

# 2023 CRM MAGAZINE EDITORIAL CALENDAR

ISSUE DATE	MARKETING FEATURE	SALES FEATURE	CUSTOMER SERVICE FEATURE	BEST PRACTICES
<b>January/February</b> <i>January Best Practices</i> Commit 1/10/23 • Copy Due 1/15/23 <b>February Best Practices</b> Commit 1/20/23 • Copy Due 1/25/23	<b>Emotion Detection:</b> How close are we to being able to gauge consumer feelings about marketing materials in real time?	<b>Using Conversational AI to Uncover the Sales Strategies That Work</b>	<b>Social Media Apps for Customer Service:</b> Social media flopped as a service channel before, so is its resurgence viable this time around?	<ul style="list-style-type: none"> <li>• MegaTrends in CX</li> <li>• Proactive Customer Service</li> <li>• Total Experience</li> <li>• Next-Level CX With Real-Time Analytics</li> </ul>
<b>March</b> Commit 2/20/23 • Copy Due 2/25/23	<b>Marketing's Alternative Reality:</b> A fresh look at virtual, augmented, and mixed reality and its use for marketing in the metaverse.	<b>The Ecommerce Forecast for 2023</b>	<b>The Connection Between Customer Data Analytics Systems and Agent Coaching/Training Programs:</b> How can one be used to inform the other?	<ul style="list-style-type: none"> <li>• Digital Transformation of Customer Experience</li> <li>• Contact Center as a Service</li> </ul>
<b>April (Print Issue)</b> Commit 3/7/23 • Copy Due 3/14/23	<b>VERTICAL MARKETS SPOTLIGHTS:</b> A thorough examination of major industry sectors, looking at their unique needs and how they and the technology vendors have adapted CRM systems to meet those needs.			<ul style="list-style-type: none"> <li>• Speech Analytics</li> <li>• Digital-First Customer Service</li> </ul>
<b>May</b> Commit 4/20/23 • Copy Due 4/25/23	<b>The Content Continuum:</b> How to get the most bang out of marketing messages by reusing them effectively.	<b>Customer Lifetime Value:</b> The metrics that measure customers' worth.	<b>Is Omnichannel Living Up to Its Promise?</b> How far are we from being able to start an interaction in one channel and pick it up in another seamlessly?	<ul style="list-style-type: none"> <li>• Better Culture With Workforce Engagement</li> <li>• Deep Personalization</li> </ul>
<b>June</b> Commit 5/20/23 • Copy Due 5/25/23	<b>The State of Account-Based Marketing:</b> Have individual buyers replaced accounts as marketing targets?	<b>From Sales to RevOps:</b> A new discipline is going beyond the sales team with more cross-departmental collaboration.	<b>First-Contact Resolution:</b> The technologies that are allowing companies to reduce follow-up calls and callbacks.	<ul style="list-style-type: none"> <li>• The Conversational Contact Center</li> <li>• Leveraging AI for Integrated CX Strategy</li> </ul>
<b>July/August</b> <i>July Best Practices</i> Commit 6/20/23 • Copy Due 6/25/23 <b>August Best Practices</b> Commit 7/20/23 • Copy Due 7/25/23	<b>THE CRM TOP 100:</b> The Hottest <b>Marketing</b> Trends and Technologies of 2023	<b>THE CRM TOP 100:</b> The Hottest <b>Sales</b> Trends and Technologies of 2023	<b>THE CRM TOP 100:</b> The Hottest <b>Customer Service</b> Trends and Technologies of 2023	<ul style="list-style-type: none"> <li>• Hot Topics in Customer Analytics: Insight and Action</li> <li>• Customer Journey Management: A Key Focus for Stronger Brands</li> <li>• Reimagining Customer Experience: Structure Follows Strategy</li> <li>• Contact Center Security: Fraud, Governance, and Compliance</li> </ul>
<b>September (Print Issue)</b> Commit 7/25/23 • Copy Due 8/1/23	<b>THE CRM INDUSTRY LEADER AWARDS</b>			<ul style="list-style-type: none"> <li>• Future-Proofing Your CX Efforts: Is This Even Possible?</li> <li>• Contact Center Workforce Strategies in a Remote World</li> </ul>
<b>October</b> Commit 9/20/23 • Copy Due 9/25/23	<b>Insight Management:</b> Turning to a single platform for customer data, survey results, and analytics insights.	<b>Self-Service Buying:</b> The tools that enable customers to get the information they need before reaching out to the sales team.	<b>The AI Expansion:</b> Attended, assisted, and fully automated artificial intelligence in the contact center.	<ul style="list-style-type: none"> <li>• Personalization: The Key to CX Excellence</li> <li>• Humans and Their Chatbots: AI-Assisted Answers for Everyone</li> </ul>
<b>November/December</b> Commit 11/10/23 • Copy Due 11/15/23	<b>Making Your Marketing Plan:</b> The insights you need to set your strategy for the new year and the technologies that can give them to you.	<b>Product-Led Growth:</b> How the sales process is changing to let customers experience products sooner and in more ways.	<b>Your Guide to Building the Perfect Bot:</b> Developer tools for automation creation.	<ul style="list-style-type: none"> <li>• Omnichannel Customer Experience: Table Stakes in 2023</li> <li>• Agent Experience: Enhancing CX From the Inside Out</li> <li>• 2023 Contact Center Success Stories and Case Studies: Implementations That Delivered Value</li> </ul>

# 2023 CRM MAGAZINE EDITORIAL CALENDAR

## ➔ THE 2023 CRM TOP 100

Appears in the **August** 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 Buyer's Guide, available on our website (DestinationCRM.com).

## ➔ THE 2023 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 optimization, contact center analytics, contact center outsourcing, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, sales force automation, customer data platforms, ecommerce 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).*



*You provide comprehensive insights on emerging technology, trends, and how to achieve new marketing growth and customer fulfillment. Good ideas come from CRM."*

VICE PRESIDENT, MARKETING INNOVATION  
**DEMAND GEN ASSOCIATES**

## 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:**

*Connect, Customer Experience, The Next Step, The Last Line, 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

**Editor**

**Leonard Klie**

lklie@infotoday.com

**Managing Editor**

**Chris Cronis**

ccronis@infotoday.com

# 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 2023	1/10/23	1/15/23
March 2023	2/20/23	2/25/23
April 2023 (Print)	3/7/23	3/14/23
May 2023	4/20/23	4/25/23
June 2023	5/20/23	5/25/23
July/August 2023	6/20/23	6/25/23
September 2023 (Print)	7/25/23	8/1/23
October 2023	9/20/23	9/25/23
November/December 2023	11/10/23	11/15/23

## 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](http://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](http://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:

**Jackie Crawford** - Ad Trafficking Coordinator

[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)



### 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.