2019 Editorial Calendar

Internet Retailer, a Digital Commerce 360 brand

- Integrate your marketing message with articles for impactful exposure and response from senior-level e-commerce executives
- Shine the spotlight on your company as a key industry leader with our powerful combination of editorial coverage and distribution
- Boost your brand and generate demand alongside the most respected and authoritative content on retail e-commerce, digital marketing, omnichannel, global marketplaces and more

Visit Internet Retailer’s 2019 Media Kit online to access information on the available advertising programs, webinars, sponsorship opportunities and audience demographics data.

Internet Retailer Overview

Internet Retailer informs our dedicated readership of e-commerce executives about the trends, technologies and comprehensive topics helping them make decisions for their online retailing business across print and digital products: magazine, special editions, research and executive reports.

Internet Retailer® Magazine

This flagship product delivers award-winning analysis of e-retailing, including latest trends in marketing retail web sites, the most effective web site designs and more. Internet Retailer’s 42,000+ retail executive subscribers receive the most accurate, current and intelligence on e-retailing and omnichannel business. Available in either print or digital format.

Technology Focus Report

Internet Retailer’s Tech Focus reports run in the magazine, on the website and are promoted in the Learning Lab newsletter. These reports offer editorial coverage via thought leadership articles, deliver extended exposure and leads to sponsored partners.

Internet Retailer Digital

Special Topic Edition

Exclusive topic focused issues on recent retail trends, technologies, industry best practices and more. Digital-only distribution to 34,000+ opt-in subscribers. Sponsorships include thought leadership articles, promotion and guaranteed leads.

Executive Report

Timely and relevant industry reports written by Internet Retailer editors on such topics as Holiday Lessons Learned, Artificial Intelligence Strategies, Online Personalization, 2019 Black Friday/Cyber Monday analysis and more. Sponsorships include thought leadership and guaranteed leads.

Research Summary Report

Based on Internet Retailer research data from the Top 1000 to Omnichannel leaders or merchant categories. Written by the Internet Retailer research editorial team, these exclusive digital research reports are available only via registration download, providing qualified leads. Sponsorships include thought leadership articles, promotion and guaranteed leads.
FIRST QUARTER

JANUARY

Executive Report: The Best of 2018 IR Research
Merchant sector analysis from our top 2018 reports: Top 1000, Personalization, Online Marketplaces, Food, Home Goods, Global Expansion and Click, Ship & Return.  
Ad close: 1/8/18

FEBRUARY

Special Topic Edition: Warehouse Operations
Retail industry trends and best practices for warehouse operations including order management, customer service/call center operations, supply chain channels and fulfillment services.  
- Product Showcase: Fulfillment  
- Ad close: 1/14/19

Executive Report: Holiday Lessons Learned
A review of retailers’ 2018 holiday sales cycle, with experts weighing in on how e-retailers can improve their operations, sourcing and marketing plans, and prepare for holiday 2019.  
Ad close: 1/25/19

MARCH

Internet Retailer® Magazine
Cover story: Salaries/employment in e-commerce. Features: E-Commerce Platform Technology Demands; Branding on Online Marketplaces; In Focus: Consumer Electronics; Customer Service Changes  
- Tech Focus: Technologies at Shoptalk; Payment & Security Trends  
- Product Showcase: Marketplaces, Marketing Services  
- Bonus Distribution: Shoptalk 2019 (March 3-6, 2019)  
- Ad close: 2/5/19

Research Summary Report: Guide to E-commerce Platforms
Analysis of top platform providers, including pricing and key features of each technology, an update on what’s new with each of the top e-commerce platform providers, and key questions retailers should be asking any potential technology provider.  
Ad close: 2/12/19

SECOND QUARTER

APRIL

Special Topic Edition: Omnichannel & the Future of Stores
Examining multiple facets of Omnichannel retailing and the changing role of stores. It will identify omnichannel retail leaders, the omnichannel retail service vs. margin mix, a retailer case study and the results of a consumer survey about omnichannel service.  
- Product Showcase: Omnichannel  
- Ad close: 3/8/19

Executive Report: Artificial Intelligence/Machine Learning
AI can help e-retailers make better product recommendations, segment consumers more effectively, optimize merchandise location and more.  
Ad close: 3/22/19

MAY

Special Topic Edition: Digital Marketing Trends
This issue will check in on the latest trends and developments in digital marketing, including paid search, SEO, email and social media. It will include a sneak peak of data from the 2019 Top 1000 on top traffic drivers to retail sites, case studies on retailers’ latest marketing programs and more.  
- Product Showcase: Marketing Services  
- Ad close: 4/8/19

