Month / Topic	Features	Technology	Marketing	Emerging Markets	Operations	How To	Product Showcase	Technology Focus Reports (Sponsored Content)	Event Distribution
January Ad Close: 12/22 Mat. Due: 01/09	**THE FUTURE OF ONLINE RETAIL TECHNOLOGY** —This special digital edition of Internet Retailer will shine a light on the latest technology advancements and how they are/will give consumers exciting ways to shop. Articles will cover virtual and augmented reality, the Internet of Things, drone delivery, etc. It will provide a forward look at how some of these new capabilities might benefit—or challenge—online retailers.						• Technology Trends	• Technology Trends in 2017	
February Ad Close: 01/06 Mat. Due: 01/12	• Holiday review • Canadian e-commerce	Case Study: personalization	Understanding retargeting	Consumer Survey: the cross-channel shopper	Personalized customer service	Build dynamic/real-time email	• Feature: Holiday Review • Personalization • Cross-channel Shoppers	• Holiday Lessons Learned	Etail WEST
March Ad Close: 02/03 Mat. Due: 02/13	• The USPS realigns package delivery	Payment options for a new generation	Influencing the influencers	Techniques to keep consumers captivated, and shopping	Raise warehouse productivity	Buy programmatic advertising	• Feature: Package Delivery • Payment Options • Programmatic Advertising	• Shoptalk: Featured Technologies • Payments & Security	ShopTalk, Merchant Risk Council
April Ad Close: 03/03 Mat. Due: 03/13	• The shrinking, digitized store	E-retailer Survey: Technology spending	Balancing branding with direct response marketing	Tech for maximizing marketplace sales	Improve the supply chain	Manage customer service on marketplaces	• Survey: Technology • Marketplace Management • Responsive Marketing	• Cloud Based Technology	
May Ad Close: 04/07 Mat. Due: 04/14	IRCE Preview — a guide to help attendees navigate IRCE • Top 500 winners • The VCs fueling e-commerce	Vetting vendors: 10 questions to ask	SEO advancements	Case Study: International growth	Minimizing returns and return management	Manage and enforce MAP	• IRCE Preview • Feature: Top 500 Winners • SEO • Returns Management	• IRCE: Featured Technologies	IRCE 2017
June Ad Close: 05/05 Mat. Due: 05/12	• Back to school prep • Amazon pros and cons	Case Study: Consumer insights on e-retailing	Paid search strategies	Customer service on social media	Delivery alternatives, put to the test	Set up a dashboard of essential analytics	• Feature: Back to School • Paid Search • Customer Service • Delivery Alternatives	• Fulfillment & Delivery	IRCE 2017
July Ad Close: 06/29 Mat. Due: 07/10	**TECHNOLOGY INNOVATIONS IN E-RETAILING** —This special digital edition of Internet Retailer will look at the advanced technologies and services vendors are developing for e-retailers to use so e-retailers have an edge on the competition. For example, it will look at big data services that apply artificial intelligence to advance interactions with consumers, software to build virtual reality environments and more. It also will include the results of a consumer survey on technology adoption patterns.						• Emerging Technology Vendors	• Technology Innnovators (Executive Q&A)	
August Ad Close: 07/12 Mat. Due: 07/19	• Warehouse strategy • The holidays are coming • IRCE Review and IR Awards	Technology to enable omnichannel	Content marketing secrets	Second 500 winners	Amazon Prime Day analysis	Use marketplace data to increase direct sales	• Feature: Warehouse Strategy • Omnichannel	• Holiday Readiness	IRCE 2017 Post-Show Report, Etail EAST
September Ad Close: 08/04 Mat. Due: 08/11	• Profit vs. sales growth	The cost of cloud	Targeted social media advertising	European e-commerce leaders	Faster, cheaper shipping	Enable drop-shipping	• Feature: Profit vs Sales Growth • Social Media Ads • Shipping	• E-Commerce Platforms	Shop.org 2017: Retail Digital Summit
October Ad Close: 09/08 Mat. Due: 09/15	• Mobile commerce leaders	Case Study: Next-gen mobile	Marketing to the mobile shopper	Online apparel in focus	E-retailer Survey: Fulfillment & delivery	Price smartly	• Feature: Mobile Leaders • Survey: Fulfillment and Delivery • Pricing Intelligence	• Payments & Fraud • Mobile Innovators	Merchant Risk Council
November Ad Close: 10/06 Mat. Due: 10/12	• E-grocery growth	Buying to sell: Top vendors	E-retailer Survey: Digital marketing	Asia in focus	Counteracting fraud	Ensure 100% uptime	• Vendors to the Top 1,000 • Survey: Digital Marketing • Counteracting Fraud	• Omnichannel Strategies • Website Performance	
December Ad Close: 11/04 Mat. Due: 11/11	**2017 Hot 100 Special Issue**						• Vendors to Hot 100	• Hot 100 Vendor Profiles	All 2018 events

Month / Topic	IR Research Reports (Sponsored Content)	IR Editorial Reports (Sponsored Content)
January	E-Commerce Platform Leaders	
February	The Most Valuable Online Retailers, Digital Marketing	Mobile Needs to Know
March	Top Investors in E-Commerce	How to Win More Sales on Amazon
April	Q4 E-Retail Financial Spotlight, Top 1000	Retail E-commerce Innovators (Executive Q&A)
May	Top 500, Global Online Marketplaces, Emerging Midmarket E-Retailers	Analytics & Site Performance
June	Omnichannel Winners of the Top 500, Global 1000, Q1 E-Retail Financial Spotlight, Europe 500	How to Market to Millennials
July	Online Apparel, Asia 500, Home Furnishings, Amazon Prime	IR Awards: 3rd Annual Special Edition, A Clear View of the Cloud
August	Health/Beauty, Canada, Mobile 500, Hardware/Home Improvement	Digital Marketing Trends: 3rd Annual Survey
September	Food, Leading Vendors to the Top 1000, Latin America 500	Online Marketplaces in North America
October	Q2 E-Retail Financial Spotlight, B2B E-Commerce 300, Global Leaders in Luxury	Key Trends in E-commerce Fulfillment
November	Leading B2B Vendors	Vetting Vendors
December	Guide to E-Commerce Technology, Q3 E-Retail Financial Spotlight	Black Friday/Cyber Monday Results & Analysis

Month / Topic	Technology Focus Reports (Sponsored Content)
January	echnology Trends in 2017
February	Holiday Lessons Learned
March	Shoptalk: Featured Technologies, Payments & Security
April	Cloud Based Technology
May	IRCE: Featured Technologies
June	Fulfillment & Delivery
July	Technology Innnovators (Executive Q&A)
August	Holiday Readiness
September	E-Commerce Platforms
October	Payments & Fraud, Mobile Innovators
November	Omnichannel Strategies, Website Performance
December	Hot 100 Vendor Profiles

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