

strategy

2022
editorial
calendar

bold
vision
brand
new
ideas

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strategy at a glance

Strategy magazine's focus on bold vision, brand new ideas and excellence in Canadian marketing has made it the journal of record in the industry.

Issue	Ad Closing	Material Close	Street Date
Spring 2022	March 2	March 9	March 29
Marketing Awards Annual 2022	May 18	May 25	June 15
Summer 2022	June 2	June 8	June 28
Fall 2022	–	–	Oct/Nov
Winter 2022/23	–	–	Jan

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Issue dates

Ad Closing	March 2
Material Close	March 9
Street Date	March 29

Special features

Creative Report Card

Who are the winningest agencies, brands, planners and creatives in Canada? As per a tally of global, national and regional awards, the honour roll...

AToMiC Gold

As advertising, tech and entertainment intersect, new brand dimensions form. AToMiC curates the boundary-pushing results – and strategy explores the new collabs.

Next Big Thing

The metaverse is either massively overhyped or a world-altering paradigm. Its hypothetical existence hits the nerves of skeptics, while evangelists see a virtual utopia. What implications are posed by the metaverse? And what are the opportunities?

New Establishment: Innovator, brand and media

Strategy canvasses the industry to find future brand, agency and media leaders and explore the nature of change they're bringing to the market.

Sponsored Supplement: The New Collaborators

New marketing channels and the resulting push for innovative, quality and cost-effective brand content means marketers are collaborating with new partners. Strategy checks in on shops, studios and partners that are best meeting the changing demands.



Keeper guide to the best Canadian creative of the year: The Centennial Marketing Awards-winning work from the definitive Design, Multicultural, Craft, Public Service and Advertising competitions..

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Street Date	June 28

Special features

Where are we at with ESG?

There's been a huge push around ESG in the business world, giving marketing leaders a new challenge. How do they support their brands in stepping up and behaving like thought leaders when it comes to the climate crisis? A deep dive into best practices from around the world and in Canada, looking at how marketers are solving business problems with an ESG lens.

The Mediatication of Retail

Retailers are launching media networks left, right and center with reams of data on shoppers. The last few years have been a learning curve for retailers who jumped in first, but they're starting to accelerate their progress and offer more value. A look at the impact of these networks on advertising and what they're providing brands, as well where Canada sits in the equation.

Sponsored Supplement: The Agency A-List

A deep dive into the new offerings, winning strategies and work at Canada's most awarded creative, media, digital and PR shops.

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Issue dates

Ad Closing	TBA
Material Close	TBA
Street Date	Oct/Nov

Special features

How We Work (Now):

Brand and agency leaders felt reverberations in the workplace when the world stopped turning on its axis in 2020. Now they must solve the puzzle of bringing back connections and going beyond functional exchanges in a new, hybrid normal. A look at the models and strategies that are being designed to motivate and retain an increasingly disengaged workforce.

Strategy's Agency of the Year

The AOY shortlists identify Canada's top Creative, Media, Digital, PR, Design and Small Agency of the Year contenders. This annual juried review curates the industry's most impressive portfolios and the shops behind them.

Brands of the Year

Guiding the alpha brand is a long-game strategy. *Strategy* identifies the category-defining brands and digs into the insights that took them to the top.

Sponsored Supplement: The New Pharma

The health and wellness space just keeps growing. This means higher strategic and creative stakes in the sector. Regulatory scrutiny raises the challenge level. *Strategy* checks in with pharma agencies to see who's making an impact..

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Issue dates

Ad Closing	Dec 22
Material Close	TBA
Street Date	Jan 23

Special features

Stop, Starts & Changes

Brand leaders reflect on the year that was, and what's to come. *Strategy* explores the next big opportunities for marketers, with a look at what the industry needs to start doing, what it wants to stop, and what it hopes to change in 2023.

Marketers of the Year

Strategy identifies the top marketers who had enviable impact, made bold moves, and pushed the industry forward.

Agency Tree

The return of *strategy's* industry guide to Who Owns Who? The handy annual pull-out poster mapping the interconnectedness of network agencies in Canada.

Sponsored Supplement: The Indie List

How Canada's indie agencies are responding to brands' new needs: Made-in-Canada models and market-unique services at indie creative, media, design and PR shops.