

2026 CRM MAGAZINE EDITORIAL CALENDAR

	CUSTOMER SERVICE	MARKETING/SALES	CUSTOMER EXPERIENCE/ENTERPRISE STRATEGY
January/ February	Pending Legislation Affecting the CRM Industry and Legislative Priorities for 2026	Google Has Put Its Plans to Depreciate Third-Party Cookies on Hold. What Does This Mean for Marketing?	Branded Calling for Outbound Operations
March	The Latest Changes to the PCI Guidelines for Contact Centers	From SEO to GEO (Generative AI Engine Optimization)	Which Department Really Owns the Customer Experience?
April (PRINT ISSUE)	THE CRM TOP 100 ISSUE		
May	Video Chat and Screen Sharing Tools for Customer Service	The QR Code Resurgence	Keeping Customer Data More Secure with AI
June	Out of India: The Hottest Onshore and Nearshore Contact Center Outsourcing Destinations	How Salesforce Automation Is Being Revived by AI Copilots	Protecting Against Retail Cyberattacks
July/August	Friction Mapping: A New Technology to Identify Where Customer Service Breakdowns Happen	Dynamic Content Delivery Tools	The Shift Away from New Customer Acquisition to a Customer Retention-First Strategy
September (PRINT ISSUE)	THE CRM INDUSTRY LEADER AWARDS AND CONVERSATION STARTERS		
October	From KPIs and SLAs to XLAs (Experience-Level Agreements)	CTV Advertising Measurement Tools	Employee Advocacy Platforms
November/ December	Zero-Contact Customer Service Issue Resolution	Behaviorally Intelligent and Adaptive Digital Experience Design	Behavioral KPIs: Measuring How Customer and Employee Behavior Changed Following a Specific Action

➔ THE 2026 CRM TOP 100

Appears in the **April** issue

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas. A more complete list of CRM companies will appear in our Buyers Guide, available on our website (DestinationCRM.com).

➔ THE 2026 CRM INDUSTRY AWARDS

Appears in the **September** issue

Industry Leader Awards Industry analysts and consultants help our editors identify the top five vendors providing contact center, sales, and marketing services and technologies across 11 categories: contact center infrastructure, workforce engagement management, contact center interaction analytics, customer journey orchestration, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, salesforce automation, customer data platforms, unified CX platforms, and business intelligence/analytics.

Conversation Starters This award recognizes emerging or turnaround companies that have made a significant impression on the contact center, marketing, or sales industries in the past year.

Additional details about the awards are available on our website (DestinationCRM.com).

WHAT'S IN EVERY ISSUE

FRONT OFFICE: Letter from CRM magazine editor Leonard Klie.

INSIGHT: Analysis of the most topical CRM news stories and trends, including the latest research from CRM industry analysts.

FEATURES: In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.

REAL ROI: Sales, marketing, and customer service success stories that showcase the hard and soft business benefits that companies achieved using CRM solutions.

COLUMNS: Customer Experience, End Notes, The Last Line, The Next Step, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.

EDITORIAL CONTACTS

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CRM Magazine RATE CARD & AD SPECIFICATIONS

NET RATES	Print & PDF	PDF Only
Full Page	\$2,000	\$500
1/2 Page	\$1,200	\$300

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2026	12/22	1/12
March 2026	1/28	2/11
April 2026 (Print)	2/26	3/12
May 2026	3/30	4/13
June 2026	4/28	5/12
July/August 2026	5/29	6/12
September 2026 (Print)	7/29	8/12
October 2026	8/27	9/11
November/December 2026	10/29	11/12

AD SIZES

	Bleed Width	Bleed Height	Nonbleed Width	Nonbleed Height
Full Page	8-1/8"	10-3/4"	7-1/8"	9-3/4"
Full Page (trims to)	7-7/8"	10-1/2"	7-7/8"	10-1/2"
Spread	16-1/4"	10-3/4"	14-1/4"	9-3/4"
Spread (trims to)	15-3/4"	10-1/2"	15-3/4"	10-1/2"
Half-Page-Horizontal	8-1/8"	5-3/8"	7-1/8"	4-3/4"
Half-Page-Spread	16-1/4"	5-3/8"	14-1/4"	4-3/4"

Each magazine is printed web offset, to SWOP standards; perfect bound; and jogs to the foot.

Trimmed page size is 7-7/8"x10-1/2".

Bleed page size is 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.

Please keep live matter 3/8" from trim: head, foot, side, and gutter.

Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

For the latest updated media information, go to www.destinationcrm.com.

Publisher's Requirements

1. All clients must submit a credit application before their first insertion.
2. No cancellations are permitted after the Ad Close Date.
3. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
4. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

Ad production requirements—downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

We accept the following formats:

Press-quality PDF files are preferred.

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Page dimensions and bleeds according to pub specs

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

File submission instructions:

To upload files via the web:

- › Using your web browser, log onto <http://files.infotoday.com>.
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.



For production questions contact:

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PLEASE NOTE:

- › Files submitted as RGB will be converted to CMYK.
- › Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- › All graphics must be at least 300 dpi resolution.