

2025 Editorial Calendar

Topics and coverage subject to change

Demand Gen Report (DGR) has been an authoritative voice and trusted source in the B2B marketing industry since 2007. Our website, digital newsletters and in-depth content offerings 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
- ▶ Digital Onsite/Offsite Advertising
- ▶ Sales & Marketing Alignment
- ▶ Sales Acceleration
- ▶ GTM Strategy
- ▶ Tactile Marketing
- ▶ Video/Audio Marketing

Demand Gen Report Editorial Opportunities

DGR has various content offerings and experiences that experts and practitioners can contribute to, including:

- ▶ **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- to 800-word bylined articles. Demanding Views articles should take a prescriptive approach to B2B marketing challenges, combining strong opinions with a actionable, first-person point of view.
- ▶ **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.

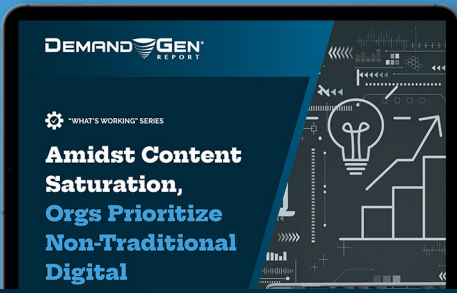
For more information or to suggest story ideas or contributing articles, please contact: **Kelly Lindenau, Editor**

Sponsorship Opportunities

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

- ▶ **Special Reports:** Provide a high-level look at a specific strategy, theme or topic by combining expert advice, case studies and benchmark research. These reports not only highlight the latest trends in a specific category but also explore how B2B organizations are applying them.
- ▶ **Benchmark Research:** Sponsors can attach themselves to relevant third-party editorial content and insights that revolve around the latest trends, tech and tactics in marketing and sales. Through this special co-branding opportunity, sponsors will be able to build credibility, generate leads and also get relevant audience insights that can inform their understanding of target audiences and future strategies.
- ▶ **Pulse Check Surveys:** These are short, targeted surveys consisting of three to five questions that help us quickly gauge the opinions, sentiments or behaviors of B2B sales and marketing practitioners. These surveys will help us, our readers and our partners identify timely trends as well as shifts in attitudes and/or preferences that can inform decision-making and strategy adjustments.

If there is a topic that you'd like to see included as part of our editorial line-up, please contact DGR's Editor or your account manager to discuss custom sponsorship opportunities.



Editorial Topics

To provide a more flexible and customized sponsor experience, we have modified our editorial calendar to focus more on general topics, so we can work with our partners to better tailor content topics and focal points towards timely trends, relevant audience insights and more specific offerings and positioning. Taking this approach will help sponsors ensure relevance and maximize their content investments.

Quarter 1

Survey:

Demand Generation Benchmark Survey

Pulse Check:

Artificial Intelligence

iPaper:

CMO Outlook Guide

Special Report Topics:

Database Strategies

Personalization

Sales Technology

Generative AI

Event Marketing

Quarter 2

Survey:

Buyer Engagement Survey

Pulse Check:

Sales & Marketing Alignment

iPaper:

Killer Content Awards

Special Report Topics:

Demand Generation

Marketing Technology

Email Marketing

Audio & Video Marketing

Influencer Marketing for B2B

Omnichannel Marketing

Quarter 3

Survey:

Account-Based Marketing Benchmark Survey

Pulse Check:

The State Of Digital & Physical Events

iPaper:

B2B Innovator Awards

Special Report Topics:

Buyer Engagement

Customer Success

Digital Advertising & Media Strategy

Lead Generation

Content Marketing Trends & Tactics

Balancing Brand & Demand

Quarter 4

Survey:

Database Strategies Benchmark Survey

Pulse Check:

Marketing Measurement & Attribution

iPaper:

New Year's Resolutions (Marketing leaders)

Special Report Topics:

Account-Based Marketing/ Experiences

Growth Marketing

Intent Data

Website Optimization

Direct Mail