JAN

Internet Retailer: Special Topic Edition	**THE FUTURE IN ONLINE TECHNOLOGY** — E-commerce technology is advancing daily, fueled by fierce competition and venture capital funding. This special report will highlight the latest advances in managing and making use of big data, putting artificial intelligence to use in retail, voice-activated systems, virtual reality and other hot tech topics.	Ad Close: 12/21/17 Material Due: 01/08/18

FEB

Internet Retailer Magazine®	**TRENDS** Holiday review **TECHNOLOGY** E-commerce platform selection guide **MARKETING** Personalization: Getting a 360-degree view of customers **OPERATIONS** Fulfillment: meeting the shipping challenge **RESEARCH** B2B e-commerce trends in Retail **BONUS DISTRIBUTION** Etail West	**TECH FOCUS REPORT** Holiday Lessons Learned **PRODUCT SHOWCASE** Holiday Readiness Personalization Survey: Fulfillment and Delivery E-commerce Platform	Ad Close: 01/12/18 Material Due: 01/19/18
IR Research: Strategy & Key Findings Report	**THE 2018 GUIDE TO E-COMMERCE PLATFORM LEADERS** — This report will include a host of information on 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: 01/05/18 Material Due: 01/15/18
IR Research: Strategy & Key Findings Report	**THE E-COMMERCE STARTUPS** — This exclusive report will identify the next wave of e-commerce stars, including an analysis of product categories showing particular promise on the web.		Ad Close: 01/12/18 Material Due: 01/26/18

MAR

Internet Retailer Magazine®	**TRENDS** Taking aim at Amazon **TECHNOLOGY** Turning mobile payments into a competitive advantage **MARKETING** Top email marketing strategies **OPERATIONS** Fraud and security strategies **RESEARCH** Grocery e-retail upheaval **BONUS DISTRIBUTION** SHOPTALK + MRC	**TECH FOCUS REPORT** Shoptalk: Featured Technologies, Payments & Security **PRODUCT SHOWCASE** Fraud and Security Email Marketing	Ad Close: 02/05/18 Material Due: 02/12/18
Internet Retailer: Executive Report	**HOW RETAILERS TURN AMAZON'S SUCCESS INTO THEIR SUCCESS** — Fighting Amazon has been a losing proposition for many, but working with the leading online retailer has helped many other retailers prosper. This special report will examine the many ways retailers can benefit from Amazon's massive growth, including strategies for selling on marketplaces, advertising on Amazon, working with Amazon on cross-channel initiatives and more. It will also examine the technologies and services needed to make these initiatives successful.		Ad Close: 2/26/18 Material Due: 03/05/18
IR Research: Strategy & Key Findings Report	**THE RISE OF THE WEB-ONLY BRAND** — This report will explore the rise of the online-only brand. What makes these fast-growing e-retail companies so attractive to investors, and so appealing to consumers? Which strategies are driving the highest ROI, and are they profitable?		Ad Close: 01/26/18 Material Due: 02/09/18
IR Research: Strategy & Key Findings Report	**DIGITAL MARKETING REPORT** — This key report analyzes a variety of marketing programs" to "paid and organic search, affiliate marketing, email and social media marketing programs.		Ad Close: 02/16/18 Material Due: 03/02/18

2018 EDITORIAL PLANNER *A complete view of all Internet Retailer coverage across all content products: magazine, special editions, research and digital reports*

Internet Retailer Magazine®: Print and digital editions distributed to 45,000 subscribers

- IR Tech Focus Reports — Section on specific technology topics; sponsorship options offered including thought leadership and guaranteed leads
- IR Product Showcase — Section of fractional size ads positioned within select articles

Internet Retailer Special Topic Editions — Digital only distribution to 43,000+ opt-in subscribers; sponsorship options offered including thought leadership and guaranteed leads

Internet Retailer Executive Reports — Written by IR editors; available only via download; sponsorship options offered including thought leadership and guaranteed leads

