

# 2013 AD PLANNER EDITORIAL CALENDAR

<i>Month</i>	<i>Issue Focus</i>	<i>Sector Report</i>	<i>Special Feature</i>	<i>Bonus Distribution</i>
<b>JANUARY</b>	<b>THE YEAR AHEAD</b>	► Sector Report – Augmented Reality	► Special Feature – Printing equipment	<i>Legal Marketing Association Conference</i>
<b>FEBRUARY</b>	<b>DATA MANAGEMENT</b>	► Data Analytics	► Email Marketing	
<b>MARCH</b>	<b>FUNDRAISING</b>	► Behavioural Marketing	► Contact Centres	<i>Dx3 2013</i>
<b>APRIL</b>	<b>COMMERCE</b>	► mCommerce	► Lists	<i>RAC; eMetrics; AFP International Conference</i>
<b>MAY</b>	<b>RETAIL MARKETING</b>	► DRTV	► Catalogues & Flyers (e- and print)	<i>BCAMA Vision Conference; AFP Fundraising Day; CMA Annual Convention; Digital Leap</i>
<b>JUNE</b>	<b>DM PRINTING</b>	► Envelopes	► Sustainable DM	
<b>JULY</b>	<b>LOYALTY</b>	► eCommerce	► Payments Processing	<i>Loyalty Conference; Exact Target</i>
<b>AUGUST</b>	<b>LIST BUSINESS</b>	► Address Accuracy	► Targeting	
<b>SEPTEMBER</b>	<b>MASS DIRECT/ UNADDRESSED</b>	► Fulfillment/Shipping/Processing	► Dimensional Mail	<i>CMA B2B Conference; DMA Conference; CPC Inside the Box</i>
<b>OCTOBER</b>	<b>DATA ANALYTICS</b>	► Social Marketing	► CRM	<i>EA User Conference; AFP Congress; NAMMU Awards; Graphics Canada</i>
<b>NOVEMBER</b>	<b>FUNDRAISING</b>	► Mailing Equipment	► Mailing Houses	<i>CMA DM Conference; Call Centre Week</i>
<b>DECEMBER</b>	<b>PRINT RESPONSE</b>	► TransPromo	► VDI/ 1:1 Printing	

## 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.

**NEWS WORTH KNOWING**  
New product/services announcements

Steve Shaw CRM profiles (4x year)  
DM Leaders (6x year)  
DM Landscapes (6x year)

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