

# CHIEF MARKETER 2023 EDITORIAL CALENDAR

Chief Marketer moves at the speed of marketing, with a lively mix of breaking trends and insights plus in-depth articles designed to help readers do marketing—better.

## January

**As the Cookie Crumbles**—With third-party cookies set to dissipate, marketers are testing new solutions for digital measurement and attribution. Explore how tracking consumers online is evolving, plus examples of strategies and solutions that are driving results.

**Brands on Fire and Marketers on Fire:** Profiles of the brands and the people that are shaping, pushing and disrupting the industry.

### Reach Our Audience This Month With:

- Industry Pulse Survey
- Chief Marketer Weekly
- Featured Partner Content Newsletter
- Hot Topic Newsletter

## February

**Market Like a Mother**—Our annual showcase of outstanding female marketers who are leading their teams and their families.

**Account-Based Marketing**—Learn how leading B2B brands are reaching the right decision-makers in key accounts to increase marketing ROI.

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## March

**Future CMOs**—Our annual recognition program that shines a spotlight on the up-and-comers in the industry.

**B2B Content Marketing**—How marketers can ensure a seamless customer experience across all stages of the buyer journey, plus insights on supporting an omnichannel approach.

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## April

**Influencer marketing**—New rules, new engagement, new tactics. A primer on how influencer marketing has evolved within the marketing mix.

**Brands on Fire and Marketers on Fire:** Profiles of the brands and the people that are shaping, pushing and disrupting the industry.

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- Industry Pulse Survey
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## May

**Making Sense of Martech**—What every marketing department should know about choosing the martech stack to best suit your organization.

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## June

**Data Privacy Update**—An up-to-the-minute look at the latest rules impacting your ability to collect leads and data, plus a look at some of the privacy-focused tools at marketers' disposal.

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## July

**B2C Marketing Outlook Report**—Partner with Chief Marketer’s editorial team and align with content that has proven engagement with our B2C audience. In this exclusive annual survey report, Chief Marketer uncovers how B2C marketers are investing their time and money to boost consumer engagement, conversions and ROI.\*

**Marketing in the Metaverse**—A review of some of the latest brand achievements in the metaverse, plus considerations for marketers seeking to enter the space.

**Brands on Fire and Marketers on Fire:** Profiles of the brands and the people that are shaping, pushing and disrupting the industry.

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## August

**Diversity, Equity and Inclusion**—How the industry is tackling DE&I, where progress is being made, which brands and agencies are doing the work and an outlook for the future.

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## September

**The 2023 PRO Award Winners**—The Best Promotion Marketing Campaigns of the Year, across more than 40 categories—from experiential to emerging technology to B2B and beyond.

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## October

**B2B Marketing Outlook Report**—Partner with Chief Marketer’s editorial team and align with content that has proven engagement with our B2B audience. In this exclusive annual survey report, Chief Marketer uncovers how B2B marketers are investing their time and money to boost engagement, conversions and ROI.\*

**Email Marketing Best Practices**—Inside the most effective open, click and conversion strategies.

**Brands on Fire and Marketers on Fire:** Profiles of the brands and the people that are shaping, pushing and disrupting the industry.

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## November

**Data Management Strategies**—Great data doesn’t just inform, it drives strategy. A look at winning case studies.

**Top Women in Marketing**—Our annual cross-brand program celebrating the contributions and impact of women in marketing.

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## December

**CM200**—Chief Marketer’s editorial list of the top brand engagement and activation agencies serving the U.S.

**2024 CMO Forecast**—How you’ll be marketing in 2024, according to industry experts.

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