

FEB	B2B Research Report	Best practices in manufacturing B2B e-commerce — This report looks in-depth at the business strategies, technology deployment, marketing and customer service best practices of leading manufacturers selling online, and the lessons for other manufacturing companies.	Ad Close: 01/26/18 Material Due: 02/08/18
MAR	B2B Executive Report	B2B Marketplaces — This report will cover B2B portals, and provide an inside look at how they operate, the fees they charge to buyers and sellers, and what buyers and sellers must do to get set up with these marketplaces.	Ad Close: 02/12/18 Material Due: 02/26/18
APR	B2B Research Report	Wholesalers and distributors take a holistic view approach to B2B e-commerce — This report analyzes the trends, technology and business practices driving wholesale e-commerce forward and highlights which wholesalers and distributors are ahead of the game.	Ad Close: 03/15/18 Material Due: 03/29/18
MAY	B2B Executive Report	2018 IRCE B2B Workshop — This report provides an inside look at the content that will be presented within the 10 sessions of the 2018 IRCE B2B Workshop. Bonus Distribution of the report will be distributed at the B2B Workshop.	Ad Close: 04/16/18 Material Due: 04/30/18
JUL	B2B Executive Report	Evolution of B2B Website Design — This report will cover the latest trends in the design and functionality of B2B e-commerce sites and provide inside looks at how several companies are deploying effective site designs.	Ad Close: 06/18/18 Material Due: 07/02/18
	B2B Research Report	Best Practices in Web Procurement — This report will analyze current technology and business trends and delivers practical and hands-on data, research and strategies companies of all sizes can use to improve their supply chain and procurement cycle management.	Ad Close: 07/02/18 Material Due: 07/16/18
SEPT	B2B Executive Report	SPECIAL ISSUE B2B platforms, plus trending B2B technology — This report will evaluate the many options of technology vendors and a special focus on e-commerce platforms offered to B2B companies and how they can help improve customer engagement and order processing. BONUS DISTRIBUTION: This issue will be printed and distributed at the 2018 B2B NEXT Conference and Expo, Sept. 24-26, 2018	Ad Close: 08/13/18 Material Due: 08/27/18
	B2B Research Report	B2B E-Commerce 300 — The report includes a ranking of the 300 largest manufacturers, distributors, wholesalers and retailers bringing in big sales online.	Ad Close: 08/17/18 Material Due: 08/31/18
OCT	B2B Executive Report	B2BNext Event Summary Report — This report will provide comprehensive coverage of the 2018 B2BNext Conference and Exhibition's presentations and workshops, with comments from speakers, participants and news from exhibitors.	Ad Close: 09/24/18 Material Due: 10/08/18
	B2B Research Report	Automotive: A B2B e-commerce market hits the fast lane — This report analyzes and sizes up the automotive B2B e-commerce market and highlights which manufacturers, suppliers and dealers are putting e-commerce into over drive.	Ad Close: 09/17/18 Material Due: 10/01/18
NOV	B2B Executive Report	B2B Disruptors / Leaders — This report will offer an inside look at manufacturers, wholesalers and distributors that are excelling at e-commerce, innovating ways to engage customers, and disrupting their markets.	Ad Close: 10/15/18 Material Due: 10/29/18

2018 EDITORIAL PLANNER *A complete view of all B2BecNews editorial and research reports*

B2BecNews Executive Reports — Written by B2BecNews editors on B2B industry trends. Available only via digital download. Sponsorship options include 1-pg ad, thought leadership article and guaranteed leads.

B2BecNews Research Reports — Based on exclusive B2B e-commerce data on global manufacturers, wholesalers, distributors, and retailers leading the way in B2B e-commerce. Available only via digital download and for purchase. Sponsorship options include 1pg ad, thought leadership article and guaranteed leads.

For more information on B2BecNews & B2BecommerceWorld.com, contact Oliver Love at 312-572-6251 or via email at oliver@verticalwebmedia.com.