

# 2024 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 Strategies
- ▶ 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
- ▶ GTM 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.

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

## Sponsorship Opportunities

Sponsorships are available for special reports and benchmark research. In addition to the sponsorship opportunities below, DGR also produces two "stand-alone" webinars per month. To secure a date and topic, please contact your account manager.

If there is a topic that you'd like to see included as a part of a "What's Working" or "State Of" series, [please contact our Edit Team](#).

### The 'What's Working' Series

The 'What's Working' Series features research-backed guides that highlight the tactics and formats B2B practitioners are seeing success with, alongside relevant case studies.

### The 'State Of' Series

The 'State Of' Series provides a general overview of a given strategy/theme/topic and shares insights into how it's being adopted, backed by expert advice, case studies and benchmark research.

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

QUARTER 1

January

**Special Report:** CMO Guide  
**State Of:** Lead Generation  
**NEW What's Working:** Data Science  
**Benchmark Study:** Demand Generation Survey

February

**What's Working:** Database Strategies  
**NEW What's Working:** Corporate Gifting  
**In-Person Event:** B2B Marketing Exchange (Feb. 26-28, 2024)

March

**State Of:** Sales Acceleration  
**NEW State Of:** Intent-Driven Strategies  
**What's Working:** Demand Generation  
**Benchmark Study:** Channel/Indirect Marketing Survey

QUARTER 2

April

**Special Report:** 2024 Killer Content Awards  
**State Of:** Growth Marketing  
**State Of:** Account-Based Strategies  
**NEW What's Working:** Content Targeting  
**Digital Event:** Campaign Optimization Series (April 22-26, 2024)  
**Benchmark Study:** Content Preferences Survey

May

**State Of:** Omnichannel Marketing  
**NEW State Of:** Generative AI  
**What's Working:** Virtual Events  
**NEW What's Working:** Aligning Sales & Marketing Playbooks  
**Benchmark Study:** Marketing Measurement & Attribution Survey

June

**Special Report:** Principles Of Pipeline Velocity  
**State Of:** Marketing Automation  
**NEW State Of:** Technology Integrations  
**Benchmark Study:** B2B Buyer Behavior Survey

QUARTER 3

July

**NEW State Of:** AI Assistants  
**State Of:** Go-To-Market Strategies  
**State Of:** Non-Traditional Advertising  
**What's Working:** Marketing Measurement & Attribution  
**NEW What's Working:** Content Strategies  
**Digital Event:** Buyer Insights & Intelligence Series (July 15-19, 2024)

August

**State Of:** Sales Technology  
**NEW What's Working:** Social Media Strategies  
**NEW What's Working:** In-Person Events  
**Benchmark Study:** Lead Nurturing & Acceleration Survey

September

**State Of:** Video/Audio Marketing  
**State Of:** Intent/Signal Data Priorities  
**NEW State Of:** Chatbots & Virtual Assistants  
**What's Working:** Email Marketing

QUARTER 4

October

**State Of:** Database Quality & Accuracy  
**What's Working:** Lead Nurturing & Acceleration  
**NEW What's Working:** Buying Committee Engagement  
**NEW What's Working:** Digital Advertising  
**Benchmark Study:** Account-Based Marketing Survey  
**Digital Event:** Strategy & Planning Series (Oct. 29-Nov. 1, 2024)  
**In-Person Event:** B2B Marketing Exchange East (Oct. 1-3, 2024)

November

**State Of:** Revenue Operations  
**State Of:** Sales Development  
**NEW State Of:** Interactive Content  
**What's Working:** Account-Based Strategy

December

**State Of:** Brand Vs. Demand  
**State Of:** Product-Led Growth  
**NEW What's Working:** Personalized Experiences  
**Benchmark Study:** Database Strategies & Contact Acquisition Survey