2025 *CRM* MAGAZINE EDITORIAL CALENDAR

	CUSTOMER SERVICE	MARKETING/SALES	CUSTOMER EXPERIENCE/ENTERPRISE STRATEGY
January/February	**Advances in Answering Machine/Voicemail Detection** for Outbound Dialing	Steps for Switching from SMS/MMS to the **New RCS Format for Text Messaging**	**Real-Time Translation and Dubbing with AI**
March	**Noise Cancellation Technologie**s for Contact Center Voice Interactions	**Scent Marketing:** What It Is, Which Platforms Support It, and How to Bring It to Customers	**What Happened to the Metaverse?** Is the Concept Still Viable, or Has the Hype Died Down?
April (PRINT ISSUE)	THE CRM 100, plus the **top trends and technologies** in **customer service, marketing, and sales**		
May	**Contact Center Intelligence:** Solutions to Ensure That Agents Have Access to the Information They Need	**Event Marketing:** Why Analysts Say Events Are More Important Now Than They Were Before the Pandemic	**Working with the Federal Government:** The Value of FedRAMP Authorization and How to Get It
June	**Social Media's Comeback as a Customer Service Channel:** Customer service agents on these channels will need to be ready to answer questions quickly and adapt their language and conversational style to the channel.	Using **Generative AI** to **Create Video Marketing** and **Sales Content**	**E-Commerce Update:** Tips for Choosing the Right Cloud Marketplace for Your Products or Services
July/August	Driving Higher Numbers of Customer Contacts to **Bots/Self-Service Solutions**	**Identifying and Selling to 'Shadow Buyers'**	**Integrating Voice Ordering** into Your Retail/Hospitality Outlets
September (PRINT ISSUE)	THE CRM INDUSTRY LEADER AWARDS		
October	**People Analytics for Agent Hiring:** Tools to Ensure Incoming Contact Center Talent Has the Right Attributes for Success	**Hyper-Personalization with Customer Success Platforms** That Will Use Data to Personalize Every Customer Touchpoint	**Advancing Self-Service** with the Latest **Generative AI Bots**
November/December	Solutions for **Monitoring Agent Mental and Physical Health and Well-Being**	**Using Digital Doubles** (AI Agents That Consumers Can Personalize and Customize on Their Own) for Marketing	Making **White-Glove Customer Service Available to All,** Not Just Your Most Valuable Customers

➡ THE 2025 CRM TOP 100

Appears in the **April** issue

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas. A more complete list of CRM companies will appear in our Buyer's Guide, available on our website (DestinationCRM.com).

➡ THE 2025 CRM INDUSTRY AWARDS

Appears in the **September** issue

Industry Leader Awards Industry analysts and consultants help our editors identify the top five vendors providing contact center, sales, and marketing services and technologies across 11 categories: Enterprise CRM Suite, Small/Mid-Market Business CRM Suite, Contact Center Infrastructure, Complete Customer Experience Suite, Contact Center Interaction Analytics, Workforce Engagement Management, Generative Artificial Intelligence Engine, Data Management Solutions, Business Intelligence/Data Analytics, Marketing Automation, and Salesforce Automation.

Conversation Starters This award recognizes emerging or turnaround companies that have made a significant impression on the contact center, marketing, or sales industries in the past year.

Additional details about the awards are available on our website (DestinationCRM.com).

WHAT'S IN EVERY ISSUE

FRONT OFFICE: Letter from *CRM* magazine editor Leonard Klie.
INSIGHT: Analysis of the most topical CRM news stories and trends, including the latest research from CRM industry analysts.
FEATURES: In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.
REAL ROI: Sales, marketing, and customer service success stories that showcase the hard and soft business benefits that companies achieved using CRM solutions.
COLUMNS: Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and End Notes, written by some of the top analysts and consultants in the CRM industry.

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CRM Magazine RATE CARD & AD SPECIFICATIONS

NET RATES	Print & PDF	PDF Only
Full Page	$2,000	$500
1/2 Page	$1,200	$300

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2025	12/13	12/20
March 2025	2/13	2/20
April 2025 *(Print)*	**3/3**	**3/10**
May 2025	4/13	4/20
June 2025	5/13	5/20
July/August 2025	6/13	6/20
September 2025 *(Print)*	**8/3**	**8/10**
October 2025	9/13	9/20
November/December 2025	10/13	10/20

AD SIZES

	Bleed Width	Bleed Height	Nonbleed Width	Nonbleed Height
Full Page	8-1/8"	10-3/4"	7-1/8"	9-3/4
Full Page *(trims to)*	7-7/8"	10-1/2"	7-7/8"	10-1/2"
Spread	16-1/4"	10-3/4"	14-1/4"	9-3/4"
Spread *(trims to)*	15-3/4"	10-1/2"	15-3/4"	10-1/2"
Half-Page-Horizontal	8-1/8"	5-3/8"	7-1/8"	4-3/4"
Half-Page-Spread	16-1/4"	5-3/8"	14-1/4"	4-3/4"

Each magazine is printed web offset, to SWOP standards; perfect bound; and jogs to the foot.
Trimmed page size is 7-7/8"x10-1/2".
Bleed page size is 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.
Please keep live matter 3/8" from trim: head, foot, side, and gutter.
Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.
For the latest updated media information, go to **www.destinationcrm.com**.

Publisher's Requirements
1. All clients must submit a credit application before their first insertion.
2. No cancellations are permitted after the Ad Close Date.
3. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
4. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

➲ Ad production requirements—downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

➲ We accept the following formats:

› **Press-quality PDF files are preferred.**
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Page dimensions and bleeds according to pub specs

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
  › Flattened layers
  › CMYK color
  › 300 dpi
  › Page dimensions and bleeds according to pub specs

➲ File submission instructions:

› **To upload files via the web:**
  › Using your web browser, log onto **http://files.infotoday.com**.
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

> **Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.**

➲ For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

PLEASE NOTE:
› **Files submitted as RGB will be converted to CMYK.**
› **Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.**
› **All graphics must be at least 300 dpi resolution.**

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