

ISSUE	AD CLOSING	MATERIAL CLOSE	STREET DATE	BONUS DISTRIBUTION	SPECIAL FEATURES
October 2018	Aug 23	Aug 30	Sept 21		<p>Brands of the Year Building the alpha brand takes long-term thinking across the full go-to-market spectrum – but how that plays out is evolving. <i>Strategy</i> identifies the brands that hands-down owned their category and digs into the insights that got them to the top.</p> <p>Strategy Awards A curation of Canada's best laid plans. Developed in association with the Account Planning Group of Canada, the Strategy Awards recognize the killer insights and ideas that position brands for success. New this year, Strategy Awards is partnering with the Association of Canadian Advertisers to recognize the ACA Gold Medal Award winner.</p> <p>Supplement: OOH As OOH adds more tech to its arsenal, what can be done – and how customized it can be – continues to turn heads. Here is what the major players in Canada have been up to lately, and what's possible next.</p> <p>Media Roundtable Let's talk. A deep dive into the pressing media issues that need tackling today, and the leadership needed to move forward.</p>
November/ December 2018	Oct 4	Oct 11	Nov 2	AOY ADCC Awards	<p>Strategy's Agency of the Year The AOY shortlist identifies Canada's top Creative, Media, Digital, PR and Design shops; the winners have the most creative, strategic, impactful body of work in the country. This annual competition provides access to the industry's best portfolios and a window into the agencies behind them.</p> <p>NEW ESTABLISHMENT: Brands The inaugural marketer-side edition of New Establishment (formerly Marketing's 30 Under 30) profiles up-and-comers nominated for breakthrough thinking and original brand initiatives.</p>
Media Innovation Awards Annual - December 2018	Nov 1	Nov 8	Nov 29	Media Innovation Awards	<p>A keeper guide to the best Media thinking of the year. Mini-cases of MIAs-winning work, spanning clever ideas, savvy targeting and innovative medium use across categories and platforms.</p> <p>+ Media Leader of the Year The big reveal. A convo with the media agency topper who aced new biz, new ventures and future-savvy leadership.</p> <p>NEW ESTABLISHMENT: Media Marketing's 30 Under 30 meets <i>strategy</i>'s Next Media Stars in the second edition of New Establishment: Media, which profiles up-and-comers nominated for breakthrough-thinking and original media initiatives.</p>
January / February 2019	Nov 27	Dec 4	Jan 2		<p>Marketers of the Year <i>Strategy</i> identifies the marketers who shook things up with bold new plays. The overall Marketer of the Year is determined by peer voting.</p> <p>Strategy's Annual Canadian Marketing Survey From the challenges that most concern Canada's marketers to where marcom spend is going now and next, <i>strategy</i> tabulates the shifts in activity and attitude.</p> <p>Supplement: The Indies List Who's standing out in Canada's independent agency arena? A deep dive into the different approaches, market-unique services and the best work being done at Canada's indie creative, media, design and PR shops.</p>

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March / April 2019	Feb 5	Feb 12	Mar 6	ATOMICON CMDC	<p>Content Marketing The pool is getting crowded, so what's a brand got to do to build an audience? <i>Strategy</i> takes a look into Canada's most successful content marketing plays to find out what's working now.</p> <p>AToMiC Awards This is the future of building brands. As advertising, tech and entertainment intersect, new brand dimensions are forming. AToMiC curates boundary-pushing work – from the realm of ad, digital and media agencies, as well as producers and media companies.</p> <p>Creative Report Card Who had the very best year at the podium? We crunch the trophy numbers to see whose ideas mattered most on the global, national and regional awards show front to reveal the top advertiser, agency planners and creatives. Online, dive deeper into the annual ranking for news on the talent and companies in the Creative Report Card database.</p> <p>NEW ESTABLISHMENT: Innovators The third installment of the New Establishment series (and final chapter in the evolution of Marketing's 30 Under 30) profiles up-and-comers nominated for original endeavours, from entrepreneurial and techie initiatives to social leadership and beyond.</p> <p>Agency Tree Who owns who? The handy annual pull-out poster guide mapping the interconnectedness of all the network agencies in Canada.</p> <p>Supplement: Production Partners As brands venture deeper into different content realms, marketers and agencies are collaborating with new partners with diverse expertise. <i>Strategy</i> talks to key players about production trends, and checks in on the latest work.</p>
May / June 2019	Mar 29	Apr 4	April 30	Shopper Marketing Forum SIA Awards Marketing Awards Ad Tech	<p>Performance Marketing What's under the hood? <i>Strategy</i> dives into the tech and data plays powering marcom investment and decision-making.</p> <p>Retail x Brand: the new shopper gameplan <i>Strategy</i> investigates Canada's uber competitive shopper marketing and retail scene to see which brands are evolving their playbooks and winning in the DTC quest and frictionless experience game.</p> <p>SIA Awards Brands, retailers and agencies are stepping up on the innovation front to capture consumer attention via more compelling activations. The SIA cases – Canada's winning activation, shopper marketing and retail innovation ideas – reveal who connected best.</p> <p>Supplement: The Agency A-List A peek inside the portfolios of a dozen of Canada's most awarded creative, media, digital and PR shops – from the new offerings to the winning work.</p>
Marketing Awards Annual June 2019	Apr 26	May 3	May 31	Marketing Awards	At the end of the day, creativity fuels attention. This keeper guide is a go-to for creative inspiration, featuring the winning work from the Design, Multicultural and Advertising competitions of Canada's oldest and most prestigious national advertising awards program.
Summer 2019	May 31	June 6	July 2		<p>Fall TV <i>Strategy</i> delivers the first analysis of the new programming grid and puts the nets' strategies into context.</p> <p>Next Big Things: Your Brand's Immersive Reality AI / IoT / VR & AR mean brands have a more direct relationship with consumers that spans new dimensions – like conversations and immersive experiences. <i>Strategy</i> dives into the world of sound and surround experience to see the impact on consumer decision-making and who stood out in Canada.</p>