

2021 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.

In addition to our calendar of annual features, we offer recurring monthly profiles:

- **Brands on Fire:** Our monthly analysis into one of the world's top brands and the marketing moves that are setting it apart.
- **Marketers on Fire:** Our monthly profile of an outstanding marketer whose leadership and campaigns are moving the needle for their brand.

JANUARY

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

[Brands on Fire](#)
[Marketers on Fire](#)

FEBRUARY

Working with Influencers in the COVID-era—Social media is where it's at right now. New rules and new ways to engage.

[Brands on Fire](#)
[Marketers on Fire](#)

MARCH

B2B Virtual Strategies—The sales meetings, conferences and content strategies that are moving the industry forward... online.

[Brands on Fire](#)
[Marketers on Fire](#)

APRIL

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

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[Marketers on Fire](#)

MAY

Diversity, Equity and Inclusion—Our annual report card on the brands and campaigns that hit (and missed) the mark.

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[Marketers on Fire](#)

JUNE

Privacy Regulations—An up-to-the-minute look at the latest rules impacting your ability to collect leads and data.

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[Marketers on Fire](#)

JULY

The 2020 PRO Award Winners—The Best Promotion Marketing Campaigns of the Year, plus top shopper marketing technologies.

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AUGUST

CDP Offerings—What every marketing department should know about picking a platform.

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SEPTEMBER

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

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[Marketers on Fire](#)

OCTOBER

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

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[Marketers on Fire](#)

NOVEMBER

Selling it to the CEO—Strategies for crafting reports that effectively convey the value of your marketing programs to the C-suite.

CM200: The first ever editorial list of the top brand engagement and activation agencies serving the U.S.
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[Marketers on Fire](#)

DECEMBER

2021 CMO Forecast—How you'll be marketing in 2022, according to industry experts.

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[Marketers on Fire](#)