

# 2012 AD PLANNER EDITORIAL CALENDAR

<i>Month</i>	<i>Issue Focus</i>	<i>Special Feature</i>	<i>Regional Reports</i>	<i>Bonus Distribution</i>
<b>JANUARY</b>	<b>LOYALTY</b>	<ul style="list-style-type: none"> <li>▶ Contact centres</li> <li>▶ 2011 year in review &amp; 2012 predictions</li> <li>▶ Cards</li> </ul>		
<b>FEBRUARY</b>	<b>THE LIST BUSINESS</b>	<ul style="list-style-type: none"> <li>▶ Lead generation</li> <li>▶ The U.S. list business</li> </ul>	Montreal	
<b>MARCH</b>	<b>MULTI-CHANNEL MARKETING</b>	<ul style="list-style-type: none"> <li>▶ Social media</li> <li>▶ Security &amp; compliance</li> </ul>	Markham/Aurora Richmond Hill	
<b>APRIL</b>	<b>MASS DIRECT/ UNADDRESSED</b>	<ul style="list-style-type: none"> <li>▶ Flyers</li> </ul>	Halifax & Fredericton	RAC Symposium, eMetrics Toronto, AFP International Conference on Fundraising (Vancouver)
<b>MAY</b>	<b>FUNDRAISING</b>	<ul style="list-style-type: none"> <li>▶ Social media</li> </ul>	Cambridge/Guelph Waterloo	BCAMA Vision Conference (Vancouver), AFP Fundraising Day, CMA Annual Convention
<b>JUNE</b>	<b>SUSTAINABLE DM</b>	<ul style="list-style-type: none"> <li>▶ Printing/packaging/paper</li> </ul>	Vancouver	
<b>JULY</b>	<b>FINANCIAL SERVICES</b>	<ul style="list-style-type: none"> <li>▶ Payment processing</li> </ul>	Vaughan & Woodbridge	
<b>AUGUST</b>	<b>HOLIDAY MARKETING</b>	<ul style="list-style-type: none"> <li>▶ Retail report</li> </ul>	Mississauga/ Oakville Brampton	
<b>SEPTEMBER</b>	<b>CRM</b>	<ul style="list-style-type: none"> <li>▶ Contact centres</li> </ul>	Hamilton/ Burlington Brantford	CMA DM Conference, Call Centre Week
<b>OCTOBER</b>	<b>PRINT PERFORMERS</b>	<ul style="list-style-type: none"> <li>▶ Dimensional mail &amp; envelopes</li> <li>▶ Wall Chart of Printers</li> </ul>	Ottawa	CMA B2B Conference, DMA Conference (Las Vegas), Canada Post Inside the Box
<b>NOVEMBER</b>	<b>DATA ANALYTICS</b>	<ul style="list-style-type: none"> <li>▶ Mailing house services &amp; fulfillment</li> </ul>	London	AFP Congress, Environics User Conference, NAMMU Awards, Graphics Canada
<b>DECEMBER</b>	<b>FUNDRAISING</b>	<ul style="list-style-type: none"> <li>▶ Diversity marketing</li> </ul>		

## ANNUAL DIRECTORIES:

**DM INDUSTRY RESOURCE DIRECTORY**  
Published every January

**LIST OF LISTS DIRECTORY**  
Published every August

## 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

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