

MEDIA KIT

2017

LOYALTY MANAGEMENT™

QUARTER ONE, 2017

Deadline: Friday, January 27, 2017

Publication Date: Monday, March 20, 2017

Customer Retention Issue

Bonus: Distribution at Loyalty Expo 2017

- Loyalty Programs: how to, next generation, best practices, best-in-class examples
- Channel Programs / initiatives: next generation, best practices, best-in-class examples
- Advocacy: building it, identify advocates, nurturing and exploiting

QUARTER TWO

Deadline: Friday, April 14, 2017

Publication Date: Monday, June 19, 2017

Annual Best Practices Issue

Best practices and what makes them the best

- Best practices in creating winning loyalty programs
- Best practices in delivering a superior overall customer experience
- Best practices in multi-channel loyalty strategies
- Best practices in turning employees into brand ambassadors

QUARTER THREE

Deadline: Friday, July 14, 2017

Publication Date: Monday, September 18, 2017

Customer Experience & Engagement Issue: B2B & B2C

Bonus: Distribution at Engagement & Experience Expo

- Using customer experience to build deeper, more meaningful customer relationships
- Omni channel customer engagement
- The role of VoC in customer experience
- Customer service

QUARTER FOUR

Deadline: Friday, October 13, 2017

Publication Date: Monday, December 18, 2017

Annual Trends Issue

Reflecting on what we saw in 2017 and where we're going in 2018

- Trends in measuring effectiveness of strategies
- Trends in omni-channel/multi-channel integration
- Trends in technology in engagement, experience, loyalty & advocacy

PRINT SUBMISSION GUIDELINES

CONTRIBUTORS' SUBMISSION GUIDELINES

CONTENT

- Submissions should be unbiased, non-promotional, and vendor neutral.
- Styles accepted include editorial, op-ed, best practices, case studies, or white papers.
- Sidebars or calls outs should be noted.
- A tone that is advertorial in nature or suggestive of a press release should be avoided. Please email [Steven Taggart \(StevenTaggart@loyalty360.org\)](mailto:StevenTaggart@loyalty360.org) for details on sharing a press release.

CONTRIBUTOR INFO

All submissions should be accompanied by a short bio and headshot for the Contributor's page.

- **Headshot:** print ready photograph 300 dpi or greater (pdf, jpeg, or tif).
- **Bio:** one -two sentences, approximately 30 words.

TIMING

Deadlines are tight. Please be sure to submit your complete FINAL article with contributor bio and headshot by the due date. If you miss the deadline, we will hold your article for a future issue.

LENGTH

Contributions for the opinion editorials should not exceed 600 words. For other features word lengths will vary, but generally do not exceed 1,200.

NOTE: For lengthier submissions, contact [Steve Taggart, StevenTaggart@loyalty360.org](mailto:StevenTaggart@loyalty360.org) for special consideration.

IMAGES & GRAPHIC ELEMENTS

Any photos, graphs, charts etc. to be included with your piece need to be delivered as a separate file and should be print quality. 300 dpi or greater (pdf, jpeg or tif) at 100% reproduction size.

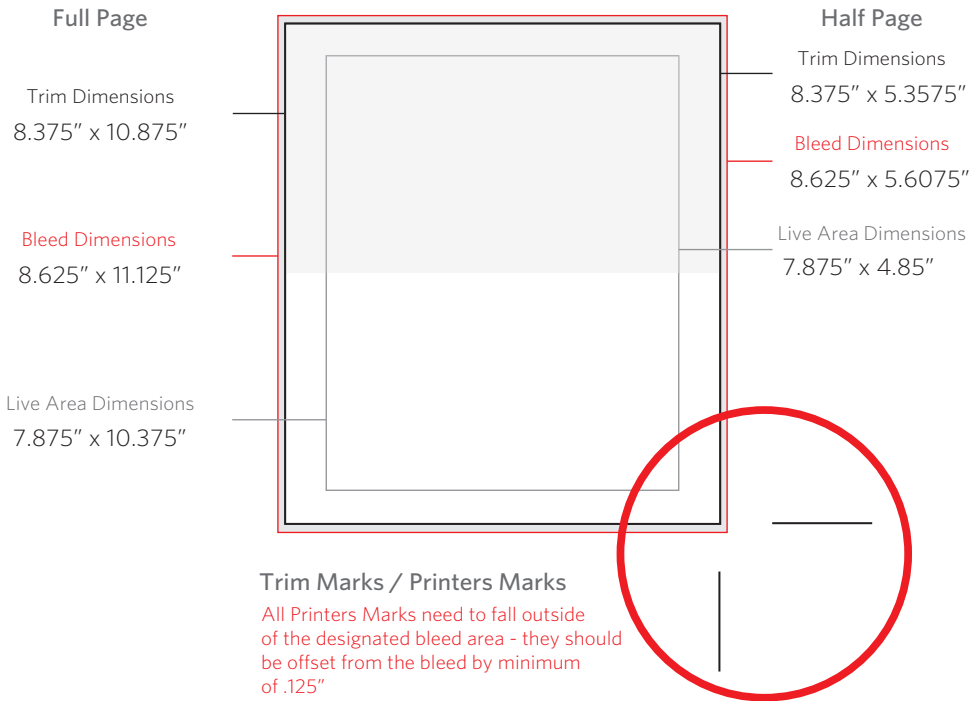
- Include drawings, figures, tables, and screen shots, whenever it seems useful or otherwise appropriate.
- Give any graphic element an informative caption.
- Refer to each graphic element at an appropriate place in the running text.

