

ANNUAL MARKETING EDITORIAL CALENDAR

	Q1			Q2			Q3			Q4		
EVENTS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Selling Cycle												
Selling Seasons												
Holidays												
Industry Related												

Selling Cycle	JANUARY												
	DATE	PROJECT TITLE	PROJECT TYPE	PERSON / DEPT RESPONSIBLE	MANAGER	PROJECT GOAL	TARGET AUDIENCE	DATE DUE	RELEASE DATE	MEDIA OUTLET	PROMO	METADATA	MEASUREMENT SUCCESS
Selling Seasons	1												
Holidays	2												
Industry Related	3												
Launches	4												
Deadlines	5												
Other Important Dates	6												
Goals	7												
Measurements of Success	8												
Comments	9												
	10												
	11												
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ADDITIONAL NOTES FOR THE MONTH													