IR Research Strategy & Key Findings Reports — Based on exclusive IR data from top global online merchants and consumers; available only via download; sponsorship options including thought leadership and guaranteed leads

APR

Internet Retailer: Special Topic Edition	**10 RETAIL TECHNOLOGIES TRANSFORMING E-COMMERCE TODAY** — This special issue will highlight 10 tech innovations retailers and brands, from start-ups to long-established stalwarts, have successfully implemented. It will describe how retailers evaluated tech alternatives, vetted vendors, created project teams and worked with internal and external resources to pull off initiatives that boosted online and cross-channel sales. And it will look at some of the new technologies retailers are examining today. **Product Showcase**: CM Tools	Ad Close: 03/26/18 Material Due: 4/02/18
IR Research: Strategy & Key Findings Report	**TOP 1000** — This top-line, data-rich view of the U.S. and North American e-commerce markets highlights the growth of each product category and trends affecting online retail businesses.	Ad Close: 03/16/18 Material Due: 03/30/18

MAY

Internet Retailer Magazine® **Bonus Insert: Insider's Guide to IRCE 2018**	**TRENDS** What's coming up at IRCE 2018? **TECHNOLOGY** Order management in an omnichannel world **MARKETING** Smarter search marketing **OPERATIONS** Making web and mobile sites fast & reliable **RESEARCH** The luxury e-commerce boom **BONUS DISTRIBUTION** IRCE 2018	**TECH FOCUS REPORT** IRCE: Featured Technologies; Content Management **PRODUCT SHOWCASE** IRCE Preview Order Management Search Marketing	Ad Close: 04/06/18 Material Due: 04/13/18
Internet Retailer: Executive Report	**ARTIFICIAL INTELLIGENCE / MACHINE LEARNING** — Computers can process data far faster than humans and increasingly sophisticated artificial intelligence systems can learn from results to make increasingly accurate choices. AI can help e-retailers make better product recommendations, segment consumers more effectively, optimize merchandise location, pick the best location from which to ship an order, automate many customer service functions and more. This report will highlight how AI and machine learning is changing retailing.		Ad Close: 04/23/18 Material Due: 04/30/18
IR Research: Strategy & Key Findings Report	**TOP 500** — An in-depth report that draws upon more than a decade of exclusive data to highlight the secrets of success among the Top 500 best players retailers in e-commerce.		Ad Close: 03/30/18 Material Due: 04/13/18
IR Research: Strategy & Key Findings Report	**OMNICHANNEL WINNERS OF THE TOP 500** — This report details what more than two dozen of the largest U.S. retail chains are doing to link their stores with their online and mobile assets, and a competitive analysis of who is winning and losing in omnichannel retailing.		Ad Close: 04/13/18 Material Due: 04/27/18

JUNE

Internet Retailer Magazine® **Official IRCE 2018 Issue**	**TRENDS** Online marketplaces: Winning strategies for sellers **TECHNOLOGY** The latest analytics advances **MARKETING** Social media marketing evolves **OPERATIONS** State of the art fraud prevention **RESEARCH** North America's Top 1000 e-retailers **BONUS DISTRIBUTION** IRCE 2018 + Special Win-The-Wheels Ad Program driving leads to your IRCE booth	**TECH FOCUS REPORT** Fulfillment & Delivery **PRODUCT SHOWCASE** Fraud Protection Social Media Marketing AI Tools	Ad Close: 05/07/18 Material Due: 05/14/18
IR Research: Strategy & Key Findings Report	**GLOBAL ONLINE MARKETPLACES** — A comprehensive analysis of the top online marketplaces around the globe driving more than half of global e-retail sales.		Ad Close: 4/27/18 Material Due: 05/11/18

