

# 2024 CRM MAGAZINE EDITORIAL CALENDAR

| ISSUE DATE   | MARKETING FEATURE  | SALES FEATURE   | CUSTOMER SERVICE/CX FEATURE  | BEST PRACTICES  |
|--|--|---|--|---|
| <b>January/February</b><br><i>THE GENERATIVE ARTIFICIAL INTELLIGENCE ISSUE</i> | <b>Steps for Integrating Generative AI into Your Existing Tech Stack</b> Without Having to Rip Out What's Already There and Buy New Software   | <b>ChatGPT, Bard, Bing Chat, Meta AI, Salesforce EinsteinGPT, or Your Own LLM?</b> Which One Is Right for You?                        | <b>Virtual Assistants and the Benefits of Large Language Models</b>  | <b>January</b> <ul style="list-style-type: none"> <li>2024 CX Megatrends to Watch: Expert Predictions</li> <li>Nurturing Agent Experience in an AI Environment</li> </ul> <b>February</b> <ul style="list-style-type: none"> <li>Conversational Customer Service: Convenience Everywhere</li> <li>CDPs: Boosting Service, Marketing, &amp; Sales</li> </ul>                       |
| <b>March</b>   | <b>Podcasting as a Marketing Tool</b>  | <b>Integrating Calendaring with CRM:</b> Tools to help supervisors and colleagues see where everyone is and who is meeting with whom  | <b>Bringing Voice Assistants to Your Mobile Apps</b>   | <ul style="list-style-type: none"> <li>Digital-First Customer Service in a Human World</li> <li>Contact Center Transformation with AI and Automation</li> </ul>   |
| <b>April (Print Issue)</b>   | <b>VERTICAL MARKETS SPOTLIGHTS:</b> A thorough examination of major industry sectors, looking at their unique needs and how they and the technology vendors have adapted CRM systems to meet those needs |   |  | <ul style="list-style-type: none"> <li>Built to Last: CX Strategies for the Long Haul</li> <li>Workforce Engagement Management for Empowered Agents</li> </ul>  |
| <b>May</b>   | <b>Tips and Technologies for Reducing Ad Fraud and Waste</b>   | <b>Accepting Payments in CRM Systems:</b> The last piece of the integration of e-commerce and CRM                                     | <b>The Contact Center Supervisor Workspace:</b> What new dashboards and notifications are available?   | <ul style="list-style-type: none"> <li>Harnessing AI in Modern Customer Engagement Centers</li> <li>How AI Can Unlock the Voice of the Customer</li> </ul>  |
| <b>June</b>  | <b>Conducting an Internal Audit of Your Data Privacy and Security Protocols and Processes</b>  | <b>The Continuing Rise of Bring-Your-Own Devices:</b> Tips and technologies for remote device administration and data synchronization | <b>Moving Back Onshore:</b> As more companies decide to ditch their outsourcers, what do they need to do to successfully bring operations back in house? | <ul style="list-style-type: none"> <li>Managing a Remote Contact Center</li> <li>Elevate Customer Experiences with Hyper-Personalization</li> </ul>   |
| <b>July/August</b>   | <b>THE CRM TOP 100:</b><br>The Hottest <b>Marketing</b> Trends and Technologies of 2024  | <b>THE CRM TOP 100:</b><br>The Hottest <b>Sales</b> Trends and Technologies of 2024   | <b>THE CRM TOP 100:</b><br>The Hottest <b>Customer Service</b> Trends and Technologies of 2024   | <b>July</b> <ul style="list-style-type: none"> <li>Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement</li> <li>Navigating the World of Smart Customer Service</li> </ul> <b>August</b> <ul style="list-style-type: none"> <li>AI's Role in Modern Customer Support Centers</li> <li>Drive Revenue with Omnichannel Integration</li> </ul>         |
| <b>September (Print Issue)</b>   | <b>THE CRM INDUSTRY LEADER AWARDS</b>  |   |  | <ul style="list-style-type: none"> <li>Managing Security and Compliance Issues in the Contact Center</li> <li>Customer Experience Management: Real-World Solutions</li> </ul>   |
| <b>October</b>   | <b>The Integration of DSP and SSP:</b> Demand-side platforms and supply-side platforms used to operate in isolation. Now they're coming together in one advertising ecosystem.                           | <b>The Generation Alpha Employee:</b> What the newest employees want from the CRM systems their bosses insist that they use           | <b>Voice and Conversational AI Integration with CRM Systems</b>  | <ul style="list-style-type: none"> <li>AI &amp; Knowledge Management for Customers and Agents</li> <li>How AI-Assisted Self-Service Can Transform Your CX</li> </ul>  |
| <b>November/December</b>   | <b>The Rise of Digital Experience Platforms (DXPs)</b>   | <b>CRM and Interdepartmental Alignment:</b> Linking CRM systems with internal collaboration platforms                                 | <b>Push Notifications for Proactive Outreach</b>   | <b>November</b> <ul style="list-style-type: none"> <li>Leveraging Omnichannel Customer Engagement to Stay Connected</li> <li>Call Center Analytics for Better Customer Experiences</li> </ul> <b>December</b> <ul style="list-style-type: none"> <li>2024 Contact Center Success Stories: What Went Right!</li> <li>How to Improve Your E-Commerce Customer Experience</li> </ul> |

