

2023 EDITORIAL CALENDAR

Topics and coverage subject to change

Demand Gen Report (DGR) has tapped into the pulse of the B2B marketing industry since its launch in 2007. Our website, newsletters and in-depth reports cover the latest trends, capture insights from top industry executives and offer a close-up look at best practices for demand generation professionals. **Some of our topics include:**

- ▶ Account-Based Marketing/Experience
- ▶ Content Marketing
- ▶ Customer Success
- ▶ Database Strategies
- ▶ Product-Led Growth
- ▶ Channel/Partner Marketing
- ▶ Intent & Signal Data
- ▶ Event Marketing
- ▶ Lead Scoring & Nurturing
- ▶ Revenue Operations
- ▶ Measurement & Analytics
- ▶ Performance & Growth Marketing
- ▶ B2B Advertising/OOH Advertising
- ▶ Sales & Marketing Alignment
- ▶ Sales Acceleration
- ▶ Go-To-Market Strategy
- ▶ Tactile Marketing
- ▶ Video/Audio Marketing

Demand Gen Report Editorial Opportunities

DGR offers a number of opportunities for contributors to submit story ideas and content for publication on our website and in our newsletters. Featured editorial opportunities include:

- ▶ **Industry Insights:** These featured articles invite B2B marketing and sales executives, influencers and thought leaders to share insights, use case examples and emerging trends around any of the topics listed above. Industry Insights are published on a weekly basis.
- ▶ **Demanding Views Column:** B2B marketing executives and thought leaders are invited to share their opinions and insights by contributing 600-800-word bylined articles. Demanding Views contributions should take a prescriptive approach to B2B marketing challenges, combining strong opinions with a practical, first-person point of view.
- ▶ **Solution Spotlight:** These articles give vendors a powerful platform to introduce their products and services to DGR subscribers. Each Spotlight includes information about the vendor, details about their product or service, key customers and other supporting information. Fill out our [submission form](#) if you think your product is a fit.
- ▶ **Case In Point:** Our case studies demonstrate the value of your company's B2B marketing solution or service. Each case study, written by DGR editors, features a detailed analysis of the solution and how it's being used by a key customer. The case study includes a focus on the provider's business model, implementation challenges and customer success.

DGR welcomes story ideas and contributed article proposals. Sponsorships are also available for special reports and benchmark research, in addition to sponsorship opportunities within our newsletters and on our website.

For more information or to suggest story ideas or contributing articles, please contact: [Klaudia Tirico, Editor](#)

The 'What's Working' Series

Throughout the year, *Demand Gen Report* will produce research-backed guides highlighting the tactics and formats B2B businesses are seeing success with across various topics and channels. The 'What's Working' series will spotlight specific use cases of our modern practitioners are seeing success with the given topic/strategy.

The 'State Of' Series

Demand Gen Report will also develop 'State Of' reports that aim to provide a general overview of a given strategy/theme/topic, providing insights into whether or not, and if so, how, the specific strategy is being adopted in the current year. The series will feature advice from consultants, as well as use case examples from modern practitioners and the latest benchmark research.

For more information about sponsorship opportunities, [contact us](#).

JANUARY

NEW Special Report: CMO Outlook Guide: Top Priorities & Challenges Of The Modern CMO

NEW What's Working: Revenue Management & Metrics

Benchmark Study: Demand Generation Survey



MARCH

Special Report: State Of Sales Acceleration

What's Working: Demand Generation

What's Working: Intent-Based Strategies

Benchmark Study: Content Preferences Survey

FEBRUARY

Special Report: State Of Lead Generation

What's Working: Database Strategies

What's Working: Direct Mail

Benchmark Study: Channel/Indirect Marketing Survey

In-Person Event: B2B Marketing Exchange (February 27-March 1, 2023)

APRIL

Special Report: 2023 Killer Content Awards

Special Report: State Of Integrated Marketing

NEW Special Report: State Of AI In B2B Marketing

What's Working: Content Distribution & Engagement

NEW What's Working: In A Cookie-Less World

Digital Event: Campaign Optimization Series (April 24-28, 2023)



JUNE

Special Report: State Of Martech

NEW Special Report: State Of OOH/CTV Advertising In B2B

NEW Special Report: Principles Of Pipeline Velocity

NEW What's Working: Multichannel Marketing

Benchmark Study: B2B Buyer Behavior Survey

MAY

Special Report: State Of Account-Based Strategy

Special Report: State Of Virtual Events

What's Working: Content Marketing

What's Working: Partner Marketing

Benchmark Study: Marketing Measurement & Attribution Survey

JULY

Special Report: State Of Growth Marketing

Special Report: State Of Direct Mail & Gifting

NEW Special Report: State Of GTM Strategy

What's Working: Marketing Measurement & Attribution

What's Working: Channel Incentives

Webinar Series: Buyer Insights & Intelligence Series (July 17-21, 2023)



SEPTEMBER

Special Report: State Of Video/Audio Marketing

NEW Special Report: State Of Intent/Signal Data Priorities

What's Working: Email Marketing

NEW What's Working: Influencer Marketing

What's Working: B2B Advertising

Virtual Event: #B2BMX Next-Level ABM (September 19-20, 2023)

AUGUST

Special Report: State Of Sales Tech

What's Working: Digital Experiences

What's Working: Buyer Engagement

NEW What's Working: Event Marketing

Benchmark Study: Lead Nurturing & Acceleration Survey

In-Person Event: B2B Sales & Marketing Exchange (August 7-9, 2023)

OCTOBER

Special Report: State Of Database Quality & Accuracy

What's Working: Lead Nurturing & Acceleration

Benchmark Study: ABM Survey



DECEMBER

Special Report: State Of Brand Vs. Demand

NEW Special Report: State Of Product-Led Growth

What's Working: Personalization

Benchmark Study: Database Strategies & Contact Acquisition Survey

NOVEMBER

Special Report: State Of Revops

NEW Special Report: State Of Sales Development

What's Working: Account-Based Strategy

What's Working: Conversational Marketing

Webinar Series: Strategy & Planning Series (November 13-17, 2023)