NOTE: We will always do our best to include supplied images. However, we reserve the right to substitute or alter the image to accommodate style, size, and content as it relates to the overall look and feel of the publication.

MECHANICAL SPECIFICATIONS

- Single-page PRESS QUALITY PDFs, including crop marks and bleed, fonts embedded
- All colors & images in CMYK
- All images high resolution CMYK files. (300 dpi at actual size)
- **Details:** Set margins to .25" on all sides (no type within the margins); bleeds must extend .125" beyond the trim. Crops must extend .25" **beyond** the trim area.

| SIZE | LIVE AREA (width x height) | TRIM AREA (width x height) |
|-----------------------|----------------------------|----------------------------|
| full page | 7.875" x 10.375" | 8.375" x 10.875" |
| 1/2 page | 7.875" x 4.85" | 8.375" x 5.3575" |
| 1/3 page (vertical) | 2.35" x 9.625" | Inset - No Bleeds |
| 1/4 page | 3.6042" x 4.7225" | Inset - No Bleeds |
| 1/4 page (horizontal) | 7.375" x 2.2938" | Inset - No Bleeds |



LOYALTY MANAGEMENT™

CONTRIBUTORS' SUBMISSION GUIDELINES

LOYALTY MANAGEMENT ONLINE

Deadline: See editorial calendar for issue specific submission deadlines.

Each month features exclusive online content focused on the latest marketplace trends, technologies, case studies, and best practice research.

CONTENT

As a **Voice of the Customer** publication, topics and focus for each issue are determined as we receive your feedback. Each issue we look for the latest trends, technology, newest ideas and case studies. We encourage you to share your ideas, learnings and experiences including trends, best practices, technology—new and used, what's working and, yes, what's not! See the editorial calendar for topic suggestions.

TIMING

Deadlines are tight. Please be sure to submit your complete FINAL article with contributor bio (30 words or less) and headshot or advertisement by the due date. If you miss a deadline, we will hold your article/ad for a future issue.

These online exclusive articles also receive featured placement and promotion in Loyalty360's weekly newsletter and through social media channels.

JANUARY**Deadline:** Monday, December 26, 2016**Online Publication Date:** Monday, January 2, 2017**Trends B2B & B2C**

- Branding / universal messaging
- Content Marketing: definition, best practices, uses, digital

FEBRUARY**Deadline:** Monday, January 30, 2017**Online Publication Date:** Wednesday, February 1, 2017**Customer Lifecycle Issue**

- Journey mapping
- Incorporating data
- Lifecycle stages
- Omnichannel

MARCH**Deadline:** Monday, February 27, 2017**Online Publication Date:** Wednesday, March 1, 2017**Data Issue**

- CRM
- Segmentation
- Data Analytics

APRIL**Deadline:** Monday, March 27, 2017**Online Publication Date:** Monday, April 3, 2017**Customer Loyalty Issue**

- Customer Loyalty
- Customer Retention
- Building advocacy
- B2B & B2C

MAY**Deadline:** Wednesday, April 26, 2017**Online Publication Date:** Monday, May 1, 2017**Customer Retention: What's Next**

- Taking retention to the next level
- Partnerships
- Promotions
- Effective use of data and segmentation
- Valuing the customer

JUNE**Deadline:** Monday, May 29, 2017**Online Publication Date:** Thursday, June 1, 2017**B2B Issue: Customer Retention**

- How the relationship changes over time
- VoC
- Community development & management
- Best practices to develop and share content

JULY**Deadline:** Monday, June 26, 2017**Online Publication Date:** Monday, July 3, 2017**The Employee Issue**

- Employee engagement
- Role of Employee in successful customer loyalty
- Role of Employee in successful customer experience

AUGUST**Deadline:** Friday, July 28, 2017**Online Publication Date:** Tuesday, August 1, 2017**Technology Issue**

- Beacons / Cloud / Mobile / Security / Social.....

SEPTEMBER**Deadline:** Monday, August 28, 2017**Online Publication Date:** Friday, September 1, 2017**Customer Experience Issue (B2B & B2C)**

- Customer service
- VoC
- Omnichannel
- Customer insights

OCTOBER**Deadline:** Wednesday, September 25, 2017**Online Publication Date:** Monday, October 2, 2017**Customer Engagement Issue**

- Consumer trends
- Trends in strategies and practices
- Data collection and management

NOVEMBER**Deadline:** Monday, October 30, 2017**Online Publication Date:** Wednesday, November 1, 2017**Research Issue**

- Consumer insights
- Employee insights
- B2b insights
- Market insights

DECEMBER**Deadline:** Friday, November 27, 2017**Online Publication Date:** Friday, December 1, 2017**Best Practices**

- Corporate social responsibility
- Omnichannel
- Technology
- Engagement, experience & loyalty





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