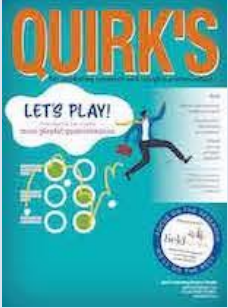


2024 Magazine Editorial Calendar

January/February



Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: October 2023
Final Manuscripts Due: November 10, 2023

Sponsored Content Features

- Outlook 2024 – Generative AI (limited sponsorship opportunities available)
- Top Companies: Physician Research
- Top Companies: Marketing Research Online Communities (MROCs)

Sponsored Content Orders Due: November 13, 2023
Sponsored Content Due: November 22, 2023

March/April



Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: November 2023
Final Manuscripts Due: January 19, 2024

Sponsored Content Features

- Innovative Products and Services
- Top Companies: Data Analytics
- Top Companies: Consumer Research Providers

Sponsored Content Orders Due: January 15, 2024
Sponsored Content Due: January 22, 2024

May/June



Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: January 2024
Final Manuscripts Due: March 15, 2024

Sponsored Content Features

- Leading Insight Platforms
- Top Companies: Financial Services Research
- Top Companies: Telephone Interviewing

Sponsored Content Orders Due: March 18, 2024
Sponsored Content Due: March 25, 2024



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2024 Magazine Editorial Calendar

July/August



Editorial Content

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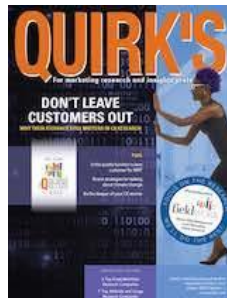
Suggested Query Timing: March 2024
Final Manuscripts Due: May 17, 2024

Sponsored Content Features

- Faces of Research – Outstanding Research Teams
- Top Companies: Generative AI
- Top Companies: Sampling Providers

Sponsored Content Orders Due: May 15, 2024
Sponsored Content Due: May 22, 2024

September/October



Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: May 2024
Final Manuscripts Due: July 12, 2024

Sponsored Content Features

- Q Report End-Client Study Commentary
- Top Companies: Shopper Insights
- Top Companies: Global Research

Sponsored Content Orders Due: July 23, 2024
Sponsored Content Due: July 23, 2024

November/December



Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: July 2024
Final Manuscripts Due: September 14, 2024

Sponsored Content Features

- Innovative Products and Services
- Top Companies: Pharma Research
- Top Companies: In-Home Use Testing (IHUT)

Sponsored Content Orders Due: September 13, 2024
Sponsored Content Due: September 20, 2024



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