



2026 EDITORIAL CALENDAR

Topics and coverage subject to change



Through news coverage, in-depth features, regular newsletters, a weekly podcast and a rich library of webinars and other multimedia content, *Retail TouchPoints* spotlights the key trends, technologies and practices shaping the future of retail. Retail decision-makers place a high value on our range of editorial content, including:

- ✓ Brand and technology case studies
- ✓ Consumer insights covering socioeconomic trends impacting consumer behavior
- ✓ Retailer Q&As and profiles
- ✓ Explorations of trending tech, topics and business models
- ✓ Executive ViewPoint columns crafted by industry executives on trend-based topics

The RTP editorial team is always happy to receive pitches and story suggestions at editors@retailtouchpoints.com.

SPONSORSHIP OPPORTUNITIES

- **Special Reports:** Timely reports that go in depth on the latest trends and topics
- **Benchmark Research:** In-depth surveys and analysis on key industry topics.
- **Retail Remix Podcast:** Weekly discussions with retailers and industry thought leaders
- **Webinars:** Standalone sessions on a specific topic or part of our larger TrendCaster and Retail ThinkTank annual series
- **Sponsored Articles:** Featuring a solution/service provider's distinct perspective
- **Demand Gen Opportunities:** Access our audience of 70,000 retail executives with content syndication, dedicated emails, social retargeting and more

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

The 2026 editorial calendar can serve as a guide for solution providers, sponsors and advertisers to capitalize on special sections and sponsorship opportunities. Specific dates and topics are subject to change based on market trends and industry events. Want to sponsor high-value content for lead generation, but the idea you want isn't on this calendar? Reach out to our team and we can brainstorm a concept together!

Q1 2026

● **SPECIAL REPORTS**

- Post-Holiday Analysis and 2026 Retail Predictions
- Technologies that will Shape the Year in Retail
- Innovations in Post-Purchase Experience and Returns Management
- Inside the Growing Realm of B2B Ecommerce
- Tactics for Navigating Uncertainty and Managing Risk

● **BENCHMARK RESEARCH**

- Store Operations & Experience Annual Survey and Report
 - + Editorial webinar revealing and exploring survey results & historical trends

● **WEBINAR SERIES***

- Theme: Enhancing the Customer Experience Online and In Stores

Q2 2026

● **SPECIAL REPORTS**

- Evolutions and New Innovations in Retail and Commerce Media
- Leveraging Dynamic Pricing Technology for Maximum Impact
- AI's Impact on the Path to Purchase
- The Subtle Power and Psychology of Membership and Subscription Programs
- New Innovations in Fulfillment and Delivery

● **WEBINAR SERIES***

- Theme: Technologies Shaping the Future of Retail

Q3 2026

● **SPECIAL REPORTS**

- Holiday Outlook and Marketing Strategies
- Evolutions in Resale and the Circular Economy
- Developments in Corporate ESG and Consumer Opinion
- Building Resilient Supply Chains
- The New Retail Calendar: Major Shopping Cycles and Capitalizing on Down Periods

● **BENCHMARK RESEARCH**

- Marketing, Advertising & Media Annual Survey and Report
 - + Editorial webinar revealing and exploring survey results & historical trends

● **HOLIDAY THINKTANK WEBINAR SERIES***

- Prepping for Holiday: Marketing, Inventory Planning and Everything In Between

Q4 2026

● **SPECIAL REPORTS**

- Inside the Evolution of the Store
- Advancements in Loyalty and Consumer Engagement
- 2027 Outlook and Predictions (multimedia video experience featuring industry experts)
- The New Value Conversation: Looking Beyond Price to Connect with Consumers
- Personalization in the Era of AI

● **WEBINAR SERIES***

- Theme: Building Connection and Enhancing Customer Loyalty