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JUL

Internet Retailer: Special Topic Edition	**TECHNOLOGY INNOVATIONS IN E-RETAILING** — This edition 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. *Product Showcase: Emerging Tech Vendors*	Ad Close: 06/25/18 Material Due: 07/02/18
IR Research: Strategy & Key Findings Report	**CROSS-BORDER E-COMMERCE LEADERS** — The most effective strategies top cross-border online retail players are using to sell into top e-commerce markets like the United Kingdom, Canada, China and Germany.	Ad Close: 05/25/18 Material Due: 06/08/18
IR Research: Strategy & Key Findings Report	**ONLINE APPAREL REPORT** — A detailed analysis of the largest category in online retail and how its biggest players are shaping the category.	Ad Close: 06/22/18 Material Due: 07/06/18

AUG

Internet Retailer Magazine®	**TRENDS** How to prepare for holiday 2018 **TECHNOLOGY** Customer service: the latest tech **MARKETING** Putting marketing automation to work **OPERATIONS** Optimizing warehousing for the holidays **RESEARCH** The fastest-growing online retailers **BONUS DISTRIBUTION** ETAIL EAST 2018	**TECH FOCUS REPORT** Holiday Readiness **PRODUCT SHOWCASE** Holiday: Warehouse Strategy Marketing Automation Customer Service Technology Ad Close: 07/11/18 Material Due: 07/18/18
Internet Retailer: Executive Report	**DIGITAL MARKETING TREND: 4TH ANNUAL SURVEY** — Marketers have little choice but to find the most effective means for their marketing spend and strategy and must juggle digital marketing channels ranging from email to paid search to social media. In the 3rd Annual Digital Marketing Trends Survey, Internet Retailer will explore the latest trends and practices that the industry marketers are executing in 2018 and beyond to help marketers.	Ad Close: 07/23/18 Material Due: 07/30/18
IR Research: Strategy & Key Findings Report	**THE AMAZON REPORT** — Timed for release just after Amazon Prime Day, this report will detail key components of Amazon's business that all merchants, investors and e-commerce technology providers should understand, including the ins and outs of its fast-growing Amazon Web Services business and its push into new product areas like grocery and fashion.	Ad Close: 07/10/18 Material Due: 07/19/18
IR Research: Strategy & Key Findings Report	**CLICK, SHIP & RETURN: STATE OF ONLINE SHIPPING** — This report studies the delivery and return practices of dozens of Top 500 e-retail players.	Ad Close: 07/27/18 Material Due: 08/10/18

SEPT

Internet Retailer Magazine®	**TRENDS** The hottest digitally native retailers **TECHNOLOGY** Customer segmentation strategies **MARKETING** Content management: Make best use of your assets **OPERATIONS** Fulfillment: the outsourcing options **RESEARCH** Online marketing strategies **BONUS DISTRIBUTION** SHOP.ORG 2018 + B2B Next 2018	**TECH FOCUS REPORT** E-Commerce Platforms **PRODUCT SHOWCASE** 3PL's / Drop Shipping Content Management Customer Segmentation Ad Close: 8/07/18 Material Close: 08/14/18
Internet Retailer: Executive Report	**ONLINE MARKETPLACES** — Walmart.com, Jet.com and smaller online shopping portals are gaining market share, even as Amazon and eBay keep growing. This report will compare the major marketplaces in fee structure, competition, customer growth, SKU count, fulfillment and more, and report on the growth strategies of the marketplace operators.	Ad Close: 08/29/18 Material Close: 09/05/18
IR Research: Strategy & Key Findings Report	**THE ONLINE PERSONALIZATION REPORT** — This first-of-its-kind review of the online personalization strategies of Top 500 merchants will report on email, site merchandising, site search and other capabilities to determine which merchants have the most advanced personalization strategies, and which ones fall behind.	Ad Close: 08/03/18 Material Close: 08/17/18
IR Research: Strategy & Key Findings Report	**ONLINE FOOD REPORT** — This report looks at the online food category and identifies pockets of opportunity for competing with Amazon, Wal-Mart and others in the online food business.	Ad Close: 08/17/18 Material Due: 08/31/18