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## ➔ THE 2024 CRM TOP 100

Appears in the **August** issue.

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas. A more complete list of CRM companies will appear in our Buyer's Guide, available on our website (DestinationCRM.com).

## ➔ THE 2024 CRM INDUSTRY AWARDS

Appears in the **September** issue.

### *Industry Leader Awards*

Industry analysts and consultants help our editors identify the top five vendors providing contact center, sales, and marketing services and technologies across 11 categories: contact center infrastructure, workforce optimization, contact center analytics, contact center outsourcing, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, sales force automation, customer data platforms, ecommerce platforms, and business intelligence/analytics.

### *Conversation Starters*

This award recognizes emerging or turnaround companies that have made a significant impression on the contact center, marketing, or sales industries in the past year.

*Additional details about the awards are available on our website (DestinationCRM.com).*



*I appreciate the **industry knowledge and coverage breadth**. The magazine is particularly good at providing **insights that I can't get elsewhere** without an investment in time on my end. I prefer to have it aggregated and provided to me."*

**DIRECTOR**  
**HEALTH ADVANCES LLC**

## WHAT'S IN EVERY ISSUE

### **FRONT OFFICE:**

*Letter from CRM magazine editor Leonard Klie.*

### **INSIGHT:**

*Analysis of the most topical CRM news stories and trends, including the latest research from CRM industry analysts.*

### **FEATURES:**

*In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.*

### **REAL ROI:**

*Sales, marketing, and customer service success stories that showcase the hard and soft business benefits that companies achieved using CRM solutions.*

### **COLUMNS:**

*Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.*

## EDITORIAL CONTACTS

**Editor**

**Leonard Klie**

lklie@infoday.com

**Managing Editor**

**Chris Cronis**

ccronis@infoday.com

# CRM Magazine RATE CARD & AD SPECIFICATIONS

| NET RATES | Print & PDF | PDF Only |
|-----------|-------------|----------|
| Full Page | \$2,000     | \$500    |
| 1/2 Page  | \$1,200     | \$300    |

Advertising agencies, add 15%.

| ADVERTISING PRODUCTION DATES | Commit   | Copy and Materials Due |
|------------------------------|----------|------------------------|
| January/February 2024        | 12/29/23 | 1/5/24                 |
| March 2024                   | 2/20/24  | 2/25/24                |
| April 2024 (Print)           | 2/27/24  | 3/5/24                 |
| May 2024                     | 4/20/24  | 4/25/24                |
| June 2024                    | 5/20/24  | 5/25/24                |
| July/August 2024             | 6/20/24  | 6/25/24                |
| September 2024 (Print)       | 7/26/24  | 8/5/24                 |
| October 2024                 | 9/20/24  | 9/25/24                |
| November/December 2024       | 10/20/24 | 10/25/24               |

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4. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

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- › 300 dpi images only
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- › Page dimensions and bleeds according to pub specs

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### For production questions contact:

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[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)



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