2012 AD PLANNER EDITORIAL CALENDAR

Month	Issue Focus	Special Feature	Regional Reports	Bonus Distribution	
JANUARY	LOYALTY	 Contact centres 2011 year in review & 2012 predictions Cards 			
FEBRUARY	THE LIST BUSINESS	 Lead generation The U.S. list business 	Montreal		
MARCH	MULTI-CHANNEL MARKETING	Social mediaSecurity & compliance	Markham/Aurora Richmond Hill		
APRIL	MASS DIRECT/ UNADDRESSED	▶ Flyers	Halifax & Fredericton	RAC Symposium, eMetrics Toronto, AFP International Conference on Fundraising (Vancouver)	
MAY	FUNDRAISING	 Social media 	Cambridge/Guelph Waterloo	BCAMA Vision Conference (Vancouver), AFP Fundraising Day, CMA Annual Convention	
JUNE	SUSTAINABLE DM	 Printing/packaging/paper 	Vancouver		
JULY	FINANCIAL SERVICES	 Payment processing 	Vaughan & Woodbridge		
AUGUST	HOLIDAY MARKETING	▶ Retail report	Mississauga/ Oakville Brampton		
SEPTEMBER	CRM	Contact centres	Hamilton/ Burlington Brantford	CMA DM Conference, Call Centre Week	
OCTOBER	PRINT PERFORMERS	 Dimensional mail & envelopes Wall Chart of Printers 	Ottawa	CMA B2B Conference, DMA Conference (Las Vegas), Canada Post Inside the Box	
NOVEMBER	DATA ANALYTICS	 Mailing house services & fulfillment 	London	AFP Congress, Environics User Conference, NAMMU Awards, Graphics Canada	
DECEMBER	FUNDRAISING	Diversity marketing			

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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