

DIRECT MARKETING

AD PLANNER/EDITORIAL CALENDAR 2010

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MONTH	Issue Focus	Special Feature	Regional Reports	Bonus Distribution	Annual Directory
JANUARY	THE STATEMENT AS MARKETING	Year in Review Variable Data Imaging			Industry Sourcebook
FEBRUARY	MOBILE MARKETING	Click! Mobile CRM software web analytics	Vancouver		
MARCH	LIST BUSINESS eMetric conference / SMX preview	<i>U.S. / International List</i> Click! Search engine optimization	York Region	eMetric conference / SMX	
APRIL	MASS DIRECT/UNADDRESSED Flyers/coupons / mail order inserts	Click! Online coupons and flyers	Halifax	RAC Flyer Symposium	
MAY	NEW MEDIA: the integration of new media channels (social, digital, etc) into the DM mix	Fundraising DM CMA Convention Showcase	Waterloo/Gulph	Toronto Fundraising Day CMA Annual Convention	
JUNE	GREEN DM	Green Printing Print on demand; web to print	Montreal		
JULY	CUSTOMER RETENTION	Rewards, Promotions/ Products.	London		
AUGUST	DM AGENCIES Top 10 Women in DM	Click! e-mail marketing email lists	Kingston/Belleville		
SEPTEMBER	PREDICTIVE MARKETING	<i>Geodemographic, profiling within the NFP arena</i> <i>Diversity Marketing</i>	Hamilton/Burlington		
OCTOBER	MAILING SERVICES	Outsource call centres / telemarketing Click! Payment processing	Ottawa		
NOVEMBER	PRINT PERFORMERS:	Dimensional Mail Annual Wall Chart of Printers	Calgary		
DECEMBER	"BEST OF THE BEST" CAMPAIGNS "Newsmaker of the Year"	Click! 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
Field Notes: Brief news about the DM environment.
In the Mail: Case studies of successful direct mail campaigns.
ListWatch: A snapshot of exciting new mailing lists.
Loyalty Landscape: Best practices for building and maintaining a dynamic loyalty program
News Worth Knowing: New product/services announcements

Click! (Digital Marketing) Columns

E-mail Advisor: Using the power of e-mail to get desired results.
Unlock Your Data: Insight on using data to gain a competitive advantage.
Web Insight: Thought leadership on Web/Search Engine marketing
Your Online Conversion Challenge – Advice on getting more actions on your Web site.