



**Editorial contact**

Brendan Read  
 Editor  
 905-201-6600 x227  
 brendan@dmn.ca



Our readers take the time to consider every new idea that **Direct Marketing** brings them. **Direct Marketing** is published monthly and is mailed individually addressed to 6,200 senior executives who are responsible for creating, managing, supporting and fulfilling more than \$51 billion in annual sales generated through a range of direct response channels.

Subscribers also receive the **DM Industry Guide**. The **Guide** is a detailed reference guide to the more than 800 vendors who work with Canada's direct marketers. (Established in 1988.)

## 2018 EDITORIAL SCHEDULE

MONTH	EDITORIAL CLOSE	AD CLOSE	ISSUE THEME	SUPPLEMENT
<b>JANUARY</b>	▶ December 28, 2017	▶ January 3	<ul style="list-style-type: none"> <li>▶ Direct mail prospecting</li> <li>▶ Engaging lapsed customers</li> <li>▶ Data storage options</li> </ul>	▶ Sector report: The list business
<b>FEBRUARY</b>	▶ January 12	▶ January 26	<ul style="list-style-type: none"> <li>▶ Location-based marketing</li> <li>▶ Email marketing</li> </ul>	▶ Sector report: Fundraisers
<b>MARCH</b>	▶ February 14	▶ February 28	<ul style="list-style-type: none"> <li>▶ Mobile direct marketing</li> <li>▶ Marketing automation</li> </ul>	▶ Contact Management
<b>APRIL</b>	▶ March 16	▶ March 28	<ul style="list-style-type: none"> <li>▶ DRTV</li> <li>▶ Customer personas</li> <li>▶ Fulfillment</li> </ul>	▶ Sector report: Lettershops
<b>MAY</b>	▶ April 13	▶ April 24	<ul style="list-style-type: none"> <li>▶ Disruptive technology</li> <li>▶ Applied artificial intelligence</li> </ul>	▶ Regional report: Montreal
<b>JUNE</b>	▶ May 15	▶ May 29	<ul style="list-style-type: none"> <li>▶ Mass mail</li> <li>▶ Flyers</li> <li>▶ Catalogues</li> </ul>	▶ Contact Management
<b>JULY/AUGUST</b>	▶ June 16	▶ June 30	<ul style="list-style-type: none"> <li>▶ Holiday marketing</li> <li>▶ CRM</li> </ul>	▶ Regional report: Vancouver
<b>SEPTEMBER</b>	▶ August 15	▶ August 29	▶ Dimensional/high-value direct mail	▶ Contact Management
<b>OCTOBER</b>	▶ September 14	▶ September 28	<ul style="list-style-type: none"> <li>▶ Demographic segmentation</li> <li>▶ Data-driven, customer-centric organizations</li> </ul>	▶ Sector report: Printers
<b>NOVEMBER</b>	▶ October 15	▶ October 30	<ul style="list-style-type: none"> <li>▶ Fundraising</li> <li>▶ Payment processing</li> </ul>	▶ Regional report: Halifax
<b>DECEMBER</b>	▶ November 12	▶ November 26	<ul style="list-style-type: none"> <li>▶ Segmentation based on spending patterns</li> <li>▶ Loyalty</li> </ul>	▶ Contact Management

In every issue:

**In the Mail:** Exploring the development and effectiveness of exciting direct mail campaigns.

**Customer Centricity:** Marketers share how they are using data to better understand their customers.

**Excellent Execution:** A peek behind the curtain at how clever logistics give marketers an edge.