2027 *CRM* MAGAZINE EDITORIAL CALENDAR

	CUSTOMER SERVICE	MARKETING/SALES	CUSTOMER EXPERIENCE/ ENTERPRISE STRATEGY
January/February	Tying pay and incentives to customer service outcomes	Connecting influencer marketing to AEO/GEO/ SEO search results	Tools and technologies to get swarms of AI agents to work together
March/April	**THE CRM TOP 100 ISSUE AND THE TOP TRENDS AND TECHNOLOGIES FOR CUSTOMER SERVICE, MARKETING, AND SALES**		
May/June	Extending Availability: Tools for offering round-the-clock customer service without having operations all around the world	Time Management: What to do with all the time that AI is supposedly giving back to sales and marketing reps	AI Governance: How organizations can balance AI automation with human oversight without sacrificing cost efficiencies and customer experiences
July/August	Creating Memory-Rich AI Agents: Systems for carrying full context across all channels in real time	Knowledge Management Updates: Turning human agents into AI-augmented subject matter experts to improve marketing and sales outcomes	Assessing Your Data Readiness for Full End-to-End Customer Experience AI Automation
September/October *(PRINT ISSUE)*	**THE CRM INDUSTRY LEADER AWARDS AND CONVERSATION STARTERS**		
November/December	What Happens When Chat Overtakes the Phone and Email as the Customer Support Channel of Choice?	What Kind of Architecture Do You Need to Manage Your Unique Marketing and Sales Workflows with AI Agents?	Voice of the Customer Orchestration: Technologies for bringing together customer signals from multiple sources to uncover what will actually improve marketing and sales outcomes

THE 2027 CRM **TOP 100**

Appears in the **March/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 2027 CRM **INDUSTRY AWARDS**

Appears in the **September/October** 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.

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

EDITORIAL CONTACT

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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 2027	1/5	1/19
March/April 2027	2/1	2/16
May/June 2027	4/2	4/16
July/August 2027	6/2	6/16
September/October 2027 *(Print)*	**7/29**	**8/12**
November/December 2027	10/1	10/15

AD SIZES	Trim Size	Bleed Size
Full Page	8.5" x 10.875"	8.75" x 11.125"
Spread	17" x 10.875"	17.25" x 11.125"
1/2-Page-Horizontal	7" x 5"	n/a
1/2-Page-Spread	17" x 5"	17.25" x 5"

Each magazine is printed web offset, to SWOP standards; and jogs to the foot.
Trimmed page size is 8.5" x 10.875".
Bleed page size is 8.75" x 11.125", 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 **destinationCRM.com**.

Publisher's Requirements
1. All clients must submit a credit application before their first insertion.
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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.
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- › CMYK color
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PLEASE NOTE:
- › **Files submitted as RGB will be converted to CMYK.**
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- › **All graphics must be at least 300 dpi resolution.**

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For production questions contact:
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