SPONSORED EDITORIAL CALENDAR

CGT — CONSUMER GOODS TECHNOLOGY
Media Planner 2025

		Special Reports/Benchmark Studies	Next Big Thing Reports	Roadmaps	Infographics	Fireside Chats
JANUARY	PROGRAM CLOSE: 12/16/24 MATERIAL DUE: 12/23/24	- CES/NRF Takeaways for Consumer Goods Execs - Modern Digital Shelf Excellence Special Report	Customer Experience	RGM Strategies to Grow Efficiencies & Profits	Building Supply Chains for Tomorrow	Best Practices for Integrating Ai Across the Enterprise
FEBRUARY	PROGRAM CLOSE: 1/10 MATERIAL DUE: 1/17	Modernizing Your Data Strategy Special Report		Integrating AI Agents and Co-Pilots	Maximizing Gen Alpha Marketing Opportunities	The Future of IoT in Supply Chain
MARCH	PROGRAM CLOSE: 2/07 MATERIAL DUE: 2/14	IT Integration Special Report		How to Supercharge Revenue Forecasting	Scaling Generative AI Success	AI-Based Pricing Strategies
APRIL	PROGRAM CLOSE: 3/07 MATERIAL DUE: 3/14	Retail and Consumer Goods Analytics Research Report	Artificial Intelligence	Seizing the Advantages of Image Recognition and Visual Intelligence	Leveling-Up Personalization Strategies	Getting Your Data AI-Ready
MAY	PROGRAM CLOSE: 4/04 MATERIAL DUE: 4/11	Managing Data Risks and Threats Special Report		Developing Resilient, Data-Driven Logistics and Supply Chain Strategies	Retail Execution Excellence	Enabling Real-Time Measurement and Insights for the Omnichannel World
JUNE	PROGRAM CLOSE: 5/02 MATERIAL DUE: 5/09	Customer Experience Special Report		Charting Your Industry 4.0 Future	Building an RGM Blueprint	What AI Agents Mean for CX
JULY	PROGRAM CLOSE: 6/06 MATERIAL DUE: 6/13	Operationalizing Generative AI Special Report	Manufacturing and Supply Chain Automation	Building Omnichannel Dominance Through a Carefully Crafted RGM Strategy	Harnessing Digital Twins	Retail Execution Strategies for Modern Commerce
AUGUST	PROGRAM CLOSE: 7/11 MATERIAL DUE: 7/18	Manufacturing Automation Special Report		Elevating Retail Execution	Sophisticated Pricing Tactics and Technologies	Automating Workflows and Enhancing Cross-functional Collaboration With AI Copilots
SEPTEMBER	PROGRAM CLOSE: 8/08 MATERIAL DUE: 8/15	Sales & Marketing Research Report		Developing Personalization Strategies that Can Scale	Innovating Through Consumer Data	Maximizing Public Cloud
OCTOBER	PROGRAM CLOSE: 9/05 MATERIAL DUE: 9/12	Top 100 Consumer Goods Companies	Consumer Behavior	Identifying the Right Retail Media Partners	Data Privacy Readiness	2026 CPG Tech Budget Priorities
NOVEMBER	PROGRAM CLOSE: 10/03 MATERIAL DUE: 10/10	Supply Chain Resilience Special Report		Building Modern Organizational Agility	Consumer Behavior Trends Influencing Product Development	Integrated RGM Strategies with Advanced Technologies
DECEMBER	PROGRAM CLOSE: 11/07 MATERIAL DUE: 11/14	Future of CPG: Readying for Tomorrow's Emerging Technologies		Expediting New Product Launches	AI-Powered Supply Chain Success	Composable Commerce's Growing Seat at the Table

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