

2007 Marketing News Editorial Calendar

In addition to the hot topics and directories, every issue includes topical news, columnists, and articles of general interest for professionals in the marketing field.

Issue (Closing Dates*)	Hot Topics and Exclusive <i>Marketing News</i> Features	Specialized Directories
Jan. 15** (Dec. 12)	Exclusive Feature: Marketing 2007: The Year Ahead — Our annual examination of the trends and issues shaping all aspects of marketing — <i>and</i> Hot Topic Special Section: Customer-controlled marketing: blogs, Vlogs, rss & podcasts	
Feb. 1 (Jan. 4)	Hot Topic: Marketing Research — What you need to know about this fast changing industry	Marketing Research Products/Services
Feb. 15** (Jan. 18)	Hot Topic: Segmentation: Multicultural	
Mar. 1 (Feb. 1)	Exclusive Feature: Mplanet™ perspectives: trends, interviews, best practices from AMA's unprecedented event for the marketing community — <i>and</i> Hot Topic Special Section: International Research — Leading developments in research around the world	International Research Firms
Mar. 15** (Feb. 15)	Hot Topic: The Changing Marketing Mix: Mobile Marketing	
Apr. 1** (Mar. 1)	Hot Topic: Research on the Internet	
Apr. 15 (Mar. 15)	Hot Topic: Advertising research	Consultants and Consulting Services
May 1** (Mar. 28)	Hot Topic: Customer Satisfaction — The newest strategies for building and tracking this important metric	
May 15 (Feb. 15) Special Edition	Exclusive Feature: The M Guide — The annual source book for marketing products/services and AMA members A stand alone publication	
May 15 (Apr. 12)	Hot Topic: Qualitative Research — From ethnography to focus groups, on- and off-line, the latest developments in this industry	Focus Groups Facilities and Moderators
Jun. 1 (May 3)	Exclusive Feature: Interactive marketing: the latest trends in technology and techniques for engaging the customer with your brand — <i>and</i> Hot Topic: Webby Awards 2007. Honoring excellence in web design, creativity, usability, functionality & marketing	Interactive Marketing Services
Jun. 15 (May 16)	Exclusive Feature: Honomichl 50 Report on the top Marketing Research Firms in the U.S. and who's buying what, for how much, and from whom in the research industry — <i>and</i> Hot Topic Special Section: Marketing by Nonprofit Organizations	
Jul. 15 (Jun. 14)	Exclusive Feature: AMA's Annual Marketing Research Fact Book with the latest trends and statistics Hot Topic Special Section: The Changing Marketing Mix: Segmentation	
Aug. 15 (Jul. 12)	Exclusive Feature: Honomichl Global 25: World's Top Marketing Research Firms and who's buying what, for how much, and from whom in the research industry Hot Topic Special Section: Performance Marketing: ROMI	
Sep. 1 (Aug. 2)	Exclusive Feature: Multicultural Marketing in the 21st century: the latest trends & development in this essential area of marketing — <i>and</i> Hot Topic Special Section: Qualitative Research — a look at the customer beyond the numbers	Multicultural Marketing Agencies
Sep. 15 (Aug. 16)	Hot Topic: Marketing Research — What you need to know about this fast-changing industry	Marketing Research Firms' Honor Roll of Service
Oct. 1** (Aug. 29)	Hot Topic: Customer-controlled marketing: E-Commerce & Interactive Marketing – Tracking the success of online campaigns	
Oct. 15 (Sep. 13)	Hot Topic: Customer Satisfaction — The newest strategies for building and tracking this important metric	Customer Satisfaction Firms
Nov. 1** (Oct. 4)	Hot Topic: The Changing Marketing Mix: Direct Marketing	Direct Marketing Services
Nov. 15 (Oct. 18)	Hot Topic: Net Research: The latest initiatives on the market	
Dec. 15** (Nov. 13)	Exclusive: 2007: The Marketing Year in Review <i>and</i> The Year's Best Practices in Marketing Hot Topic Special Section: ROI/Defending your Brand — Strategies for investing in this asset to maximize profitability	

*Ad materials due no later than 5 working days after deadline.

**Also distributed to Collegiate members.

Marketing News: Bonus distribution available at selected AMA Conferences, call your rep for details.