

ISSUE	AD CLOSING	MATERIAL CLOSE	STREET DATE	BONUS DISTRIBUTION	SPECIAL FEATURES
October 2019	Sept 2	Sept 9	Oct 2	Marketing Evolution C-Suite Summit Strategy Awards Ad Tech	<p>Next Big Things How tech is impacting marcom practices and consumer decision-making.</p> <p>Brands of the Year Guiding the alpha brand is a long-game strategy. <i>Strategy</i> identifies the category-defining brands and digs into the insights that took them to the top.</p> <p>New Establishment: Brand Next gen marketing leaders and outstanding new recruits, as nominated by peers. Who pulled off impressive mid-career feats and what did the most promising industry newcomers get up to?</p> <p>Strategy Awards Canada's best laid plans; the insights and ideas that position brands for success.</p> <p>NEW Sponsored Supplement: The New Pharma Increased focus on the wellness space means strategic and creative stakes in the pharma sector are ramping up. Regulatory scrutiny does not mean bland ideas, as the influx of cannabis work attests. <i>Strategy</i> checks in with pharma agencies to see what's working and what's next.</p>
November/ December 2019	Oct 4	Oct 11	Oct 31	AOY ADCC Awards	<p>Strategy's Agency of the Year The AOY shortlists are Canada's top Creative, Media, Digital, PR or Design shops, and new this year, Small Agency of the Year contenders. This annual juried review is a window into the industry's most impactful portfolios and the agencies behind them.</p> <p>Marketers of the Year <i>Strategy</i> identifies the marketers who champion impactful branding and make a splash with bold new ideas. The overall Marketer of the Year is . . . determined by peer voting.</p>
Media Innovation Awards Annual - December 2019	Oct 31	Nov 7	Nov 28	MIAs Jan/Feb <i>Strategy</i> Magazine Select Subscribers	<p>Keeper guide to the best Media ideas of the year: Mini-cases of MIAs-winning work, spanning savvy targeting and innovative medium use across categories and platforms.</p> <p>Media Leader of the Year How to position your media agency for a digitally-transformed future: Whose leadership and vision had the most impact, as per peer voting.</p> <p>New Establishment MEDIA Next gen media agency leaders and top new recruits, as nominated by peers. Who pulled off impressive mid-career feats and what did the most promising industry newcomers get up to?</p>
January / February 2020	Nov 28	Dec 5	Jan 3		<p>NEW Where are we with sustainability? CMO Council Forum Consumers' take on CSR and eco issues are changing. Real meaningful change across the full product lifecycle is required. Who's getting there, and what's the ROI?</p> <p>Strategy's Canadian Marketing Leadership Survey From the opportunities that inspire marketers to the challenges brands face, a high-level survey of the biggest issues on the horizon.</p> <p>Sponsored Supplement: The Indies List How Canada's indie agencies are responding to brands' new needs: Made-in-Canada models and market-unique services at indie creative, media, design and PR shops.</p>

ISSUE	AD CLOSING	MATERIAL CLOSE	STREET DATE	BONUS DISTRIBUTION	SPECIAL FEATURES
March / April 2020	Jan 20	Jan 27	Mar 4	AToMiCon AToMiC Awards	<p>NEW Where are we at with D2C 24/7 content? CMO Council Forum Brands are content hubs, media platforms and culture curators. Constant meaningful and customized interaction is the new CRM. Which brands are mastering it, and what's the ROI?</p> <p>Creative Report Card Who are the winningest brands, planners and creatives in Canada? As per a tally of global, national and regional awards, the honour roll...</p> <p>Agency Network Tree Trace agencies' ancestry in the really big tree.</p> <p>AToMiC Gold As advertising, tech and entertainment intersect, new brand dimensions form. AToMiC Awards curate the boundary-pushing work – and <i>strategy</i> explores the trends fueling the new collaborations.</p> <p>Sponsored Supplement: Production Partners New social channels means new content needs to go and to fill that audience pipeline, marketers are collaborating with new partners. <i>Strategy</i> checks in on which shops, studios and partners are stepping forward to meet changing brand and agency needs.</p>
May / June 2020	Mar 19	Mar 26	April 30	Shopper Marketing Forum SIA Awards	<p>The next consumer <i>Strategy</i> dives into the new trends affecting consumer behavior and explores the impact on marketing.</p> <p>NEW What's up next in innovation? CMO Council Forum The biggest factors fueling R&D now...and what's in the pipeline.</p> <p>Digital transformation: retail's new reality <i>Strategy</i> checks out Canada's retail scene to see how brands are achieving frictionless retail.</p> <p>Retail Innovator of the Year The jury of the SIA Awards, a compilation of Canada's winning shopper marketing and retail innovation ideas, determines which retailer's reinvention strategy clicked with consumers.</p> <p>Sponsored Supplement: The Agency A-List A deep dive into the new offerings, winning strategies and work at Canada's most awarded creative, media, digital and PR shops.</p>
Marketing Awards Annual June 2020	May 1	May 8	June 11		<p>Keeper guide to the best Canadian creative of the year: Marketing Awards-winning work from the definitive Design, Multicultural, Craft and Advertising competition.</p>
Summer 2020 July / August	June 1	June 8	June 25		<p>NEW Where are we with diversity? CMO Council Forum What's working. And where we need a new plan.</p> <p>Data plans There's a whole new dataverse of challenges to plan around. Who's got it figured out, or at least a good working theory on how to grow consumer intel and interactions...</p> <p>Fall TV New shows, new viewing options, new ad plans. <i>Strategy</i> delivers the first analysis of the new programming grid and puts the nets' strategies into context.</p>