

## 2012 FORWARD FEATURES LIST

Internet Retailing magazine will focus on the following areas in 2012. Each subject will be covered across 5 features looking separately at the subject from the point of view of strategy, marketing, logistics, operations and IT.

### **January - Pace of Change**

What does the future hold for internet and cross-channel retailing? This forward looking issue kick starts the year as we look at innovations, statistics, trends and the issues facing e-retailers in 2012 and beyond.

**Flat Plan: 3 January**

**Page layout: 4, 5, 6 January**

### **March - Retail Strategy**

The customer may be king but it is the internal processes, operations, teams, technologies and suppliers behind the smiling digital faces that make the sales and deliver the promise. We look at what the customer doesn't see.

**Flat Plan: 1 March**

**Page layout: 2, 5, 6 March**

### **May - Mobile**

Android, iPhone and Nokia app, tick; mobile-optimised site, tick; cross-channel strategy, tick; mobile marketing strategy, tick. M-commerce has well and truly landed but how do you develop a 5-year plan for a platform that's evolving faster than ecommerce? We look at 'mobile' and m-commerce from a number of angles to see where best practice retailers are taking the channel in everyone's pocket and where mobile is leading e-retailing.

**Flat Plan: 8 May**

**Page layout: 9, 10, 11 May**

### **July - Customer centricity**

The customer is at the heart of retail, adding their voice to board decisions and expecting personal service on their terms. This issue looks at personalisation, social commerce and techniques for understanding, engaging and increasing customers' lifetime value.

**Flat Plan: 28 June**

**Page layout: 29 June, 2, 3 July**

### **September - Cross-channel**

Where is the retail high street on the journey to cross-channel connectivity? This issue investigates the issues and challenges facing the industry today along with the opportunities being grasped by the innovators running complex cross-channel operations.

**Flat Plan: tbc**

**Page layout: tbc**

### **November - International and Cross-border**

Has the lure of the overseas customer paid off for UK e-retail? We look at the challenges the connected world is bringing to the industry in terms of currency, fraud, logistics, customers and competition and look to the green pastures of emerging markets.

**Flat Plan: tbc**

**Page layout: tbc**