Management	Year in (P)review	Geolocation Tools	EMAIL MARKETING & DEMAND GENERATION

WHAT'S IN EVERY ISSUE

FRONT OFFICE:

Letter from CRM magazine
 Editorial Director David Myron.

INSIGHT:

News analysis of the most topical CRM stories.

REALITY CHECK:

Columnists comment on the industry.

CUSTOMER CENTRICITY:

Customer satisfaction experts voice their views.

REAL ROI:

Sales, marketing, and customer service case studies and success stories showcasing recent hard and soft ROI benefits and how they were achieved.

RE:TOOLING:

A monthly examination of a rising business technology.

THE TIPPING POINT:

Industry analysts discuss trends and best practices.

CONNECT:

Columnists discuss the expanding web of social connections and interactions with customers.

SCOUTING REPORT:

An in-depth look at a particular marketplace.

PINT OF VIEW:

Senior Editor Marshall Lager's lighthearted look at all things CRM.

Regular destinationCRM.com editorial opportunities.

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