

2025 Editorial Calendar

Topics and coverage subject to change

Through daily news, weekly newsletters, regular email alerts and a rich library of multimedia content, *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
- ✓ Digital Advertising (Onsite & Offsite)
- ✓ Omnichannel Marketing
- ✓ Personalization
- ✓ Social Commerce
- ✓ Store Design
- ✓ Store Operations & Workforce Management
- ✓ Retail Media & Marketplaces

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.
- **Trend Watch:** Explores trending tech, topics and business models driving industry evolution.

SPONSORSHIP OPPORTUNITIES

- **Special Reports:** Timely reports that go in depth on 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, platforms and technology poised to disrupt the industry.
- **Consumer Analysis:** Detailed profiles of key customer trends and expectations, alongside insights to help retailers inform their strategies.
- **Sponsored Articles:** Digital content featuring a solution/service provider's distinct point of view and positioning on a given topic, surrounded by relevant brand ads.

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

Q1 2025

● **SPECIAL REPORTS**

1. Pricing to Win: New Imperatives for Intelligent Pricing and Promotions
2. Social Commerce, Livestreaming and Beyond: What's Driving the Future of the Creator Economy?
3. How Retailers are Retooling Loyalty Programs

● **TECH GUIDE**

The Evolution of POS: How Businesses of All Sizes Can Drive Agility and Growth Across All Channels

● **ON THE VERGE REPORT**

Immersive Commerce and the Rebranding of Web3

● **TREND WATCH**

The Future of DEI Amid Changing C-Level Priorities

● **BENCHMARK RESEARCH**

Store Design & Experience Benchmark Survey

● **RTP LEARNING EXPERIENCE**

Connected Consumer Webinar Series

Q2 2025

● **SPECIAL REPORTS**

1. The Marketing Executive's Guide to Full-Funnel Commerce Media Campaigns
2. Optimizing Returns Revenue: Turning a False Start into Long-Term Brand Value
3. How Game Theory is Influencing the Entire Retail Organization

● **TECH GUIDE**

Gen AI for the Workforce: Key Features and Capabilities for Success

● **CONSUMER ANALYSIS REPORT**

Understanding Thrifty Shoppers: How Consumers are Balancing Value and Values

● **TREND WATCH**

Are Publishers the Next Big Commerce Brands?

● **BENCHMARK RESEARCH**

Marketing, Advertising & Media Benchmark Survey

Q3 2025

● **SPECIAL REPORTS**

1. 2025 Holiday Outlook and Success Playbook
2. What's New in Conversational Commerce? From Transactional Tactics to AI-Powered, Personalized Engagement
3. How Brand and Performance Teams are Adapting to the Collapse of the Marketing Funnel

● **TECH GUIDE**

The Expanded Post-Purchase Toolbox

● **ON THE VERGE REPORT**

The Retail Opportunity for Wearables

● **TREND WATCH**

How Merchants are Turning Physical Stores into Community Hubs

● **BENCHMARK RESEARCH**

Store Operations Benchmark Survey

● **RTP LEARNING EXPERIENCE**

Retail ThinkTank Multimedia Hub

Q4 2025

● **SPECIAL REPORTS**

1. Loss Prevention Check-in: How Retailers are Investing in Inventory Visibility, Workforce Management and More
2. Community-Driven Commerce: Creating and Activating Brand Fans Across Channels
3. 2026 Trends & Predictions Interactive Report

● **TECH GUIDE**

A New Era of AI: Driving Productivity and Performance in Marketing, Finance, CX and Beyond

● **CONSUMER ANALYSIS REPORT**

How New Consumer Insights are Driving Innovative Product Development

● **TREND WATCH**

Collaborations and Activations, Oh My! How Retail, Hospitality and Service Brands are Creating Groundbreaking Experiences

● **BENCHMARK RESEARCH**

Omnichannel & Fulfillment Benchmark Survey

● **RTP LEARNING EXPERIENCE**

Retail Strategy & Planning Webinar Series