

# 2012 Editorial Calendar

	E-Commerce Trends	Online Retail Strategy	Key Technologies	Web Marketing Strategies
<b>January</b>	SEO: Evolving With Google And Bing	Alternative Payments: Their Role Today	E-Commerce Platforms: Finding The Right Fit	Social Media: Measuring Results
<b>February</b>	<i>Survey: Retailers' Web Site Redesign Priorities</i>	Live Chat: Getting the Most Out of It	Personalization: Tailoring The Site To The Visitor	Dynamic Imaging: Richer Than Ever
<b>March</b>	Retail Chains Respond To The Web Challenge	Contact Centers: Informed Agents Close More Sales	Order Management: Turning Data Into Efficiency	E-Mail: Building And Leveraging The List
<b>April</b>	Global E-Commerce: The Big Openings Abroad	<i>Survey: Payment Strategies</i>	Open Source And E-Retail: The Latest Developments	Facebook: Melding The Retail Site And Social Media
<b>May</b>	IRCE 2012 Preview	Fraud Prevention: The Latest Scams And How To Thwart Them	Retargeting: How To Reach The Shopper Who Leaves	Local Retailing: The Web's Growing Role
<b>June</b>	The New Top 500	Global Sourcing: Finding Reliable Overseas Suppliers	Shopping Carts: How They've Evolved	Online Display: More Targeted Than Ever
<b>July</b>	IRCE 2012 Report	Online Video: Controlling Cost While Boosting Quality	Order Management: Optimizing For All Channels	<i>Survey: Search Marketing Budgets &amp; Priorities</i>
<b>August</b>	Online Sales Taxes: Minimizing The Sales Hit	Analytics: The Data That Deliver Sales	Live Chat: When And How To Invite A Chat	Site Search: Turning Search Results Into Sales Tools
<b>September</b>	Top Vendors To The IR Top 1000	Customer Experience: The Metrics That Matter	Payment Gateways: How They Add Value	Content Management: Keeping Product Data Up To Date
<b>October</b>	Web Marketplaces: Maximizing the ROI	Personnel: Finding And Keeping Top Talent	E-Mail Marketing: Deliverability, Feedback Loops & More	Personalization: The Impact Of Social Media
<b>November</b>	Online Marketing: Managing Privacy Rules	The Org Chart: Where The Web And Mobile Fit In	Payment Security: Automated Ways To Deter Fraud	Affiliate Marketing: How To Find And Retain Top Partners
<b>December</b>	Hot 100	Hot 100	Hot 100	Hot 100

Mobile Commerce	Fulfillment/Sourcing/Operations	Supplement	Product Showcase
How Mobile Technology Is Transforming Catalogs	Shipping: How To Keep Shipping Costs Low	• E-Commerce Strategies For 2012	Payment Processing E-Commerce Platforms Delivery and Fulfillment
Mobile Design: When It's Time For A Redesign	Testing: What To Test, How To Test It	• Holiday Lessons: Site Changes You Need To Make Now	Retail Site Design Live Chat Personalization/Geotargeting Rich Media
HTML5: Bridging Mobile Sites And Apps	Web Hosting: How To Get The Most From A Host	• Payments & Security	Contact Centers Order Management
Augmented Reality: Helping Shoppers Decide	Performance Management: Turning Speed Into Sales	• Personalization & Product Recommendations	Global Solutions E-Commerce Platforms Payment & Security
iPad Apps: Keys To Successful Design	How Web Sales Data Moves Up The Supply Chain	• Fulfillment/Delivery>Returns/Warehousing • Web Marketing Strategies	Fraud Prevention IRCE Preview
Getting The Most From Location-Based Services	Fulfillment: The Challenge Of Flash Sales & Fast Delivery	• The Latest Must-Have Web Technologies	Fulfillment Shopping Carts
Mobile Performance: Tactics That Boost Speed	"Free" Shipping: How To Make It Work	• Holiday Selling Strategies • IRCE Exhibitor Spotlight: In Case You Missed Us	Report from IRCE Search Marketing Online video Order Management
Building A Smartphone App That Stands Out	Overstock Liquidation: New Online Options	• E-Mail Marketing • The Vendors That Boost The Top 1000	Site Search Live Chat Overstock Liquidation
Mobile Commerce Forum 2012 Preview	Fulfillment: What's New In Rate-Optimization Software	• Live Chat AND Global E-Commerce	Mobile Commerce Forum Preview Payment Processing
<i>Survey: Mobile Commerce Investment Plans</i>	Product Packaging: New Options For Online Retailers	• Mobile Commerce	Mobile Commerce Personalization & Product Recommendations Product Packaging
What Travel Sites Can Teach Mobile Merchants	<i>Survey: Technology Spending Plans</i>	• Web Site Performance Optimization	E-Commerce Technology Payment Security Affiliate Marketing
Hot 100	Hot 100	• Vendors That Provide The Spark For The Hot 100	Vendors to the Hot 100

## IR Magazine 2012 Advertising Calendar

	January	February	March	April	May	June
<b>Space Close</b>	Dec. 7, 2011	Jan. 6, 2012	Feb. 8, 2012	Mar. 8, 2012	Apr. 6, 2012	May 8, 2012
<b>Materials Due</b>	Dec. 13, 2011	Jan 13, 2012	Feb. 13, 2012	Mar. 13, 2012	Apr. 13, 2012	May 14, 2012

July	August	September	October	November	December
June 8, 2012	July 6, 2012	Aug. 8, 2012	Sep. 7, 2012	Oct. 8, 2012	Nov. 8, 2012
June 15, 2012	July 13, 2012	Aug. 15, 2012	Sep. 14, 2012	Oct. 15, 2012	Nov. 13, 2012

