

2026 Editorial Calendar

For nearly 20 years, *Demand Gen Report* (DGR) has been the media brand that B2B marketers read and trust. Our in-depth content offerings spur them to act and shapes how the industry thinks about the latest trends. **Here's our upcoming lineup.**



JULY

- **Tentpole Event:**
2026 B2BMX Summer Camp Webinar Series.
- **Special Report:**
Leadership Playbooks. Practical leadership strategies and proven frameworks for building high-performing demand generation teams, featuring insights from today's top B2B marketing leaders.
- **Website Coverage:**
Demand generation leadership, team optimization, B2BMX Summer Camp recaps, and strategies for scaling high-performing marketing organizations.

AUGUST

- **Special Report:**
Database Optimization. A practical look at database health, contact acquisition, AI-powered enrichment, and data quality strategies that improve targeting and pipeline performance.
- **Website Coverage:**
Data hygiene, contact acquisition, AI-driven enrichment, audience segmentation, and database performance best practices.

SEPTEMBER

- **Tentpole Event:**
DGR Survey Benchmark Report.
- **Special Report:**
Modern B2B Innovations. Explore the technologies and strategies transforming demand generation, including AI, intent data, personalization, and revenue operations, alongside insights from the annual DGR Benchmark Report.
- **Website Coverage:**
Advertising Week preview, AI and marketing innovation, intent data, personalization, and Benchmark Survey Report findings.

OCTOBER

- **Tentpole Event:**
2026 Strategy & Planning Webinar Series
B2BMX at Advertising Week New York
- **Special Report:**
CMO Insights. Executive perspectives on pipeline ownership, budgeting, revenue accountability, and strategic priorities from today's leading B2B marketing executives. Informed by conversations at B2BMX at Advertising Week New York.
- **Website Coverage:**
Advertising Week recap, CMO leadership strategies, pipeline accountability, and Strategy & Planning Webinar Series previews.

NOVEMBER

- **Special Report:**
Strategy & Planning. Actionable guidance for developing 2027 go-to-market strategies and blueprints, budget priorities, channel mix decisions, and organizational alignment.
- **Website Coverage:**
2027 Go-to-market planning and budget frameworks, demand gen channel mix strategy and optimization, Strategy & Planning Webinar Series takeaways.

DECEMBER

- **Tentpole Event:**
Editorial podcast series with industry leaders looking back at 2026 and ahead to 2027.
- **Special Report:**
Year in Review & Future Trends. A comprehensive look at the defining demand gen trends of 2026 and the technologies that will define 2027. Anchored by podcast conversations with industry leaders.
- **Website Coverage:**
The biggest B2B demand gen shifts of 2026, what's next for B2B marketing in 2027, practitioner predictions and lessons learned.

Contact the Demand Gen Report team for more information on the benefits and pricing of our sponsorship opportunities.

The 2026 editorial calendar can serve as a guide for solution providers, sponsors and advertisers to capitalize on special sections and sponsorship opportunities. Specific dates and topics are subject to change based on market trends and industry events. Looking for a custom program or theme? Our team can help create a tailored content sponsorship that aligns with your marketing goals and key topics.

MEDIA KIT