



Through daily news, two weekly newsletters, email alerts, and a rich library of multimedia properties, *Retail TouchPoints* spotlights the key trends, technologies and practices shaping the future of retail. Every day, *Retail TouchPoints* is updated with in-depth research, analysis and thought leadership on topics including:

- ✓ AI & Next-Gen Analytics
- ✓ CRM & Loyalty
- ✓ Customer Experience & Engagement
- ✓ Ecommerce
- ✓ Fulfillment & Last Mile
- ✓ Omnichannel Marketing
- ✓ Personalization
- ✓ Social Commerce
- ✓ Store Design
- ✓ Store Operations & Workforce Management

EDITORIAL OPPORTUNITIES

Special sections appear in each week's newsletters:

- **Brand Case Studies:** Spotlights of specific brands and retailers and how they're embracing innovative tools and strategies to elevate the customer experience.
- **Executive ViewPoints:** Regularly scheduled columns crafted by industry executives (trend-based topics; word count 750-1,250).
- **Infographic:** A graphic representation of industry trends.
- **Retail Executive Q&As:** Exclusive interviews with high-level retail execs and other industry experts.

SPONSORSHIP OPPORTUNITIES

- **Special Reports:** Timely reports that spotlight the latest trends and data on specific topics.
- **Tech Guides:** Tactical pieces that outline new technology capabilities and how retailers can best select and implement new solutions.
- **Benchmark Reports:** In-depth surveys focused on key industry topics.
- **"On the Verge" Reports:** Rich pieces that explore new and emerging channels and platforms poised to disrupt the industry.
- **Category Insights:** Analysis of trends and business case studies within specific industry categories.
- **Consumer Analysis:** Detailed profiles of key customer trends and expectations, and insights to help retailers inform their strategies.

[Contact the Retail TouchPoints team](#) for more information on benefits and pricing of our sponsorship opportunities.

2024 Editorial Calendar

Topics and coverage subject to change

design:retail



Q1 2024

● JANUARY

Consumer Analysis Report: Inside the Mind of Gen Alpha: How Should Brands Adapt?

Special Report: The Evolution of the POS

Feature: Retail Media Measurement Grows Up

Trend Watch: Aggregators and Brand Incubators: Are They Driving DTC Disruption?

Event Coverage: NRF's BIG Show

● FEBRUARY

Special Report: The Evolution of OOH Advertising

Special Report: ESL, Digital Signage and More: Tech to Streamline Store Operations

Special Report: Is There Still Room for Growth in Marketplaces?

Tech Guide: How Technology is Driving Loss Prevention Strategies

Category Insights: How Discount Stores are Differentiating

Feature: Inside Efforts to Crack Down on Review Fraud and Why it Matters

"On the Verge": Embracing Gaming Communities to Drive Commerce

● MARCH

Special Report: Video Commerce and Livestreaming Update

Special Report: Beyond the Town Hall: Using Tech to Drive Employee Engagement and Loyalty

Feature: The Fitting Room: A New Way for Design Experiences to Shine

Trend Watch: The Rise of Retail-as-a-Service

Benchmark Report: 2024 Store Design and Experience Survey

Event Coverage: Shoptalk

Q2 2024

● APRIL

Consumer Analysis Report: Embracing Gen X and Y: What These Shoppers Really Want

Special Report: Subscriptions, Memberships and the Future of Loyalty

Tech Guide: How Gen AI is Powering Next-Gen Digital Experiences

Category Insights: How Passionate Pet Parents are Shaping Retail

Feature: Thinking Small with Your Influencer Strategies

"On the Verge": Virtual Influencers: Brand Advantage or Big Mistake?

● MAY

Special Report: Making AR the Star of the Customer Experience

Special Report: How AI is Helping Retailers Forecast Demand and Optimize Inventory Placement

Trend Watch: New Trends Shaping the Pop-Up Market

Feature: Differentiating Through the Recommerce Experience

Trend Watch: Alcohol Ecommerce Comes of Age

● JUNE

Special Report: The Amazon Seller's Ultimate Prime Day Playbook

Tech Guide: Inside the New Associate Super App: Key Capabilities to Have

Feature: Cybersecurity: New Threats and Safeguards for Operators

Category Insights: The Business of Sport: Sneakers, Athleisure and More

Benchmark Report: 2024 Customer Loyalty and Personalization Survey

Awards: Brand Experience Awards

Event Coverage: Retail Innovation Conference & Expo

Q3 2024

● JULY

Special Report: Innovating Through Post-Purchase Experiences

Special Report: Onsite, Offsite, In-Store: New Retail Media Campaign Best Practices

Feature: Sustainability and the Supply Chain: What Brands Need to Know

Trend Watch: Store Design & Experience Lessons from Hospitality, Banking and More

Awards: 40 Under 40 Awards

● AUGUST

Special Report: New Store Environment Trends: Materials, Lighting and More

Tech Guide: RFID Comes of Age: Exploring New Use Cases and Proof Points

Feature: The New Role of the Mobile App

Category Insights: The New Luxury Revolution

"On the Verge": Tech Tackling Fashion's Fit Problem

● SEPTEMBER

Consumer Analysis Report: How will Gen Z Change as They Age?

Special Report: Bottom of the Funnel: The New Battleground for CX

Feature: UGC: The Force Multiplier for Ecommerce Revenue

Trend Watch: Exploring Grocery's In-Store Tech Innovation

Benchmark Report: 2024 Store Operations Survey

Event Coverage: Groceryshop

Q4 2024

● OCTOBER

Special Report: The State of B2B Ecommerce: New Trends and Innovations Driving Category Growth

Special Report: Rethinking Returns: How to Tackle the Inevitable

Tech Guide: Chat Check-in: How SMS is Accelerating Customer Journeys

Trend Watch: Harnessing the Power of New Social Communities: Discord, Reddit and Beyond

Category Insights: Inside Grocery: What We Eat, How We Buy and Why

● NOVEMBER

Consumer Analysis Report: Going Global, Acting Local: Responding to Nuanced Consumer Expectations Across Channels

Special Report: How Shopping Centers are Elevating the Omnichannel Journey

Trend Watch: The Impact of Purpose-Driven Initiatives on Employee Retention and Satisfaction

"On the Verge": The Burgeoning Market for Virtual Goods and Digital Twins

● DECEMBER

Special Report: 2024 Trends and Predictions Report

Special Report: Making CTV a Meaningful Part of the Omnichannel Advertising Mix

Feature: The Secrets to Amazing In-Store Events and Activations

Category Insights: Wellness, Beauty and Self-Care: How Brands Can Tap Their Growth

Benchmark Report: 2024 Omnichannel and Fulfillment Survey

Awards: design:retail Winning Windows Awards