

## AD PLANNER/EDITORIAL CALENDAR 2011

<i>Month</i>	<i>Issue Focus</i>	<i>Special Feature</i>	<i>Regional Reports</i>	<i>Bonus Distribution</i>	<i>Annual Directory</i>
<b>JANUARY</b>	<b>THE STATEMENT AS MARKETING</b>	Year in Review VDI			
<b>FEBRUARY</b>	<b>MOBILE MARKETING</b>	<b>Click!</b> Mobile CRM software web analytics	Vancouver		Industry Sourcebook
<b>MARCH</b>	<b>LIST BUSINESS</b> eMetric conference / SMX preview	US / International List Market Update <b>Click!</b> Search engine Optimization	York Region	eMetric / SMX conference (Apr 26-29)	
<b>APRIL</b>	<b>"MASS DIRECT/ UNADDRESSED"</b> Flyers/coupons/ mail order inserts	<b>Click!</b> Online coupons and flyers	Halifax	Annual National Retail Advertising & Marketing Symposium (May 4)	
<b>MAY</b>	<b>NEW MEDIA:</b> the integration of other media channels (social, digital, etc) into the DM mix	Fundraising CMA Convention Showcase	Waterloo/Guelph	CMA Annual Convention (May 26-27)	
<b>JUNE</b>	<b>GREEN DM</b>	Green Printing Print on demand web to print	Montreal	Toronto Fundraising Day (June 2)	
<b>JULY</b>	<b>CUSTOMER RETENTION</b>	Rewards, promotions/ products	London		
<b>AUGUST</b>	<b>DM AGENCIES</b> Top Ten Women in DM	<b>Click!</b> e-mail marketing email lists	GTA (Mississauga, Oakville, Brampton)		List of Lists Directory
<b>SEPTEMBER</b>	<b>PREDICTIVE MARKETING</b>	Geodemographic Diversity Marketing	Hamilton/ Burlington		
<b>OCTOBER</b>	<b>MAILING (HOUSE) SERVICES</b>	Outsources call centres telemarketing <b>Click!</b> Payment processing	Ottawa		
<b>NOVEMBER</b>	<b>PRINT PERFORMERS</b>	Dimensional Mail Annual wall chart of printers	Calgary/ Edmonton		
<b>DECEMBER</b>	<b>BEST OF THE BEST CAMPAIGN</b> Newsmaker of the year	<b>Click!</b> Ad networks and server strategy			

### REGULAR FEATURES

**DIRECTIVES**

(Op-Ed) Guest columnist every issue.

**DM PEOPLE**

Appointment notices of key players in the Direct Response industry.

**DIRECT & PERSONAL**

Profiles of prominent DM creative and industry leaders

**EVENTS CALENDAR**

Events marketers need to know about

**IN THE MAIL**

Case studies of successful direct mail campaigns.

**LISTWATCH**

A snapshot of exciting new mailing lists.

**NEWS WORTH KNOWING**

New product/services announcements