

# TargetMarketing 2019 EDIT CALENDAR

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## SPRING

### Brand United

How top marketers create a 360-degree brand experience that elevates the customer journey to an art form.

#### Including:

- Navigating the Disrupted Media Landscape
- How to Build a Marketing Tech Stack That Powers Great Customer Journeys
- Case Studies of Brands Doing It Right

**Ad Closing: 2/14 | Materials Due: 2/19**

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## SUMMER

### Customer Experience 2019

What do marketers need to do to deliver a great experience in today's fractured environment? This research will reveal best practices for all aspects of the customer experience, from identity management to omnichannel media execution.

#### Including:

- Brand United: How Customer Experience Becomes Brand Experience
- 360-Degree Marketing for the Connected Consumer
- Customer Experience in B2B B2Me

**Ad Closing: 5/14 | Materials Due: 5/17**

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## FALL

### The Technologies Most Likely to Disrupt Marketing Next

An in-depth examination of early-stage technologies and marketing tools that have the potential to upend the marketing ecosystem as we know it.

#### Including:

- How Hi-Tech Developments Enter Marketing Tech
- The Technologies You Must Master to Stay Relevant, And The Ones You Can Ignore
- A Bullet-Proof Process for Evaluating Technology for Your Brand

**Ad Closing: 8/26 | Materials Due: 8/29**

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## WINTER

### Marketer of the Year

Spotlighting Target Marketing's Marketer of the Year, as well as the top minds and fastest rising newcomers in the industry, this issue is a who's who of marketing that's sure to attract the attention of the industry's brightest stars.

#### Including:

- Target Marketing's Marketer of the Year
- The Industry's Top Visionaries
- Up-and-Coming Marketing Stars

**Ad Closing: 11/13 | Materials Due: 11/18**

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