Research Summary Report: IR Top 1000 - Strategies & Best Practices
Analysis of a variety of digital marketing programs from the Top 1000 e-retailers to help all e-retailers better understand and prioritize their marketing goals.  
Ad close: 4/26/18

JUNE

Internet Retailer® Magazine
Cover story: E-Commerce Hot Shots; Features: Top 1000 Review of the U.S. Retail Market; Designing the Perfect Warehouse and Consumer Survey - Delivery expectations and IRCE/Retail X Pre-show Coverage — plus “Win the Wheels” ad program that will drive leads to your IRCE booth.  
- Tech Focus: Technologies at IRCE & Fulfillment & Delivery Strategies  
- Product Showcase: IRCE Preview  
- Bonus Distribution: IRCE at Retail X (June 25-28)  
- Ad close: 5/7/19

Research Summary Report: Global Marketplaces
A comprehensive analysis of the top online marketplaces around the globe driving more than half of global e-retail sales.  
Ad close: 5/20/19
THIRD QUARTER

JULY

**Executive Report:** Online Personalization
Online personalization strategies of top merchants will report on email, site merchandising, site search and other capabilities to determine which merchants have the most advanced personalization strategies. *Ad close: 7/1/19*

**Research Summary Report:** Top "Brands to Consumer" Disruptors in E-Retailing
We will cover the consumer packaged goods retailers that are recently trying to come up with an e-commerce strategy that works in their complex line of business; including data on the big CPG companies disrupting the market. *Ad close: 6/21/19*

AUGUST

**Internet Retailer® Magazine**
This special Holiday Readiness edition will analyze how retailers are preparing for Q4, assess the progress of marketing automation.

- **Tech Focus:** Holiday Readiness with Vendor Executive Q&A
- **Product Showcase:** Holiday Warehouse Strategies
- **Distribution quantity:** 43,000+ subscribers (print & digital)
- **Ad close:** 7/10/19

**Research Summary Report:** E-Commerce Leaders in Apparel
An in-depth look at the largest category in online retail, providing a host of exclusive benchmark data, as well as interviews with category leaders and fastest growing apparel merchants. *Ad close: 7/26/19*

SEPTEMBER

**Special Topic Edition:** Latest Technology Trends in Retail
The Technology Issue: How to select the right technology, a review of category leaders and vendor consolidation activities, the next must-have features for e-commerce sites, more.

- **Product Showcase:** Technology Trendsetters
- **Ad close:** 8/6/19

**Research Summary Report:** Beyond the Top 1000
Growth strategies of SMB retailers. *Ad close: 8/16/19*

**Research Summary Report:** The Amazon Report
This report will provide key stats on how the self-created holiday, "Prime Day", went for Amazon marketplace sellers and retail rivals. *Ad close: 8/23/19*

FOURTH QUARTER

OCTOBER

**Special Topic Edition:** Key Trends in Fulfillment
A look at how many retailers offer free shipping and the minimum order required, how they place their inventory to minimize cost and the technology they use in their warehouses and more. *Ad close: 9/6/19*

**Executive Report:** Peak Season Trends
An inside look at the top online shopping seasons, including Christmas/Hanukkah, Back to School, Easter and Valentine's Day and more. *Ad close: 9/20/19*

**Research Summary Report:** Leading Vendors to Top 1000
An analysis of the top technology and service providers powering Top 1000 e-retail sites and what retailers expect from their technology partners. *Ad close: 9/30/19*

NOVEMBER

**Internet Retailer® Magazine**
The best of 2019 e-retailing, including a special feature on the 10 Most Innovative Online Retailers of 2019. *Ad close: 10/11/19*

- **Tech Focus:** Technology Leaders - Executive Q&A article
- **Product Showcase:** 10 Most Innovative Online Retailers of 2019
- **Special Feature:** 10 Most Innovative Online Retailers of 2019; Top Executives
- **Distribution quantity:** 43,000+ subscribers (print & digital)
- **Ad close:** 10/11/19

DECEMBER

**Special Topic Edition:** Predictions for 2020
This special issue will summarize the key e-commerce developments of 2019 and project what they mean for 2020. *Ad close: 11/8/19*

**Executive Report:** Black Friday/Cyber Monday
A recap of the winners and losers from the 2019 holiday season, the big strategic shifts and the lessons retailers can learn for the rest of the season and for 2020. *Ad close: 11/20/19*

**Research Summary Report:** 2020 E-Commerce Technology Handbook
The handbook that summarizes the key developments across e-commerce technology categories. Includes an illustrator case study on your company to educate the e-commerce retail market. *Ad close: 11/20/19*
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