OCT

Internet Retailer Magazine®	**TRENDS** Brands' direct-to-consumer strategies **TECHNOLOGY** Advances in e-commerce platforms **MARKETING** Marketing across sales channels **OPERATIONS** Shipping strategies for the holidays **RESEARCH** Global e-commerce: a world of opportunity	**TECH FOCUS REPORT** Omnichannel; Payment & Fraud **PRODUCT SHOWCASE** E-commerce Platforms Global E-commerce	Ad Close: 09/07/18 Material Close: 09/14/18
Internet Retailer: Executive Report	**KEY TRENDS IN FULFILLMENT** — Every online retailer is being forced to optimize its fulfillment strategy by Amazon's aggressive free shipping offers and the growth of its Prime loyalty program. This report will report on how many retailers offer free shipping and the minimum order required, how they place their inventory to minimize cost, the technology they use to automate their warehouses and how the outsourcing option is reducing overall shipping costs for some e-retailers.		Ad Close: 09/24/18 Material Close: 10/01/18
IR Research: Strategy & Key Findings Report	**LEADING VENDORS TO THE 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: 08/31/18 Material Close: 09/14/18
IR Research: Strategy & Key Findings Report	T**HE PEAK SEASON REPORT: ANALYSIS OF ALL SEASONS** — This report focuses on the top online shopping seasons, including Christmas/Hanukkah, Back to School, Easter and Valentine's Day, and identifies winners and losers in each of the large peak seasons.		Ad Close: 09/07/18 Material Close: 09/21/18
IR Research: Strategy & Key Findings Report	G**LOBAL LEADERS IN LUXURY E-COMMERCE** — This report on the world's luxury e-retailers will delve into the online marketing, branding and omnichannel strategies of the leaders in this hot market, and educate readers on what the largest high-end brands are doing to reach more affluent shoppers online.		Ad Close: 09/21/18 Material Close: 10/05/18

NOV

Internet Retailer: Special Topic Edition	**INTERNET RETAILER'S HOT 100** — Internet Retailer's most anticipated issue of the year. The issue explores the retailers leading the industry when it comes to their business model, design, marketing, content, technology and more. The issue also highlights the fastest-growing retailers in key categories, such as apparel and home goods. *Product Showcase: Vendors to the Hot 100 Q&A*	Ad Close: 10/12/18 Material Close: 10/19/18
IR Research: Strategy & Key Findings Report	**CANADA 100** — A report of the largest 100 online retailers in Canada, including an analysis of growth potential in the Canadian market and key strategies for U.S. merchants looking to sell into Canada.	Ad Close: 10/05/18 Material Close: 10/19/18

DEC

Internet Retailer: Special Topic Edition	**WHAT'S IN STORE FOR E-RETAIL IN 2019?** — This special edition will summarize the key e-commerce developments of 2018 and project what they mean for 2019. Articles will draw on Internet Retailer research data and reporting to document the key shifts in online sales, marketing, website and mobile app innovations, and more. Retails, analysts and other e-commerce specialists will offer their views on what the marketplace shifts of 2018 mean for how retailers and brands should be setting digital priorities for 2019.	Ad Close: 11/02/18 Material Close: 11/09/18
Internet Retailer: Executive Report	**BLACK FRIDAY / CYBER MONDAY** — Internet Retailer's editors will provide real-time reporting on sales for the Thanksgiving holiday weekend, including "Cyber Five" coverage, the period from Thanksgiving to Cyber Monday. This data-filled exclusive report will recap the winners and losers from the peak of the 2018 holiday season, the big strategic shifts and the lessons retailers can learn for the rest of the season and for 2019.	Ad Close: 11/19/18 Material Close: 11/26/18
IR Research: Strategy & Key Findings Report	**GUIDE TO WEBSITE DESIGN** — This report provides an analysis of the leading trends in retail website design and the key features that could make the difference in closing a sale.	Ad Close: 11/12/18 Material Close: 11/26/18

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